

Grading

Job Description and Employee Specification

<u>Job title:</u> Baby Feeding Practitioner	<u>Service area:</u> Public Health
<u>Post number:</u>	<u>Division:</u> 0-19 Sexual Health and Health Protection
<u>Grade:</u> Grade 4	<u>Section/team:</u> Baby Feeding Team
<u>Overall purpose of job:</u> To work with parents across North Lincolnshire to raise awareness of the importance and benefits of breastfeeding. To support all women to initiate and continue to breastfeed for as long as they wish with a focus on families in our most deprived communities and in Family Hubs.	
Post holders will be expected to be flexible in undertaking the duties and responsibilities attached to their post and may be asked to perform other duties, which reasonably correspond to the general character of the post and are commensurate with its level of responsibility.	
<u>Main responsibilities:</u> <ol style="list-style-type: none"> 1. To engage with all pregnant and breastfeeding women and their families from all areas of North Lincolnshire to provide information and support regarding the benefits of breastfeeding and the importance of responsive breast and bottle feeding, building positive relationships and bonding and attachment for all babies. 2. Provide support and information to women with regard to correct positioning and attachment, hand expression, knowledge of when breastfeeding is going well, how to manage feeding at night and when out and about. 3. Support parents with breastfeeding in difficult/emotional situations and be able to identify common problems associated with breastfeeding and be confident to refer these to other health professionals where appropriate. 4. To support breastfeeding women in the Family Hubs or their own homes when extra support is required. 5. To have regard for the individual needs and circumstances of parents and be able to support their feeding journey ensuring the health and wellbeing of mother and baby. Signposting to other services where appropriate to Family Hubs Services or others e.g. Early Help, mental health services, smoking cessation. 6. Provide antenatal workshops to parents-to-be both individually and in groups, to raise awareness of the benefits of breastfeeding, its impact on child development and to develop their knowledge of how to breastfeed successfully. 7. To work in relevant settings within the community to promote the benefits of breastfeeding, responsive feeding and bonding and attachment. 8. To work creatively with a range of partners so that breastfeeding becomes the preferred and accepted method of infant feeding in North Lincolnshire. 9. Be able to identify common problems associated with breastfeeding and be confident to refer these to other health professionals. 10. Develop good relationships with all professionals working with pregnant, breastfeeding women and their babies. 11. To maintain a high level of confidentiality in all aspects of work including client records and conversations. 12. To maintain accurate records of activities and complete data sheets. 	

Job Description and Employee Specification

Creativity and innovation:

- Work within culturally diverse areas, with a high proportion of families living in areas of deprivation, from ethnic minority groups, asylum seekers and high levels of teenage pregnancy.
- Use and adapt a range of resources and models of interventions to suit the needs of a diverse range of women and their families by delivering antenatal workshops across North Lincolnshire and to individual parents in their own homes if this is more appropriate. This will also include parents for whom English is not their first language and parents who have additional needs and require extra support to understand information regarding infant feeding.
- Use of creative strategies to engage families in activities that promote the benefits of breastfeeding including promotional events, working with Dad's groups and young parent's groups.
- Assess whether a breastfed baby is thriving and know how to improve the breastfeeding experience for mother and baby.
- Through assessment know when a baby or its mother requires clinical intervention and be able to refer to the most appropriate clinician.
- Work as part of a team or individually in line with agreed protocols/delivery plan.
- Support and mentor the BABES volunteers to enable them to contribute to the local breastfeeding agenda.
- Use initiative when working alone when needing to react to unpredictable events e.g. baby appears to be unwell.

Contacts and relationships:

- With pregnant and breastfeeding women in line with an agreed plan of service delivery both antenatally and postnatally
- With midwives to discuss/refer a breastfeeding woman and her baby.
- With health visitors in the community to ensure the health visitors are aware of any input provided to discuss any problems that a woman might be experiencing or to voice concerns over a baby failing to thrive.
- With Family Hubs and children's centre staff when delivering antenatal workshops or supporting breastfeeding groups in their centres

Decision making:

- To work within agreed protocols.
- Carry out a breastfeeding assessment to determine whether feeding is effective and provide on-going advice and guidance and know when to consult with other health care professionals.
- Use own initiative to assess women with breastfeeding difficulties when working out in the community and be able to provide on-going support or decide if clinical intervention is indicated.
- Identify common problems associated with breastfeeding e.g. mastitis and refer on to the most appropriate health care professional.
- Be aware of the consequences of not referring to other professionals in a timely manner such as weight loss in the baby and acute mastitis in women.
- To respond to presenting issues in an appropriate manner, ensuring that any issues of concern are raised with the relevant health or social care professional in a timely way.
- To ensure safeguarding issues are reported appropriately.
- Ensure accurate records have been maintained and where appropriate notes have been made in the maternity records and the child health record (Red Book).

