

# Medway NHS Foundation Trust



## Job Description

**Role: Infant Feeding Support Worker**

**Banding: 4**

**Division: Maternity**

**Responsible to: Infant Feeding Specialist  
Midwife**

**Accountable to:**

### Job Purpose:

The post holder will work as an integral part of our Infant Feeding team to deliver high quality, family-centred support to the population of Medway and Swale. As we are a Level 3 BFI Accredited Trust, the post-holder will work in collaboration with the Infant Feeding Specialist Midwife to uphold the UNICEF BFI standards. They will deliver evidence based infant feeding support, and have meaningful feeding conversations in both the antenatal and postnatal period. They will be willing to undertake training courses to enhance their existing knowledge.

The post-holder will strive to support our families with the most complex feeding needs, and reduce the impact of the biggest risk factors for feeding related issues and readmission.

The post-holder will practice throughout the maternity unit but will primarily be based on the postnatal ward and within the community, offering a 24/7 service.

The post-holder will be eager to provide Antenatal and Postnatal education to our families in both small and large groups, virtually and face to face. Always complying with the Medway NHS Foundation Trust Infant Feeding Guidelines and policies.

### Key Responsibilities:

- To ensure all women receive appropriate support and advice with their chosen method of feeding.
- To support families to develop their relationship with their babies in the antenatal and postnatal period, to facilitate brain development and attachment
- To work in collaboration with the Infant Feeding Lead and Support Midwife and assist them to give family centred support, and refer if appropriate
- To help the Infant Feeding lead maintain the UNICEF standards throughout the trust
- Offer specialist support and guidance to facilitate mothers to initiate and sustain breastfeeding - across a multitude of settings e.g. community, hospital, group settings and over the phone
- Support mothers with complex breastfeeding needs e.g. multiple births, babies on NICU, pre-term babies.
- Identify when feeding is not going well and refer to multidisciplinary services appropriately - e.g. specialist feeding clinic, health visiting, neonatal doctors
- To support and/or facilitate breastfeeding support groups and provide antenatal and postnatal education
- Working with antenatal women and their families to promote the service and the benefits of breastfeeding



- Help collect data, statistics and feedback to use for audit and to improve the service
- To provide face to face and telephone feeding support to families, up to 6 weeks post birth, both in the hospital setting and community setting.

#### Key Working Relationships:

Internal	External
<p>Infant Feeding Specialist Midwife Midwifery team Special Care Infant Feeding Team</p>	<p>Medway Community Healthcare Health Visiting Team Kent Community Healthcare Health Visiting Team Medway Council Infant Feeding Strategy Group</p>

## Main Conditions of Service

### Registered Health Professional

All staff who are members 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. All registered professionals must maintain registered in line with the Trust Professional Registration with Regulatory Bodies Policy.

### Our Vision and Values

All staff must commit to our Vision and Values and exhibit behaviours in line with our new Values.

**B**old  
**E**very Person Counts  
**S**haring and Open  
**T**ogether

We are *inspiring* and *ambitious*  
We are *respectful* and *supportive*  
*We are open and speak up*  
**We are inclusive and responsible**

Our Trust is a great choice for people who want to develop their career in an ambitious environment. Our employees are able to choose the coverage and supplemental benefits that best fit their needs and those of their families.

We are committed to endorsing diversity, multiculturalism, and inclusion; our policies / procedures ensure that all applicants are treated fairly at every stage of the recruitment process.



## **eRostering**

Roles with budgetary responsibilities for e-rostering have had these responsibilities included in job descriptions

## **Mandatory Training**

All staff must complete on-going mandatory and role-specific training pertinent to their post, and this should be confirmed with their line manager.  
Quality Assurance

The Medway NHS Foundation Trust has adopted comprehensive quality assurance, and all members of staff employed by the trust are expected to play their part. The aim is to provide a good quality service, which the customer accepts is appropriate and which is provided in the best possible way.

## **Health & Safety**

Staff are required to observe local Health & Safety arrangements and take reasonable care of themselves and persons who may be affected by their work.

## **Equal Opportunities**

Staff are required to comply with the Medway NHS Foundation Trust's approach to equal opportunities and treat everyone the same, regardless of their gender, race, disability, marital status, religion or belief, sexual orientation, gender reassignment or age.

## **Risk Management**

All post holders have a responsibility to report risks such as clinical and non-clinical accidents or incidents promptly. They are expected to be familiar with the Trust's use of risk assessments to predict and control risk, as well as the incident reporting system for learning from mistakes and near misses in order to improve services. Post holders must also attend training identified by their manager, or stated by the Trust to be mandatory.

## **Infection Prevention and Control**

All post holders have a personal obligation to act to reduce healthcare associated infections (HCAIs). They must attend mandatory training in Infection Control and be compliant with all measures required by the Trust to reduce HCAIs. All post holders must comply with Trust infection screening and immunisation policies as well as be familiar with the Trust's Infection Control Policies, including those that apply to their duties, such as Hand Hygiene Policy and Trust procedures for use of personal protective Equipment, safe procedures for using aseptic techniques and safe disposal of sharps.

## **Information Governance**

Staff is required to keep all patient and staff information confidential unless disclosure is expressly authorised by your employer. Misuse of or a failure to properly safeguard any data considered to be confidential may be regarded as misconduct/gross misconduct and a disciplinary offence.

## **Patient Experience**



Staff should ensure that they help to create a positive patient experience at all stages of a patient's interaction with the hospital and help to improve the patient experience within the hospital environment.

## Safeguarding Children and Vulnerable Adults

The Trust is committed to the protection of children, young people, their families and vulnerable adults accessing its services. Promoting the message that "safeguarding is everyone's business" is vital to ensure our patients are protected and safe from abuse. To this end you must comply with Trust's and the Kent and Medway Safeguarding Board's policies on safeguarding children, young people and vulnerable adults.

