

Job description

Infant Feeding Community Champion



...we are caring and compassionate

...we deliver quality and value

...we work in partnership



Name:	
Job title:	Infant Feeding Community Champion
Team:	Infant feeding team
Business unit:	
Reports to:	Sue Ward
Accountable to:	Infant feeding lead
Band:	3
Location:	Mobile
Last updated:	20/12/23

Job purpose

This role is a new position, on a fixed term 1 year contract at present, to promote and develop the peer support service for mothers and babies in Medway.

The role will champion the service on offer to parents and professionals, promote referrals from other agencies and help signpost to support for new parents.

Organisational chart

The post holders will work as part of the MCH infant feeding team, reporting directly to the Infant Feeding lead or Infant Feeding specialist, or Peer support coordinator if not available.

1. Communication and relationship skills

The post holder will need to be able to communicate effectively with health professionals and children and family hub staff in various venues around Medway. They will be expected to explain the peer support service and signpost clients to it, as well as provide information and resources to other professionals.

2. Knowledge, training and experience

The post holder will be a current or recently active peer supporter*, with an awareness of the range and limitations of this role, but able to provide basic information pertaining to responsive feeding, brain development in the infant and breastfeeding solutions if required. There will be ongoing supervision and further training as indicated. We will expect the post holder to continue as a volunteer peer supporter, as this new role has different and additional responsibilities.

It would be ideal for the post holder to have qualifications at NVQ3 level or equivalent in the areas of health improvement procedures, database management, information technology systems and software. For example: health and social care or IT NVQ or A levels.

*MCH peer supporters have received training from the National Childbirth Trust

3. Analytical and judgement skills

This role will involve planning how best to promote the service to mothers and health professionals, and assessing how information is received in order to raise awareness.

4. Planning and organisational skills

The post holder will need to plan their visits to maximise use of their time, and to liaise with other professionals as necessary; for example, attending a parent and baby group during the time it is held, or attending antenatal clinics during appointment times. Also, there will be the expectation of facilitating the social events and welcoming the parents attending.

5. Physical skills

The post holder will be expected to travel to different sites within Medway in a timely manner. They will also need to be able to carry a small amount of paperwork and attach posters etc to boards in some venues. There will be some computer/keyboard use with the potential for expanding in this area to include leaflet design etc. They will ideally have good keyboard skills to RSA level 2 or equivalent.

6. Responsibility for patient / client care

There will be some direct client contact, e.g. at the social events, and you will be responsible for ensuring you only share information that is accurate and within the scope of a peer supporter. As following a peer support session, documenting who was present will be required. No hands-on client contact is expected.

7. Responsibility for policy and service development implementation

The postholder will follow all policies relevant to the infant feeding team. There will be opportunity to share ideas with the team and discuss further development of his role and peer support service.

8. Responsibilities for financial and physical resources

There will be no responsibility for handling finances etc. There will be some transportation of leaflets, posters etc., and an expectation that stock levels will be communicated.

9. Responsibilities for human resources (HR)

The post holder will share responsibility for planning visits etc with the peer support coordinator and the Infant Feeding lead as appropriate.

Appraisals are carried out after 6 months and then annually, and 121's are held every 6-8 weeks. There will be opportunities to feedback any issues as well as suggestions to the team as needed.

If any training needs arise, these will be discussed and implemented as necessary. There will not be a requirement to train other staff, but may include shadowing by other peer supporters or potential peer supporters.

10. Responsibilities for information resources

You will be provided with posters, leaflets and other information to share with parents and health professionals, and responsible for removing out of date information at sites visited. There will be opportunities to suggest new or specific resources that may be beneficial.

11. Responsibilities for research and development (R&D)

You will be able to report back with any concerns or recurring trends or questions you encounter, to help provide information for development of the infant feeding service. You may be asked to carry out simple audits in different venues.

12. Freedom to act

The post holder will be working independently and can decide when and where to visit to a certain extent, but will ensure the infant feeding lead is aware of venues to be visited. They will refer to the infant feeding lead if there are any queries or concerns identified at any venue or with teams visited.

The post holder will need to be aware of the need for accountability to the infant feeding lead and peer support coordinator as appropriate, and how to escalate concerns. They will also need to be aware of and follow MCH policies regarding safeguarding, social media and information governance.

13. Physical effort (refer to effort factor questionnaire)

No major physical effort required. There will be a small amount of equipment that will need to be carried to certain venues; for example: piles of posters or handouts, or a bag of toys for the social events.

14. Mental effort (refer to effort factor questionnaire)

Frequent need to concentrate to respond to enquires and providing information. There will be opportunities to suggest new ways of working within the team as the role is continually being developed.

