

Glover's Lane
Netherton
Merseyside
L30 5QW

Tel: 0151 291 8010
Fax: 0151 291 8031
Direct Line: 0151 291 8030

18TH January 2010

Dear Applicant

POST OF PART TIME BREASTFEEDING SUPPORT WORKER

Thank you for your enquiry regarding the above post. Please find the following documents enclosed:-

- Job Description and Person Specification
- Application Form
- Equal Opportunities Monitoring Form
- Equal Opportunities Statement
- Feelgood Factory Information
- Breastfeeding background information

The closing date for receipt of completed applications is 5.00pm on **Friday 12th February 2010**.

If you have not heard from us by Friday 19th February 2010 please assume you have not been shortlisted for interview on this occasion and accept our thanks for your interest.

Successful applicants will be required to undergo an enhanced Criminal Records Bureau disclosure check.

Please return completed application forms to:-

Healthy Living Services Manager
Netherton Feelgood Factory
Glovers Lane
Netherton, L30 5QW

Yours sincerely

Philomena Zilinski
Healthy Living Services Manager

Background Information

The promotion, protection and support for breastfeeding are key public health priorities for the North West. A decision to breastfeed, especially if sustained for the first six months of a baby's life can make a significant contribution to infant health and development and have a positive impact on the mothers' health. Moreover, research demonstrates that coronary heart disease, cancers and childhood obesity, three of the Government's priority areas for health improvement could be positively affected by increasing breastfeeding rates.

In terms of addressing health inequalities, the promotion of breastfeeding is of major importance. The incidence of breastfeeding is strongly associated with higher socio economic status and educational attainment.

Sefton has some of the lowest breastfeeding rates in the country, with only fractionally more than 50% of women being recorded as initiating breastfeeding in 2006/07, against a national average of 78% (2005 Infant Feeding Survey). However there is considerable variation in initiation rates, with the lowest rates being found in women from lower socio-economic groups. Anecdotal evidence tells us that long term, exclusive breastfeeding is rarely practiced.

Reasons for not breastfeeding are complex and include the influence of society and cultural norms, the organisation of health services, training and commitment of health professionals and others to support breastfeeding effectively. To improve breastfeeding rates, a sustainable and coordinated approach is vital and requires effective partnerships between statutory, community and voluntary services.

Peer support programmes, in both ante and postnatal periods, are recognised as offering increased support and capacity within communities (DH, 2003, 2004). They rely on volunteer peer support workers who are also trained counsellors. The training of these peer support workers (who are usually locally resident mothers) may be integrated with health professionals' training to provide optimum local support to mothers and their families (Dykes, 2005). Sefton has a very active peer support programme under the 'Breast Start' banner.

There is evidence that breastfeeding duration is enhanced by skilled support, professional, voluntary sector or peer, proactively offered to women during the postnatal hospital stay, in postnatal care in the community and as ongoing care in the community (NICE, 2005; Porteous, 2000). The effective provision of this support requires a skilled and up-to-date workforce - in hospitals and the community - with integrated and co-ordinated training programmes (NICE, 2005).

NHS Sefton in partnership with other organizations such as the Feelgood Factory is working on a wide range of interventions with the aim of increasing breastfeeding initiation and duration rates. The creation of these posts is an integral part of this work.



Job Description

Job Title:	Infant Feeding Support Worker
Salary:	£14,834 (pro rata for part time)
Hours of Work:	Full Time and Part time hours available
Reports to:	Breaststart Co-ordinator
Location:	To be confirmed – within Sefton

Job Purpose:

- To promote breastfeeding and weaning in the local community.
- To offer additional support to disadvantaged and marginalised families and groups to enable them to initiate and sustain breastfeeding

Main Duties & Responsibilities:

- Work closely with the Breaststart Coordinator and the Infant Feeding Coordinator for NHS Sefton to promote the initiation and duration of breastfeeding and promote healthy weaning.
- Work with staff in health type venues across the borough to influence the literature and posters displayed within waiting areas
- Attend and participate in the bi-monthly community Breastfeeding Group meetings to share good practice.
- Attend monthly meetings with breastfeeding peer mentors.
- Support midwives and health visitors at ante natal clinics and parent craft classes and work with women on a 1:1 basis to discuss breastfeeding.
- Take responsibility for ordering and disseminating appropriate breastfeeding and weaning related resources within the community.
- Provide telephone and texting support to mothers to enable an informed decision about infant feeding and weaning. Provide opportunity for one to one postnatal support at home or in the baby clinics and support groups.
- Action appropriately referrals from mothers, health professionals and peer support team ensuring any actions are fed back to the referrer

- Undertake home visits as required following lone worker procedures
- To network and liaise with Breastfeeding champions, midwives and health visitors and agencies within the statutory and voluntary sector with a remit for breastfeeding and weaning.
- To represent Feelgood Factory at external events where infant feeding is relevant
- To participate in relevant training and development identified in conjunction with Line Manager
- To attend and participate in Team Meetings and meetings relevant to infant feeding.

It is the nature of the work of Feelgood Factory that tasks and responsibilities are, in many circumstances, unpredictable and varied. All employees are therefore required to work in a flexible way when the occasion arises, so that tasks not specifically covered in the job description are undertaken with relevance to infant feeding.

All employees are required to abide by Feelgood Factory's policies with regard to Health and Safety, and Equal Opportunities. All employees are also reminded of the need to keep all information regarding the organisation, its clients, partners and funders confidential, except where information needs to be shared on a professional basis with colleagues or external partners



PERSON SPECIFICATION Breastfeeding Support Worker

	Essential	Desirable	Method of Assessment
Qualifications & Training		Training relevant to infant feeding	Application Form
Knowledge, Skills, Experience	Experience of supporting people, coaching and motivating		Application Form & Interview
	A keen commitment for healthy infant feeding		Application Form & Interview
	Understanding of the benefits of breastfeeding to mother and baby		Application Form & Interview
		Experience of working with hard to reach groups	Application Form & Interview
		Experience of managing budgets and finances	Application Form & Interview
	Excellent presentational and interpersonal skills		Application Form & Interview
	To be able to use and have experience of using Information Technology		Application Form
	Excellent written and verbal communication skills with the ability to relate to people at all levels		Application Form, Interview
	Ability to recognise discrimination in its many forms and put equal opportunities policy into practice		Application Form & Interview
	A good knowledge of health and safety issues		Application Form & Interview

Other General Competencies	Ability to manage time and self effectively and to meet deadlines		Application Form
	Ability to work as part of a team and under own initiative		Application Form & Interview
	Willingness to work in a flexible way in line with the requirements of the post. This may involve some evening and weekend work		Application Form & Interview
	Willingness to travel across the Borough of Sefton		Application Form & Interview