

## JOB DESCRIPTION/PERSON SPECIFICATION

**JOB TITLE:** Specialist Health Visitor- Infant nutrition and healthy weight

**Directorate:**  
Integrated Women's, Children's and Sexual Health Directorate

**Department:** Public Health Nursing - Health Visiting Service

**Band:** 7

**ACCOUNTABLE TO:** Head of Public Health Nursing

**RESPONSIBLE TO:** Health Visiting Operational Lead.

### JOB SUMMARY

The post holder will support the development and implementation of the Healthy Child Programme with a particular focus on the high impact areas of breastfeeding, infant nutrition, healthy weight and healthy nutrition.

The post holder will work with the health visiting teams to enhance the specialist support services across Croydon Health Visiting, including e.g. Access to Peer Support in the community.

The post holder will work collaboratively with the midwifery equivalent post holder to deliver UNICEF Baby Friendly, including the training of staff.

The post holder to focus on uptake and sustainability of breastfeeding, nutrition in infancy, promoting healthy start vouchers, baby-led weaning, healthy eating and primary prevention of obesity, participating in multidisciplinary strategy meetings as required.

### KEY RESPONSIBILITIES

To be responsible for quality assurance, training and development for Croydon Health Visiting, embedding evidence based practice.

To act as a resource for the service according to the HV service model as a specialist, providing expert knowledge, leading a champions team to support internal growth of knowledge and service delivery.

To work collaboratively with key stakeholders including midwifery services to develop joint pathways to support breast feeding and healthy nutrition prebirth-5 yrs.

To implement and support a sustainable UNICEF Baby Friendly level of service within Croydon.

To provide clinical support in the provision of Breast Feeding Specialist services in the Croydon Best Start area.

To support the development of a community based Peer support programme.

To provide supervision and line management support as appropriate for staff who are delivering clinical care in relation to breastfeeding and healthy nutrition.

To work in partnership with parents, internal and external colleagues to maximize the establishment of breast feeding /healthy eating behaviors from pregnancy to years.

To carry a proportionate operational caseload working closely alongside the Universal service.

To work with clinical and informatics teams to develop appropriate reporting frameworks

To provide quality and performance feedback related to Breastfeeding and healthy nutrition within the Trust and Croydon Best Start governance framework as required.

Develop and lead a programme of quality assurance and audit to support best practice and achieving UNICEF Baby friendly level 3 and to ensure its sustainability, in line with UNICEF quality standards

To actively work to promote the shared health, social and educational outcomes identified in the Croydon Integrated Service model.

To provide learning experiences in the working and educational environment for self, colleagues, students and others allocated to the team for clinical placement within and outside the workplace in line with CHS and Nursing and Midwifery Council (NMC) Code of Professional Conduct.

To assess client needs, using Early Help and Risk Assessment tools as appropriate and plan, implement and evaluate evidenced based care given and support families where there is a chronic illness or disability and to advise on care in cooperation with other agencies

To show care, compassion and commitment in how you look after families acting at all times in the child or parents best interest.

To demonstrate competence in all activities and interventions at all times.

To form effective working relationships with Clinical Team Leaders, colleagues in the Champions teams, supporting the implementation of evidence based multi-agency clinical pathways in breast feeding practice and healthy weight and nutrition.

Work in close partnership with the Operational Leads, Team Leaders and Practice Educators/Facilitators to support the development of excellent clinical practice across the Service.

## **KEY RESULT AREAS**

### **Leadership**

1. To provide leadership to the Croydon Health Visiting service and Croydon acting as an expert and resource for breast feeding and healthy nutrition
2. To lead training
3. To manage resources effectively
4. To Lead service change with peers and Operational Leads
5. To encourage and role model high quality services and service innovation
6. To lead the sustainability plan for UNICEF baby friendly
7. To inspire staff to provide a high quality service and encourage loyalty to the organization.
8. To make appropriate decisions within specific timescales to meet service delivery requirements. This includes performance management of staff within all human resources policies and processes.
9. To support the development of evidence based service delivery models to support high quality care working in partnerships with the Champions Teams.
10. To support the establishment of integrated pathways to support breastfeeding and healthy nutrition

### **Clinical Practice Development**

1. To develop high quality breast feeding practice and develop new services within a multi-disciplinary framework.
2. To facilitate staff to develop and improve practice. To innovate changes within the service and support staff to implement this into practice.
3. To implement new clinical systems to increase access and reduce low engagement
4. Support the implementation of and facilitate breastfeeding and infant nutrition training .

