

# Candidate Information Pack

## Including Job Description & Person Specification



Croydon Health Services provides integrated NHS services to care for people at home, in schools, and health clinics across the borough as well as at Croydon University Hospital and Purley War Memorial Hospital.

CUH provides more than 100 specialist services and is home to the borough's only Emergency Department and 24/7 maternity services, including a labour ward, midwifery-led birth centre and the Crocus home birthing team.

Purley War Memorial Hospital (PWMH) in the south of the borough offers outpatient care, including diagnostic services, physiotherapy and ophthalmology services run by Moorfields Eye Hospital, alongside an onsite GP surgery.

Our experienced staff take care of people of all ages across the borough of Croydon.

We are a very close-knit and friendly organisation where everyone of our 3600 members of staff is valued. We strongly believe that our employees are our greatest asset.

**Join us and be a part of the team that is making Croydon proud.**



## Our values

We will always be **professional**, **compassionate**, **respectful** and **safe**.

### Professional

- Set ourselves very high standards and share best practice
- Keep our uniforms smart, and be professional and consistent in our approach
- Work in partnership to best support our community's needs
- Use resources wisely without compromising quality or safety

### Compassionate

- Treat everyone as we would want to be treated ourselves
- Demonstrate kindness, dignity, empathy and compassion
- Make time for the people we are caring for, to understand their needs and wants
- Organise our services to give people the best possible experience of care

### Respectful

- Be courteous and welcoming, and introduce ourselves
- Value the diversity and needs of everyone
- Always involve people in decisions about their care, listening to and respecting their wishes
- Appreciate the contribution that staff from all backgrounds bring to our services

### Safe

- Be open and honest in everything we do, sharing what we do well and admitting our mistakes, to constantly improve our care
- Protect the confidentiality of those in our care and show sensitivity to people around us
- Feel free to raise concerns so we are always learning
- Make time for training and development and support research so people always receive the highest standards of care.



## JOB DESCRIPTION

<b>JOB TITLE</b>	<b>Infant Feeding Support Worker</b>
<b>DIRECTORATE</b>	<b>IWCSH</b>
<b>DEPARTMENT</b>	<b>Community</b>
<b>BAND</b>	<b>4</b>
<b>RESPONSIBLE TO</b>	<b>Specialist Health Visitor Infant Feeding Lead</b>
<b>ACCOUNTABLE TO</b>	<b>Operational Lead for Health Visiting</b>

### JOB SUMMARY

The post sits within Croydon Health Visiting Service, Croydon University Hospital (CUH). The post-holder will assist the Croydon Infant Feeding Support Team in an integrated way in the provision of early and continued support to parents to enable them to make informed choices about how to feed their baby and to promote the initiation and maintenance of breastfeeding. The post-holder will contribute to the provision of a comprehensive breastfeeding service including delivery of breastfeeding support groups and a peer support programme, which may include home visiting; telephone support and group work at children's centres/clinics. The post-holder will also be expected to support the Breastfeeding Programme Lead with the implementation of UNICEF UK Baby Friendly Initiative, and maintain baby friendly standards across CHS.

### MAIN DUTIES AND RESPONSIBILITIES

1. To demonstrate a commitment to best practice in breastfeeding/infant feeding in line with community infant feeding and UNICEF UK Baby Friendly Initiative alongside relevant professional Codes of Conduct
2. Offering specialist support and guidance for mothers to initiate and maintain breastfeeding – in group settings, at home, face-to-face or on the phone
3. Support mothers with more complex breastfeeding needs e.g. multiple births and premature babies, for example
4. Identify assess and refer babies for tongue tie division, following discussion and full verbal consent of mother/parents
5. Play an active role in the Croydon Infant Feeding Support Team, contributing to meeting objectives and targets.
6. Play an active role in the locality team acting as a resource and champion
7. To support and/or facilitate breastfeeding support groups and antenatal breastfeeding /postnatal workshops



