

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-to-peer 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 Deputy/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 Peer Supporter (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 supporting mothers face to face with breastfeeding  Knowledge of BfN, its ethos, policies and procedures. | ü  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  Ability to communicate to groups of people online or face to face | ü | 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 |  |
| Excellent active listening skills | ü |  |
| Excellent IT skills (Word, Excel, email and internet) including use of MS office 365 | 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 |  |
| Prioritisation and time management skills  Ability to work alone, whilst communicating with a friendly team | ü  ü |  |