Job Description: Midlothian Breastfeeding Peer Supporter

**Background of Post**

# The Breastfeeding Network (BfN) and NHS Lothian Health Improvement are working together to focus in reducing the drop off breastfeeding rate in the Mayfield area of Midlothian.

# One aspect of this project is the establishment and delivery of monthly antenatal Breast Buddy sessions and a 1:1 peer support phone service in the early weeks after birth. The aim of this peer support service is to give children in Mayfield the best start in life by supporting families who wish to breastfeed by supporting them to initiate and continue breastfeeding as long as they choose.

# The service will enable those women who wish to find out more about breastfeeding and be supported to continue to do this regardless of age, ethnic origin, religious beliefs, sexual orientation, social status and employment status.

**Role Summary**

To set up and run monthly antenatal “Bump Buddy “sessions, giving information about breastfeeding and infant feeding as well as local support. Volunteers will also be involved in running the antenatal sessions, when available. The sessions will prioritise those living in the Mayfield area of Midlothian but will be open to all living in Midlothian, where space allows. Bump Buddy sessions will encourage mums to attend along with their partner or other support person.

The role will also and to also provide 1:1 phone, text and video call peer support with breastfeeding. Mums will be able to register for support during the antenatal period or once their baby has arrived. The peer supporter will then provide weekly 1:1 calls for the first 3-4 weeks after birth as well as the option of an antenatal call where requested. The support offered is a blended model of calls, texts and video calls tailored to the needs of each individual. You will work alongside BfN staff and NHS colleagues, and you will be required to work both independently and with local volunteers and staff. You will be supported by the Midlothian Coordinator.

# Main duties

**The main aims of the peer support service are to:**

* Plan and deliver monthly antenatal Bump Buddy sessions in the Mayfield area for parents in Midlothian.
* Deliver proactive 1:1 peer support by phone, text and video call, on an opt-in basis, for parents living in the Mayfield area.
* Liaise with volunteers interested in being involved with the Bump Buddy sessions.
* Work closely with local midwives and health visitors to promote the sessions and the 1:1 support available
* Provide information to pregnant women about the breastfeeding support available including attendance at the Bump Buddy sessions.
* Create appropriate social media content to inform the community of upcoming sessions, how to access phone support etc. and to share other relevant information.
* Collection of demographic information to be shared with funders as required and which will demonstrate whether we are reaching families who need additional support and influencing change in communities around the way they feed their babies.
* Collect evaluation information to establish if our Bump Buddy sessions and phone support are making a difference to families.
* Provide reports and data in a timely manner.
* Attend local meetings with partner and other organisations as required
* Support the Scottish Peer Support Manager and Midlothian Coordinator as required.
* Provide support to and work in conjunction with other organisations and existing BfN Helpers/Supporters.

**Compliance with Policies and Procedures**

* Maintaining own BfN registration with regular supervision, mandatory training and continuing professional development.
* Work in line with the BfN staff handbook and report to the Peer Support Co-ordinator.
* Ensure compliance with BfN policies, including the BfN Equality & Diversity Policy, Health and Safety, Safeguarding and BfN Code of Conduct, and other local policies.
* Work with the Health Improvement team to ensure understanding and compliance with relevant NHS policies that impact on BfN staff.
* Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct.
* Provide the required data in order to enable evaluation of the service in accordance with BfN’s IG Policy and local processes.
* Attend team meetings as required.
* Participate in regular 1:1 meetings (including annual performance reviews if relevant) with the Peer Support Co-ordinator.
* Liaise with other project staff with regard to the updating of local processes and community support details.
* Work within the Baby Friendly Initiative remit and support accreditation where requested.
* Maintain up to date knowledge of BfN’s policies.
* If necessary, undertake the BfN Supporter training to fulfil the requirements of this role.

*This is not an exhaustive job description and may be subject to change according to the needs and development of the role. It is expected that the post holder may undertake such other duties as may be reasonably requested.*

Person Specification:

**We expect applicants to have previous experience in volunteering or working with families.**

**The following criteria will be used to help us assess candidates for this role**

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| Essential |
| * Active Helper or Supporter registration with BfN or currently training with competition of the course by end 2024, or equivalent qualification (NCT/ABM/ LLL etc.)
* Experience of delivering training or presenting information to a group
* Knowledge of how breastfeeding can help address inequalities
* Knowledge of the cultural and social barriers to breastfeeding
* Knowledge of Mayfield, Midlothian and the surrounding area
* Knowledge of importance and application of the BfN Code of Conduct
* Knowledge of the BfN Equality and Diversity Policy
* Ability to provide information and support to mothers in a non-judgemental way
* Ability to organise and manage work independently
* Ability to develop and maintain good working relationships with members of the local midwifery and health Visiting Team as well as other health professionals, local authority colleagues and third sector partners as required
* Excellent interpersonal and communication skills
* Ability to keep the confidentiality of the mothers and their families
* IT skills including Word, Excel, email and internet use
* Experience creating engaging social media content
* Maintain accurate and up-to-date records of contacts with mothers.
* A space to work at home with reliable, secure internet access.
* The ability to travel to the Mayfield area of Midlothian as well as occasional meetings locally.
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| Desirable |
| * Experience of supporting mothers 1-1 with breastfeeding face to face or over the phone
* Show evidence of continued professional development since qualification
* Experience of working with diverse ethnic and social groups
* Experience of working in a health or community setting in paid or volunteer capacity
* Understand of the importance of community development and engagement
* Access to a car and a current driving licence
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