8. Support the Programme Lead with the implementation of UNICEF UK Baby Friendly Initiative, supporting with staff and mothers' audits, or other baby friendly activities as required
9. Assist the Infant Feeding Lead to support the volunteer peer supporters: liaising on a regular basis, assisting with practical skills/training and supervision as required
10. Mentor volunteer peer supporters in their duties, ensuring effective service delivery
11. Within Peer Support Programme: to coordinate peer supporter activities. Ensure mothers registering with the programme are allocated a peer supporter either in the antenatal or postnatal period, preferably conducting shared home visits with a peer supporter as directed by the Infant Feeding Lead.
12. Identify new antenatal women and make contact with them and their partners/families, in order to introduce the support programme. Provide information, as appropriate to that family, about the value of breastfeeding and about the support available for them in keeping with UNICEF UK BFI Antenatal Conversation Guide
13. Use a variety of communication skills to help reduce the barriers to effective communication -treating everyone with dignity and respect, in keeping with equality and diversity legislation and policy
14. Use breastfeeding/infant feeding resources and equipment efficiently and effectively, monitoring and evaluating their use and distribution, identifying need for supplies and informing team lead when ordering of supplies is needed.
15. Act as a woman's advocate; provide relevant information to facilitate informed choice, promoting the value of breastfeeding appropriately in both the antenatal and postnatal periods.
16. Promote breastfeeding service effectively – identifying opportunities and proactively suggesting ways to connect with local community
17. Support parents who mix or formula feed with the information they need to safely and responsively feed their babies
18. Be able to discuss the introduction of solid foods with parents, ensuring that all parents understand recommendations on when to introduce solids
19. Support all parents, regardless of how they choose to feed their baby, with sensitivity, respect and a non-judgemental attitude
20. Help prepare for, as well as participate and support with local and national promotional events (as appropriate) e.g. National Breastfeeding Week or World Breastfeeding Week. Encourage parents to engage with local and health promotion activities, signposting parents to the most up to date information about local activities within their communities
21. Prioritise workload and keep team lead and infant feeding lead informed of activities, developments and concerns.
22. Work within own competency and responsibility and refer issues beyond these limits to the relevant person (as per relevant Codes of Conduct). Identify own training needs and take appropriate steps to meet these.
23. Occasionally to exercise judgment in complex situations where more than one straightforward option is available and to determine an appropriate course of action.
24. Input data onto databases, as required, in order to maintain accurate records of activity and to facilitate evaluation of the service.

25. Support the monitoring and evaluation of service delivery, and contribute to local data collection, for audit collection etc.
26. Assist with administration of the service as required
27. To undertake any other duties that may be required which are consistent with the grade and responsibility of the post
28. Participate in safeguarding supervision
29. Participate in meeting and activities lead by the locality team leader.

## **GENERAL**

1. To work in accordance with the Trust's Values to consistently demonstrate the behaviours required. The postholder is required to carry out his/her role in accordance with the organisation values, standards and behaviours, in a Professional, Compassionate, Respectful and Safe way.
2. To ensure that Croydon Health Services Trust's policies and procedures are adhered to.
3. To have responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirements of the Health and Safety Regulations and the Trust's Health and Safety policies and procedures.
4. To ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity in accordance with the provisions of the Data Protection Act and its amendments.
5. To work in accordance with the Trust's policies to eliminate unlawful discrimination and promote equality and diversity in the workplace. To positively promote at all times equality of opportunity in service delivery and employment in accordance with Trust policies, regardless of age, disability, race, nationality, ethnic or national origin, gender, religion, belief, sexual orientation or domestic circumstances.
6. To adhere to the Trust Infection Control Policy, procedures and guidelines, and in particular practice strict hand hygiene at all times while carrying out clinical duties, in line with the responsibilities placed on employees by the Health Act 2006: Code of Practice for the prevention and control of healthcare associated infections (HCAIs). The prevention and control of HCAIs must be embedded into everyday clinical practice and applied consistently.
7. All clinical staff hold responsibility for ensuring they have sound knowledge of standard infection control precautions and that no omission on their part or within the sphere of their responsibility is detrimental to the interests or safety of their patients, visitors and colleagues. Clinical staff must keep their infection control knowledge and skills up to date by attending the Trust's mandatory infection control training, a record of which will be kept and information provided to line managers as required.
8. To comply with the Trust's Safe Guarding Children and Vulnerable Adults policies, procedures and protocols. All individual members of staff (paid or unpaid) have a duty to safeguard and promote the welfare of children, young people and vulnerable adults This will require you to:
  - Ensure you are familiar with and comply with the London Child Protection Procedures and protocols for promoting and safeguarding the welfare of children and young people.





- Ensure you are familiar and comply with the Croydon Multi Agency Safeguarding Vulnerable Adults Pan London Procedures.
- Ensure you are familiar and comply with local protocols and systems for information sharing.
- Know the appropriate contact numbers and required reporting lines.
- Participate in required training and supervision.
- Comply with required professional boundaries and codes of conduct

**NOTE:**

- A child is someone under the age of 18 (this would include unborn children).
- A vulnerable adult is 'someone who is or may be in need of community care services by reason of mental or other disability, age or illness; and who is or may be unable to take care of him or herself, or unable to protect him or herself against significant harm or exploitation' (this includes carers).

Copies of the Protocols and Procedures are available on the Trust Intranet under Child Protection. Staff are advised on how to access the appropriate contact numbers and the Protocols and Procedures when attending Safeguarding training. Updates and revisions are notified to all staff via 'What's New'.

9. To work within the relevant Professional Bodies Code of Professional Conduct and Scope of Professional Practice.
10. Budget Holders are responsible for adherence to Standing Financial Instructions
11. Managers are responsible for adherence of maintaining expenditure within budget and addressing deviations from budget
12. To undertake such other duties as may be reasonably required from time to time as are consistent with the responsibilities of the post.

### You are the difference –Staff Pledges

All staff are expected to demonstrate a considerate and respectful attitude.

I will always introduce myself to patients and other staff "Hello my name is"

If I see that someone looks like they need help, assistance or they look lost – I will always – Can I help you?