5. To participate in clinical audit, screening programmes and research as necessary to support Benchmarking and the service local and national Clinical Governance agenda.
6. To actively encourage and facilitate patient choice. To introduce and use patient surveys in this service change and monitor the improvement to make adjustments in service change.

### **Clinical Governance, Service and Practice Development**

1. To contribute to the development of the Clinical Governance plan for the service. To develop innovative practice and implement evidence based health care within integrated children's services
2. To monitor the quality of the service via the auditing of standards. To lead the implementation of audit, including the development of data collection and the presentation of results, of research and evidence based practice within the service.
3. To support staff to provide effective safeguarding practice within national and local policies and procedures.
4. To identify areas of risk and develop and monitor action plans to control risks.
5. To deal with complaints as per the policy and share learning from these and near misses. To work collaboratively with education and social services to ensure that any managerial, professional practice and service developments are implemented effectively, thereby supporting the needs of the population of Croydon.
6. To understand the implications of ongoing changes within the NHS and how this affects service provision.
7. To access relevant learning and development needs which meet Trust requirements and ensure compliance with NMC guidelines for revalidation.

### **Communications**

1. To facilitate public and patient involvement in all areas of service delivery.
2. To create, maintain and enhance effective working relationships within and across the teams.
3. To create and maintain effective working relationships with other disciplines within Croydon Health Services.
4. To maintain accurate and up to date manual and electronic records, as well as collecting and recording activity, monitoring data, care aims and other

commissioning requirements, in accordance with Trust and NMC policies and guidelines.

5. Attend regular team meetings to assist in maintaining effective communication networks both written and verbal informing senior staff of all matters outside role and competence.
6. To communicate and facilitate effective working partnership with patients, colleagues and other statutory and voluntary agencies where appropriate, receiving, interpreting and presenting complex and sensitive information.

### **Other Duties**

1. To participate in the Trust's staff development and performance review.
2. To be computer literate, able to confidently use a variety of software packages to facilitate delivery of training packages and for data retrieval and appraisal.
3. To ensure that the team's equipment and supplies are stored, maintained and used in accordance with manufacturers' and Trust guidelines related to medical devices.

### **Valuing Diversity and Promoting Equality**

1. To be responsible for ensuring that all people met during the course of the job are treated with dignity and respect, given equality of opportunity, and are not discriminated against or disadvantaged.
2. The post holder will be expected at all times to work within the Trusts Equal Opportunities Policy and be responsible for promoting and participating equality and diversity.

### **Croydon Health Services is a smoke-free Trust**

Smoking is not permitted on Trust premises or grounds or in any Croydon Health Services owned vehicle. Staff are not permitted to smoke openly in uniform and staff making home visits will be protected from passive smoking. Taking smoking breaks during paid working hours is not permitted.

### **Substantial Access to Children or Vulnerable Adults**

1. This post is deemed to have substantial access to children/vulnerable adults and the Trust is required to carry out a check on the possible criminal background of the successful candidate with the local Police.

2. The post is also exempt from Section 4(2) of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act (Exception Orders) 1975.
3. All applicants are therefore required to disclose, on their application form, a list of all possible convictions and cautions.
4. An Enhanced CRB Disclosure is required.
5. Safe Guarding Children and Vulnerable Adults: To comply with NHS Croydon's (CCHS) Safe Guarding Children and Vulnerable Adults Policies, Protocols and Procedures

NB. This job description is a reflection of the current position and may change in emphasis or detail in the light of subsequent developments in consultation with the post holder.

### **General**

1. To work in accordance with the Trust's Here for You standards to consistently demonstrate the behaviors required to fulfill the promises we have made to the people of Croydon. These promises, developed with our patients, carers and staff help us deliver the pledges in the NHS Constitution and our own corporate objectives.
2. The postholder is required to carry out his/her role in accordance with the organisation "here for you" promises, standards and behaviors, ensuring that colleagues and the people we serve feel cared for, feel in safe hands, feel confident in their treatment, feel we value their time, and feel that our service continues to improve all the time
3. To ensure that Croydon Healthcare Services Trust's policies and procedures are adhered to.
4. 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.
5. 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.
6. 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.

