

Job Title:	Infant Feeding Practitioner
Reports to (job title):	Infant Feeding Lead for B&NES
Line Manager to:	N/A

Job purpose

UNICEF Baby Friendly Initiative accreditation requires a responsive specialist support service to be available to support families experiencing complex and /or enduring infant feeding challenges. This infant feeding Practitioner role supports the delivery of this essential service for families across Bath and North East Somerset. The post holder will support the Infant feeding Lead in the planning, implementation, and maintenance of the UNICEF BFI standards across the B&NES Child and family service, working in partnership with midwives, the Local Authority and other partners to ensure a coordinated approach to infant feeding support and management.

Base location

To be agreed at appointment but will travel within the B&NES area and some agile working.

Key responsibilities

In this role you will:

- Work towards the continued accreditation of the Health Visiting service as UNICEF 'Baby Friendly' including supporting the application for the Gold Award.
- Maintain evidence-based practice in relation to infant feeding support including the social and emotional support needs of both parents in the perinatal period.
- Provide specialist infant feeding support to women with complex infant feeding needs and where infant feeding difficulties result in static or faltering weight, support staff and parents to agree and implement a dynamic feeding plan that maximises milk transfer and supports optimal growth.
- Work autonomously, but under supervision of the Infant feeding lead, to manage workload and referrals including assessment, prioritising, planning and delivery of ongoing and follow up support.
- Support the Infant feeding lead in delivering training and guidance to B&NES Child and Family Health Colleagues raising the quality of knowledge and practical skills across the service.
- Enable students and team colleagues to observe practice and reflect on their development of knowledge and skills in terms of supporting infant feeding.

- Assist with audits and the monitoring of outcomes of the specialist infant feeding service to ensure it meets the needs of service users.
- Support the Infant Feeding Lead in the development and review of Infant feeding policies and guidelines.
- Engage in regular CPD and self-directed learning opportunities to maintain up to date knowledge and skills around infant feeding support.

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, 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	Think	Do
• Inspire • Understand • Communicate	• Challenge • Improve • Learn	• 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 flourish. 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 with 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.

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Personal Specification

Essential:

- Qualified to at least Level 5 of the Qualifications Framework (Dip HE / HND / Foundation Degree or NVQ level 5)
- Evidence of a commitment to continued CPD in relation to breastfeeding and infant health and wellbeing
- Demonstrate a good understanding of the UNICEF Baby Friendly Initiative programme including its aims, approach and the requirements of accreditation/ Gold award
- Demonstrate good understanding of the Healthy Child Programme and the role of the Public health nursing service working with children and families, and an awareness of the importance of prompt liaison with Health visitors as appropriate
- Ability to work autonomously with parents to make individualised, holistic feeding assessments and feeding support plans
- Experience of working in collaboration with other health care and service providers to support the continuity of care delivery for families
- Evidence of awareness and understanding of Child and Adult Safeguarding responsibilities
- Demonstrate an awareness of the impact of mental health issues on successful breast feeding
- Evidence an understanding the importance of following lone working processes in order to maintain personal safety
- Ability to use information technology and a knowledge of social media applications to support access to information in a various platforms
- Driving license and access to a car

Desirable:

- Specialist qualification in infant feeding support
- Experience delivery infant feeding training to health professionals and early years practitioners.
- Experience of conducting staff practical skills audit
- UNICEF Breastfeeding and Relationship Building Course
- IBCLC / Breast feeding counsellor qualification
- UNICEF BFI Train the trainer course
- UNICEF BFI Audit training

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Employee signature

Manager signature