All staff no matter where they work or which age group of patients they work with must be aware of their responsibility to act when they feel a child, young person or vulnerable adult has been or is at risk of abuse.

## Disclosure and Barring Service

The position you have applied for may have been identified as being an 'eligible position' under the *Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975* [the Exceptions Order] and, in certain circumstances, *the Police Act 1997*. As such, it may meet the eligibility criteria for a standard or an enhanced disclosure to be requested through the Disclosure and Barring Service (DBS).

## Uniform

All staff must adhere to the Trust Nurses/Midwives Uniform Policy

## Job Description

The job description is not intended to be exhaustive and it is likely that duties may be altered from time to time in the light of changing circumstances and after consultation with the post holder.

## Smoke Free Medway

Medway NHS Foundation Trust is a smoke free site. This means that smoking is completely prohibited in all Trust buildings, grounds and car parks. This will ensure that the hospital is a better place to work and for our patients to be treated.

If you are currently a smoker and would like to receive free stop smoking advice, please contact the Medway Stop Smoking Service on 07535 710329 or 0800 234 6805.





## Staff Networks

LGBT+ Staff Network

Staff (Dis)Ability Network

Armed Forces Network (for staff who are Reservists and Veterans)

Black, Asian and Minority Ethnic (BAME) Staff Network



## Staff Benefits Information

The Trust has worked hard to offer the **Best** of the benefits to our staff, the **Best** of people. By following the link before you will find our staff benefits handbook which provides you with a large selection of benefits available.

<https://view.pagetiger.com/Benefits-Wellbeing/currentstaff>

## Our Commitment

We are jointly committed to creating and maintaining a fair and supportive working environment and culture, where contributions are fully recognised and valued by all and staff feel empowered to carry out their duties to the best of their abilities.

As employers we are committed to promoting and protecting the physical and mental health and well-being of all our staff.

## Talent Management and Skills Coaching

All staff at Medway NHS Foundation Trust will have the opportunity to undertake talent and coach sessions held with our Organisational Development Team. This will be supported through the talent management process.

## Flexible Working Opportunities

At the NHS, we are reminded every day of how important life is. As a flexible working friendly organisation, we want to be sure that you can work in a way that is best for us and for our patients,



and for you. Speak to us about how we might be able to accommodate a flexible working arrangement whether that's job share.

Applications are welcomed from applicants who wish to apply for a position on the basis of a smarter or flexible working arrangement. Where candidates are successful at interview, such requests will be taken under consideration and accommodated where the needs of the service allow.



## Person Specification

The person specification sets out the essential qualifications, experience, skills, knowledge, personal attributes and other requirements which the post holder requires to perform the job to a satisfactory level. Without these qualities applicant cannot be appointed to the post.

### Role: Infant Feeding Support Midwife

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• UNICEF BFI Management Course/Peer Counsellor course</li> <li>• Level 2 Health and Social Care</li> </ul> <p>Or equivalent higher breastfeeding training with appropriate clinical experience.</p>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Good level of written and spoken English</li> <li>• Able to use computer to a good level – training will be provided on our software</li> <li>• Awareness and/or experience of the Unicef Baby Friendly Initiative</li> <li>• Knowledge of local, national and global strategies relevant to breastfeeding and infant feeding.</li> <li>• Understanding of peer support programmes, how they work and why they work.</li> <li>• Good understanding of breast anatomy, mechanism of breastfeeding, factors required to breastfeed and able to identify barriers to achieve this.</li> <li>• Good understanding of how to support parents to safely and responsively formula feed.</li> <li>• Experience of working with families</li> </ul>
<b>Values</b>	<p><i>Exhibits behaviours in line with Trust Values:</i></p> <p><b>B</b>old <i>We are <b>inspiring</b> and <b>ambitious</b></i></p> <p><b>E</b>very Person Counts <i>We are <b>respectful</b> and <b>supportive</b></i></p> <p><b>S</b>haring and Open <i>We are <b>open</b> and <b>speak up</b></i></p> <p><b>T</b>ogether <i>We are <b>inclusive</b> and <b>responsible</b></i></p>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Evidence of working in both hospitals and the community setting</li> <li>• Demonstrate experience in infant feeding and Unicef Baby Friendly Standards.</li> <li>• Experience in support in an infant feeding role.</li> <li>• Teaching Parent education in regards to Infant feeding.</li> </ul>





<b>Skills</b>	<ul style="list-style-type: none"> <li>• Evidence of further studies/experience in infant feeding with knowledge of current infant feeding practice</li> <li>• To demonstrate effective communication skills and have both experience and a keen interest in teaching users of maternity services</li> <li>• To have the ability to work effectively within a team or independently</li> <li>• To demonstrate good time management skills and manage own timetable</li> <li>• The ability to achieve set targets and goals within preset time scales, effectively monitoring and evaluating progress</li> <li>• To prioritize competing demands whilst working under pressure whilst managing time effectively</li> <li>• To be able to work closely with the IFL in order to initiate new ideas, practices and approaches to direct clinical care of the mother</li> <li>• Work with the IFL in developing specialized care pathways and experience of developing evidence based policies and guidelines</li> <li>• Be a confident advocate for families</li> <li>• Driving license and own car is essential – geographical knowledge of Medway and Swale area desirable but not essential</li> </ul>
<b>Other Attributes</b>	<p>Flexible and adaptable to change to meet the needs of the service, and help us develop and innovate within the team.</p> <p>The vision and focus to continually strive to improve the service for our patients is a key attribute for this, and any role at the Medway NHS Foundation Trust</p>





**Medway**  
NHS Foundation Trust



**Best** of care  
**Best** of people



**nhsmedway.co.uk**