7. 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.
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.
9. Ensure you are familiar and comply with the Croydon Multi Agency Safeguarding Vulnerable Adults Pan London Procedures.
10. Ensure you are familiar and comply with local protocols and systems for information sharing.
11. Know the appropriate contact numbers and required reporting lines.
12. Participate in required training and supervision.
13. Comply with required professional boundaries and codes of conduct
14. To undertake such other duties as may be reasonably required from time to time as are consistent with the responsibilities of the post.

**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'.

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**  
**Specialist Health Visitor- HIA Breastfeeding/ Infant Feeding/health nutrition**  
**and healthy weight**  
**Band 7**

Attribute		Essential	Desirable	How assessed
Education/ Qualifications	<ul style="list-style-type: none"> <li>Registered Health Visitor</li> <li>Practice Assessor and Practice Supervisor</li> <li>Postgraduate Study- Masters degree or equivalent level of Professional experience</li> <li>Coaching/Teaching qualification</li> <li>Prescribing course or a willingness to undertake</li> <li>IBCLC (International board certified lactation consultant)</li> <li>Breastfeeding/lactation course</li> <li>Breastfeeding counselling course</li> <li>UNICEF breastfeeding Management Course</li> </ul>	x  x  x  x  x  x  x  x  x	    x x x	A A A A A A A A A
Experience	<ul style="list-style-type: none"> <li>Experience of Leadership and line management</li> <li>Experience of managing change</li> <li>Experience of working within a community setting</li> <li>Experience of working with a team environment</li> <li>Experience of working in a diverse community setting</li> </ul>	x x x x x x		A/I A/I A/I A/I A/I A/I
Knowledge	<ul style="list-style-type: none"> <li>Broad Knowledge of</li> </ul>	x		A/I

	breastfeeding and infant nutrition informed by current research <ul style="list-style-type: none"> <li>• Knowledge and application of UNICEF baby Friendly accreditation</li> <li>• Knowledge of the Healthy Child Programme</li> <li>• Knowledge of the Current HV service Model</li> <li>• Broad knowledge of the public health context for breastfeeding, infant nutrition and health weights</li> <li>• Knowledge of Safeguarding children and adults</li> <li>• Knowledge of clinical governance and audit</li> </ul>	x   x x x  x  x  x		A/I   A/I A/I  A/I  A/I  A/I A/I
Other skills and competencies	<ul style="list-style-type: none"> <li>• Demonstrates leadership in practice</li> <li>• Demonstrate an ability to apply research to practice</li> <li>• Demonstrates competency in a range of clinical skill</li> <li>• Knowledge of Clinical governance, clinical audit and clinical supervision, Professional codes of Conduct</li> <li>• Current knowledge of local and national policies informing health and social care</li> <li>• Demonstrates an ability to draw information from a range of sources in order to make a contribution to service development</li> </ul>	x  x x  x  x x  x  x		A/I  A/I A/I A/I  I  I I  I  I
	<ul style="list-style-type: none"> <li>• Demonstrate ability to reflect and learn from incidents and feedback</li> <li>• Demonstrate a commitment of life long</li> </ul>	x  x  x		I  I  A/I

	learning and development • Demonstrate an ability to identify difficult situation and act appropriately to obtain support • Identifies difficulties as challenges and works with others to identify solutions • Demonstrate a high level of understanding of self and able to identify personal limitation and shows openness to address them • Demonstrate excellence in communication skills with an ability to negotiate and manage conflict Awareness of professional responsibilities and boundaries • Mobility to travel across sites • Able to work flexibly across the service • Good numeracy and literacy skills • IT skills • Excellent written skills	x                      		A/I                      
Core Dimensions	• Communication • Personal and People Development • Health, Safety and Security • Service Development • Quality • Equality, Diversity and Rights • Trust Values	x x  x  x x x  x		I A/I  I  A/I A/I I  A/I
Additional	Car Driver/Car User	x		A