If I can't help you I will always ensure that I refer you to someone who can

If I see behaviour that is inappropriate I will feel empowered and supported to always challenge it

This job description is not an exhaustive document, but is a reflection of the current position. The job holder may from time to time be asked to undertake other reasonable duties. Any change will be made in discussion with the job holder in light of service needs.

### **Job Description Agreement**

This job description can be updated annually as part of the personal development plan.

This job description has been updated and agreed by:



Current post holder : .....

Date: .....

Line Manager: .....

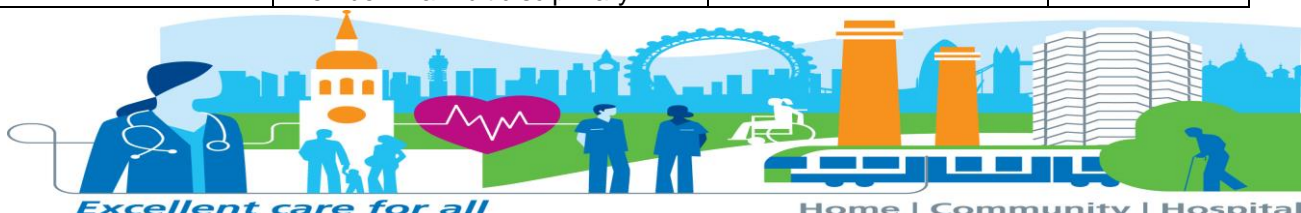
Date .....



# PERSON SPECIFICATION

**JOB TITLE: Infant Feeding Support Worker**
**BAND: 4**
**DEPARTMENT: Croydon Infant Feeding Support Team, Health Visiting**
**DATE: 20.10.20**

HEADINGS	ESSENTIAL	DESIRABLE	HOW TESTED
EDUCATION & QUALIFICATIONS	<p>UNICEF BFI Breastfeeding Management course (or equivalent)</p> <p>A Levels/BTEC/NVQ3 or equivalent + additional training to diploma level or equivalent through short courses or relevant experience</p> <p>GCSE English Language &amp; Maths (or equivalent)</p> <p>Good level of written and spoken English</p> <p>Willingness to undertake further training</p>	<p>IBCLC qualification, or willing to undertake study towards this</p> <p>Dip in Childcare &amp; Ed – CACHE or Level 3 BTEC</p> <p>National Diploma in Early Years &amp; ED (C&amp;G, CACHE, EDEXEL or OU)</p>	<p>A</p> <p>A</p> <p>A</p>
KNOWLEDGE & UNDERSTANDING	<p>Understanding of local, national and international strategies relevant to breastfeeding &amp; infant feeding in general.</p> <p>Knowledge peer support programmes and why they work</p> <p>Understanding the factors required to breastfeed successfully and identify barriers to achieving this</p>	<p>Awareness of issues regarding Safeguarding Children and Vulnerable Adults</p> <p>Direct working experience within peer support programmes</p> <p>Knowledge and understanding of how to support safe and appropriate introduction of solid foods</p> <p>How to support parents to safely &amp; responsively formula-feed</p>	<p>A,I</p> <p>A,I</p> <p>A,I</p>
EXPERIENCE	<p>Able to demonstrate a good understanding of the UNICEF UK Baby Friendly Initiative</p> <p>Demonstrable experience of supporting breastfeeding mothers/families in a professional or voluntary capacity</p> <p>Experience/understanding of community outreach /public health work</p> <p>Working with diverse ethnic and social community groups</p> <p>An understanding of the issues affecting young children and families in areas of disadvantage</p> <p>Ability to demonstrate commitment to team working</p> <p>Experience of working as a team member in a multidisciplinary</p>	<p>Experience of discussing/ supporting parents with information about safe and timely introduction of solid foods</p> <p>An awareness of the Healthy Child Programme and Working Together to Safeguard Children</p> <p>Participation in audit or research and/or UNICEF UK Baby Friendly Initiative audit process</p>	<p>T (how to position/attach baby &amp; hand express test)</p>





	<p>setting, across different settings</p> <p>Knowledge of the needs of the extended family and the role they play in supporting a mother to breastfeed</p> <p>Knowledge of information sharing and confidentiality requirements</p>		
SKILLS/ABILITIES	<p>Clear effective &amp; sensitive communication skills,- whether face-to-face, on phone or in written communication</p> <p>IT literacy &amp; typing skills</p> <p>Excellent interpersonal skills – including ability to mediate, build rapport and establish good one-to-one relationships</p> <p>Ability to prioritise work and work to deadlines</p> <p>Able to act appropriately on own initiative</p> <p>Able to travel across various locations to meet the needs of the service on a daily basis</p> <p>Car driver and have access to a car</p> <p>Knowledge and understanding of equal opportunities policy and practice. Ability to apply this knowledge to a variety of work situations.</p> <p>Able to cope with a changing NHS environment and willing to work flexibly as required</p>	Group facilitation and teaching	