15. Emotional effort (refer to effort factor questionnaire)

Exposure to emotional or distressing circumstances is rare. There may be occasions when you have challenging conversations with a parent or health professional, and if so, supervision and support will be provided as needed.

16. Working conditions (refer to effort factor questionnaire)

Unlikely to require exposure to unpleasant conditions. You will be expected to fulfil your duties to the best of your ability, but if there are adverse weather conditions etc., this will be taken into consideration.

Physical effort

This factor measures the physical effort (sustained effort at a similar level or sudden explosive effort) required for the job. It takes account of any circumstances that may affect the degree of effort required, such as working in an awkward position or confined space. Please tick the appropriate box in the table below.

Job requirements	Yes / no	Average number of shifts per week	Average number of times per shift	Average duration of each occurrence	Average weight lifted
Standing / walking for substantial periods of time?	No				
Standing / sitting with limited scope for movement for long periods?	No				
Making repetitive movements?	No				
Inputting at a keyboard?	No				
Kneeling, crouching, twisting, bending or stretching?	No				
Climbing or crawling?	No				
Working in physically cramped conditions?	No				
Working at heights?	No				
Pushing / pulling trolleys or similar?	No				
Running?	No				
Cleaning / pot washing?	No				
Lifting weights / equipment with mechanical aids?	No				
Lifting weights / equipment without mechanical aids?	No				
Manual digging?	No				
Other? (please specify)	N/A				

Mental effort

This factor measures the mental effort (concentration, responding to unpredictable work patterns, interruptions and the need to meet deadlines) required for the job. Please tick the appropriate box in the table below and describe the level of alertness / concentration required when undertaking certain activities. Please note that the periods of time in the table refer to continuous periods of concentration.

Job requirement	Average duration	How often per day / shift?	Are there interruptions?	If yes, do they require you to change what you are doing?
Check documents	x			
Carry out calculations	x			
Analyse statistics	x			
Operate equipment / machinery	x			
Drive a vehicle	varies	2	no	
Carry out screening tests / microscope work	x			
Carry out clinical / therapeutic / social care / diagnoses / assessments	x			
Attend meetings (please describe role)	Possibly – as observer			
Prepare detailed reports	x			
Carry out formal student / trainee assessments	x			
Undergo cross examination in court	x			
Carry out clinical, therapeutic or social care interventions / treatment	x			
Carry out non-clinical fault finding	x			
Other (please specify)	x			

Is the pattern of this work predictable in nature? No

If no, please describe below, including examples of activities / responsibilities that make it unpredictable.

The work will vary as to venue and type of visit, but will follow a pattern over several weeks once established. The days worked may change according to the needs of the service.

Emotional effort

This factor measures the emotional effort required to undertake clinical or non-clinical duties that are generally considered to be distressing and/or emotionally demanding. Please complete the table below, indicating whether you carry out the activities listed as examples.

Examples	Number of occasions per week / month / year
Giving unwelcome news to patients / clients / carers / staff	x
Processing, eg typing / transmitting, news of highly distressing events	x
Providing a service for distressed / angry patients / clients	x
Dealing with difficult situations / circumstances	x
Designated to provide emotional support to front line staff	x
Providing a care or therapy service to emotionally demanding patients / clients	x
Caring for the terminally ill	x
Communicating life changing events to patients / clients	x
Dealing with people with challenging behaviour	x
Arriving at the scene of a serious incident	x
Other (please specify)	x

Working conditions

This factor measures the demands arising from inevitably adverse environmental conditions (such as extreme heat / cold, smells, noise, fumes) and hazards, which are unavoidable (even with the strictest health and safety controls), such as road traffic accidents, spills of harmful chemicals, aggressive behaviour of patients, clients, relatives, carers).

Please describe where you work and state percentage of time in each area below:

Please complete the table below concerning the conditions in which you are required to work or illness /injury to which you are exposed.

Are you require to work in, directly with or exposed to:	Yes / no	Frequency per week / month / year
Driving / being driven in normal situations (excluding driving to work)?	no	
Driving / being driven in emergency situations?	no	
Inclement weather?	yes	rarely
Use of VDU more or less continuously?	no	
Excessive temperatures?	no	
Unpleasant smells / odours?	no	
Excessive noise and / or vibration?	no	
Dust / dirt?	no	
Humidity?	no	
Exposure to dangerous chemicals / substances in containers?	no	
Exposure to aggressive verbal behaviour where there is no or little support?	no	
Unpleasant substances / non-household waste?	no	
Noxious fumes?	no	
Infectious material / foul linen?	no	
Fleas or lice?	no	
Body fluids, faeces, vomit?	no	
Exposure to dangerous chemicals / substances not in containers?	no	
Other (please specify)	N/A	

Corporate accountabilities

Equality and diversity

The post holder will comply with all policies and procedures designed to ensure equality and diversity of employment and services across the organisation.