Job Description and Employee Specification

- Act within the limits of professional competence and refer to relevant clinical staff when a breastfeeding issue is affecting the health of the baby or it's mother and seek support as appropriate from the senior practitioner or other health care professional.

Responsibility for resources:

Physical resources:

- Responsibility for laptop and mobile phone up to £850 out of the office more than 50% of time
- Responsibility for a resource bag £200 to support breastfeeding mothers.

WORK ENVIRONMENT

Work demands:

- Responses are needed to unplanned referrals and crisis as well as planned events regarding breastfeeding support.
- The work is diverse and needs to cover the requirements of the service users; supporting breastfeeding women in the Family Hubs, Community Venues and in their own homes and also delivering antenatal workshops as planned.
- Will need to keep accurate records of contacts.
- Will need to use I.T. equipment.

Physical demands:

- Normal

Working conditions:

The post holder is based at a designated Family Hub but may also work in community venues across North Lincolnshire.

Work context:

- Supporting parents through a difficult situation may be emotionally challenging.
- Emotional impact of supporting parents who may share sensitive or personal information.

Grading

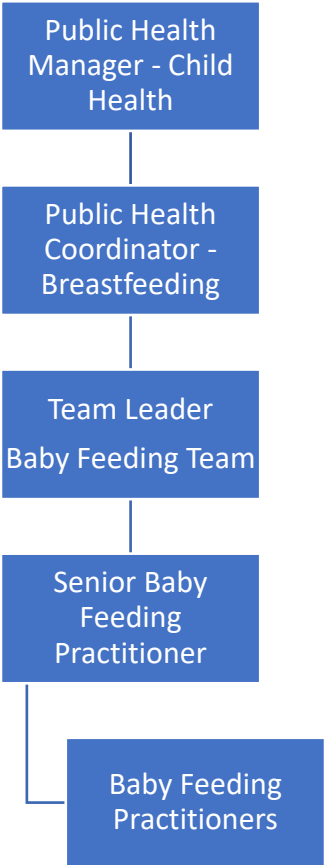
Job Description and Employee Specification

Position in organisation:

Indicate how many staff the post is directly accountable for:

Are posts in more than one location? Yes ☐ No ☒

Is this at the same site? Are the posts managed highly mobile?



Grading

Job Description and Employee Specification

Date evaluated	11/03/2014
Date updated	24/01/2024
Updated by (manager name)	Alison Jollands
Checked by (HR name)	Krista Kempson

ESSENTIAL CRITERIA	ASSESSED THROUGH:
Knowledge, Skills and Experience	Application form (follow up at interview)
<ul style="list-style-type: none"> Personal experience of breastfeeding or providing substantial breastfeeding support. Experience of working with individuals, families and groups. Experience of working in community settings. Ability to maintain accurate records and operate relevant IT systems. Ability to communicate effectively with a wide range of people at all levels and be able to seek support and advice when required. 	
Knowledge, Skills and Experience	Interview
<ul style="list-style-type: none"> Knowledge and understanding of breastfeeding, positioning and attachment, effective feeding and on-going support and advice, and connection to child development. Ability to undertake a breastfeeding assessment to determine whether breastfeeding is progressing effectively and whether the baby is thriving. 	
Education, Training and Qualifications	Original documents
<ul style="list-style-type: none"> Good overall standard of education preferably demonstrating numeracy and literacy skills. Basic computer literacy. 	
Working Arrangements	Interview
<ul style="list-style-type: none"> Ability to transport self around North Lincolnshire in a timely manner. Ability to organise, plan and prioritise workload. Commitment to self-development, training and learning new skills. 	

DESIRABLE CRITERIA	ASSESSED THROUGH:
Knowledge, Skills and Experience	Application form (follow up at interview)
<ul style="list-style-type: none"> Experience of delivering workshops and training to groups and individuals. Experience of maintaining accurate written records. 	

Grading

Job Description and Employee Specification

Knowledge, Skills and Experience	Interview
<ul style="list-style-type: none"> Ability to support parents with breastfeeding difficulties and be able to assess how to improve the breastfeeding experience for mother and baby within the hospital and community. Understanding of the risks that effect babies e.g. safe sleeping, smoking, and the ability to engage with parents on topics detrimental to their or their baby's health. Understanding of the current safeguarding policies and procedures and ability to take appropriate action where needed. Knowledge of UNICEF Baby Friendly Initiative. 	
Education, Training and Qualifications	Original documents
<ul style="list-style-type: none"> Excellent communication skills (written & spoken). Good level of general education GCSE Maths and English or equivalent 	
Working Arrangements	Interview
<ul style="list-style-type: none"> 	

THE POST IS SUBJECT TO:

Disclosure of convictions under the Rehabilitation of Offenders (Exemption) Act 1974

Yes ☒No ☐

Political restriction

Yes ☐No ☒

The ability to speak fluent English under the Immigration Act 2016

Yes ☒No ☐

Version Control

Author	HR Policy Team
Status	V0.1
Date approved	19 September 2012
Last updated	21 December 2021