

Job Title:	Infant Feeding Practitioner
Reports to (job title):	Nurse Manager
Line Manager to:	NA

Job purpose

To support the Lancashire community workforce to promote optimal infant feeding best practice, through the implementation of the Baby Friendly standards to maintain the Gold Accreditation award. In this role you will provide clinical expertise to families experiencing Infant Feeding challenges.

Key responsibilities:

- Work in close partnership with the Infant Feeding team and wider network, to support Lancashire's progression towards Baby Friendly accreditation in the community.
- Utilise strong local partnerships to deliver Baby Friendly Gold standards, through training, audit, and support of policy development.
- Promote positive culture change within the community and the multi-agency workforce, by raising awareness of the importance of breastfeeding and infant feeding relationships for health and wellbeing and supporting or leading on the design and delivery of local campaigns and aspects of multi-agency projects.
- Facilitate specialist training and mentorship in infant feeding to the multi-agency workforce at all levels including medical and nursing staff.
- Support clinical governance through conducting knowledge and skills audits, environment audits and staff audit utilising UNICEF Baby Friendly audit tools.
- Involve service users as active partners in the development and delivery of the service, conduct service user experience evaluations and service development and delivery consultations.
- Provide professional and clinical support to plan care where there is complex medical and social situations working closely with universal services.
- Present complex issues and best practice developments in a professional manner, either verbally or in written format, e.g. strategic reports, legal reports and conference presentations.

- Interpret a wide range of data and evidence to dynamically create, develop and evaluate interventions that promote optimal infant feeding and relationship building for families in Lancashire.

Base location

The Infant Feeding Practitioner will be based at any of our bases across Lancashire that is closest to them.

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care

- Inspire
- Understand
- Communicate

Think

- Challenge
- Improve
- Learn

Do

- Accountability
- Involve
- Resilience

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the [Records Management: NHS Code of Practice](#), [NHS Constitution](#) and [HSCIC Code of Practice on Confidential Information](#) and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements
- Ensuring the security and confidentiality of all records and personal information assets
- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a "non-smoking" policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company's intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

Personal Specification

Essential

- Registered nurse/Midwife
- Evidence of further study in lactation and Infant Feeding
- Demonstrate the application of research-based practise
- Understanding of the national and local direction in Children's Services
- Experience of multi-agency working
- Experience of delivering care and communicating effectively both virtually and face to face.
- Demonstrates a high level of compassionate communication and interpersonal skills
- Demonstrates experience of leadership
- Demonstrates high level of self-awareness
- Demonstrates a High level of autonomy.
- Ability to prioritise workload
- Ability to use information to inform practise and service need
- Analytical and problems solving skill
- Digital skills and ability to use Microsoft packages
- Able to accommodate flexible working, and travel round Lancashire LCC foot print.
- Current valid driving licence and access to vehicle

Desirable

- Lactation consultant qualification
- Qualification in teaching/assessing clinical practise

Employee signature

Manager signature