Standards of professional and business conduct

The postholder will be required to comply with the organisation's standing orders and standing financial Instructions, and at all times deal honestly with the organisation, with colleagues and all those who have dealings with the organisation, including patients, relatives and suppliers. The postholder will also be required to comply with the Code of Conduct for NHS Managers and / or the relevant professional codes of conduct.

NHS values

All staff must be committed to abiding by the NHS values and our organisational values; open and truthful in all their dealings with patients and the public, being caring and compassionate, working in partnership and delivering quality and value. Organisational and personal interests must never be allowed to outweigh these.

Control of infection

All staff whether clinical or non-clinical are required to comply with the Health and Social Care Act 2008. Code of Practice for the prevention and control of infections and related guidance. Therefore the postholder is expected to keep patients, visitors, themselves and other staff safe by continuously reducing the risk of healthcare associated infections.

Risk management and health and safety

The postholder will ensure compliance with the organisation's risk management policies and procedures. These describe the organisation's commitment to risk management, the recognition that our aim is to protect patients, staff and visitors from harm, and stress that all staff have a responsibility to minimise risk. The postholder will be required to observe local health and safety arrangements and take reasonable care of him / herself and persons that may be affected by his / her work.

Governance standards

Comply with the relevant governance standards applicable to the organisation as communicated to the postholder from time to time

Confidentiality

To respect the confidence of patients, clients and their carers relating to their condition, their family and their financial and other circumstances and not to disclose any such information to others who are not authorised to have it, either within or outside the organisation. To abide by the organisation's code of conduct and Caldicott requirements in confidentiality at all times.

Records management

To maintain organisation and patient records (both paper and electronic) in accordance with organisation policies to facilitate clinical care and effective administration.

Freedom of Information

To provide advice and assistance to all persons who propose to make, or have made requests for information, and to ensure all requests for information are managed appropriately in accordance with organisation Freedom of Information procedures.

Data protection

To comply with organisation's policies and the Data Protection Act in all respects, with particular relevance to the protection and use of personal and patient information.

Security

To comply with organisation policies to ensure there is a safe and secure environment that protects patients, staff and visitors and their property, and the physical assets and the information of the organisation.

Safeguarding and protecting children and vulnerable adults

All staff must be familiar with and adhere to Medway Community Healthcare Safeguarding Policies, procedures and guidelines for both children and vulnerable adults. This must be in conjunction with the Kent and Medway Safeguarding Children Procedures and Kent and Medway Safeguarding Vulnerable Adults Multi-Agency Policy, protocols and guidelines. All staff are required to attend mandatory safeguarding children and vulnerable adults training and updating relevant to their position and role.

Person specification

Criteria	Essential	Desirable
Qualifications	Current or recently active peer supporter. If previously worked outside Medway Community Healthcare, proof of training in setting and/or formal qualification equivalent to the NCT training MCH offer.	Further infant feeding training with a recognised organisation; IBCLC; Breastfeeding Counsellor; UNICEF BFI advocate or leader
Experience	Personal experience of breastfeeding for 6 months or more. Experience in providing support for breastfeeding dyads in MCH or other trust.	As above.
Special knowledge / expertise	Demonstrate a working knowledge of the principles of breastfeeding and responsive feeding in infants; how to support a mother to breastfeed; information a mother may need to help her make choices around feeding her infant.	As above
Disposition, adjustment, attitude and commitment	Friendly and approachable to new parents and health professionals. Able to initiate conversations. Enthusiastic about helping parents at all stages of parenthood, and particularly antenatally. Able to identify areas that may need further resources or information, and able to feed this back to the team	Proactive in seeking out new areas for future development of the peer support service.
Practical / intellectual skills	The ability to communicate well Fundamental IT skills.	Able to help with developing of resources; e.g. posters, handouts etc.
MCH values	<p>Being caring and compassionate The health and wellbeing of our patients and staff are my priority. I show kindness and humanity. I am inclusive and non-discriminatory.</p> <p>Working in partnership I ask for, respond to and offer feedback which improves the quality of our services. I work effectively as part of my immediate team, the wider organisation and with external partners to achieve shared goals. I take responsibility and ownership for</p>	

	<p>my area of work and I meet and manage expectations.</p> <p>Delivering quality and value</p> <p>I raise my concerns and I am open and honest when things do not go well, learning from successes and mistakes. I make the most of resources and reduce waste and inefficiencies. I seek out, share and actively participate in new ideas and ways of working.</p> <p><i>These are the core values and behaviours expected of all roles within MCH and individual performance in relation to the values is assessed in your PDR. A full description is available from your manager and the intranet.</i></p>	
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