

Job Description: Breastfeeding Peer Supporter (Haringey)

**Background of the Post**

The Breastfeeding Network (BfN) has been commissioned by Haringey council to provide the Haringey breastfeeding peer support service offering peer-topeer breastfeeding support in local hospitals and in the community.

Working closely with local stakeholders, Breastfeeding Peer Supporter will provide a universal peer support service supporting pregnant people and families across the borough.

**Breastfeeding Peer Supporter** will provide face to face support via breastfeeding groups and home visits, remote support via phone calls and online, and support in local hospital maternity wards.

# Main duties and responsibilities

* Provide Haringey families with information about local breastfeeding support services and BfN national support (National breastfeeding Helpline and BfN website). Distribute relevant leaflets and increase public awareness of support available.
* Provide 1-1 peer support to families at the breastfeeding groups, on hospital maternity wards and during home visits, working within your boundaries as a peer supporter.
* Working closely with local stakeholders and the existing peer support team, provide a universal peer support service, contacting families with newborn babies in Haringey. Offer information, a welcome to the service and signpost families into it.
* Provide occasional cover for other breastfeeding support settings to ensure consistent delivery of the peer support service.
* Help to deliver antenatal workshops in Haringey by providing information about breastfeeding and explaining what support is available.
* Liaise with Service Manager and Volunteer Coordinator to engage with volunteers where relevant to strengthen the service and to better represent the community served. Be prepared to have newly qualifying peer supporters shadow where necessary.
* Keep accurate data records in order to enable evaluation of the service in accordance with BfN’s IG Policy and local processes.
* Work within the BfN’s code of conduct and information governance procedures.
* Liaise with other project staff with regard to the updating of processes and community support details.
* Liaise with other Projects where required to raise awareness of existing support groups (Spanish, etc.) to extend the reach of the BfN.
* Work within the Baby Friendly Initiative standards and International Code of Marketing of Breastmilk Substitutes
* Attend team meetings as required
* Assist with the organisation of special events to promote breastfeeding awareness e.g. National Breastfeeding Week
* Seek supervision from a BfN Supervisor in accordance with BfN’s Code of Conduct and Guidance Documents
* Maintain up to date knowledge of BfN’s policies
* Undertake the training required for peer supporter to fulfil the requirements of this role
* Participate in regular 1 to 1 meetings (including annual performance reviews if relevant) with the Project Manager
* Keep up to date with personal administration including timesheets, leave forms and shift forward planning schedules.

Person Specification: Breastfeeding Awareness Worker (Haringey)

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| **Qualifications** | **Essential** | **Desirable** |
| Completed accredited peer support training (BfN or other organisation) | ü |  |
| Willing to transfer in to BfN | ü |  |
| BfN registered volunteer |  | ü |
| Evidence of continued professional development since qualification |  | ü |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of working with diverse ethnic or social groups | ü |  |
| Knowledge of BfN, its ethos, policies and procedures. | ü |  |
| Knowledge of how breastfeeding can help address inequalities | ü |  |
| An awareness and understanding of supporting equality and valuing diversity within the role | ü |  |
| Knowledge of the cultural and social barriers to breastfeeding | ü |  |
| Experience of using or managing social media accounts |  | ü |
| Knowledge of Haringey area |  | ü |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in English, including speaking on the phone | ü |  |
| Prioritisation and time management skills | ü |  |
| Excellent IT skills (Word, Excel, email and internet) including use of MS office 365 | ü |  |
| Ability to establish and follow processes | ü |  |
| Ability to travel frequently within the local area and sometimes further afield to attend conduct home visits and attend meetings | ü |  |
| Ability to work effectively as part of a team | ü |  |
| Ability to negotiate and work with people from different cultures and organisations sensitively | ü |  |
| Ability to maintain records and write reports | ü |  |