

JOB DESCRIPTION

1. JOB IDENTIFICATION

Job Title: **Infant Feeding Advisor**
Responsible to: Charge Midwife
Department: Maternity Services Lothian
Directorate: Women and Children's Services
Operating Division: Single Acute Operating Division
Job Reference:
No of Job Holders 2
Last Update: 03.06.19

2. JOB PURPOSE

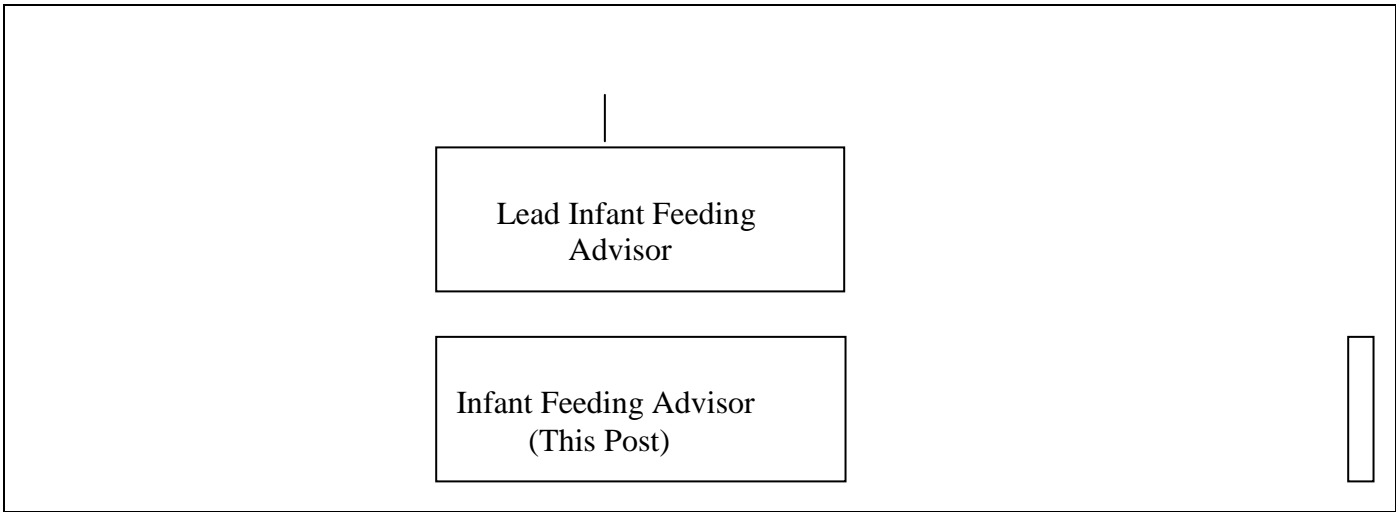
- To provide education and support to staff and parents within Lothian in SJH, SCRH and in the Community Midwifery Service on all aspects of infant feeding.
- To assist with the implementation of an action plan in Lothian, this supports continuation of UNICEF Baby Friendly Accreditation.
- To ensure that practice in relation to infant feeding is evidence based and complies with the UNICEF UK Baby Friendly Initiative and World Health Organisation guidelines.
- To work to implement the recommendations of the Lothian Maternal Infant Nutrition Framework
- To promote a culture which supports all parents to develop loving relationships with their newborn and supports breastfeeding whilst respecting a woman's right to choose how to feed her baby,

3. DIMENSIONS

- To provide information and support to midwives and nurses involved in the care of parents and babies in relation to breastfeeding, formula feeding and relationship development between parents and their newborn babies.
- To support the multidisciplinary team in Lothian and Community Maternity Services with evidence based advice on infant feeding.
- To work with Infant Feeding teams across Lothian to deliver Breastfeeding and Relationship Building training to staff in the Maternity Service and Health Visiting Service.
- To support the development of new initiatives in line with evidence-based practice to continually improve the support of breastfeeding within Lothian and Community Maternity Services.

4. ORGANISATIONAL POSITION

Clinical Manager
Inpatient Services



5. ROLE OF DEPARTMENT

The Reproductive Health Directorate provides Gynaecology and Maternity Services for women in Edinburgh, East Lothian, West Lothian and Midlothian. It operates in collaboration with user groups, Lothian Health, and other stakeholders to ensure that consistent high standards of care are applied throughout Lothian.

The maternity department in Lothian provides care for approximately 10,000 deliveries per year and offers a high quality integrated maternity service across primary and secondary care including Intensive care, High dependency care and special care facilities for neonates.

The Gynaecology department provides in-patient and outpatient surgical and palliative care for women with gynaecological conditions from the local population.

6. KEY RESULT AREAS

Education, Training and Development

1. Identify and monitor the continuing education needs of all staff in relation to infant feeding.
2. Promote and encourage staff to develop their practice through education and training, particularly as provided in the Lothian Breastfeeding and Relationship Building Course and Lothian Breastfeeding and Relationship Building Update Course.
3. Develop and support a system of Breastfeeding Champions throughout clinical areas of SJH, SCRH and Community to implement UNICEF Baby Friendly standards among all staff with direct responsibility for supporting breastfeeding.
4. Orientate all new maternity staff at SJH, SCRH (including junior doctors in Obstetrics and Neonatology) to the NHS Lothian Infant feeding Policy, guidelines and relevant UNICEF teaching.

Professional

1. Maintain an up-to-date knowledge base ensuring professional competence and credibility within the Directorate.
2. Act as a catalyst within the Maternity Service and the larger community to promote the public acceptance of breastfeeding as part of a larger Public Health agenda to promote improved infant and maternal health.
3. Work to improve communication and collaborative working among staff within hospital and community based settings in NHS Lothian.
4. Liaise with the other Infant Feeding Advisors in Lothian.
5. The post holder will practice at all times within the Nursing and Midwifery Council Code of Professional Conduct

Expert Practice

1. Raise awareness of evidence of studies on infant feeding to support changing practice.
2. Provide guidance to staff in clinical areas, particularly when they are experiencing problems with infant feeding.
3. Implement, within Lothian and Community Midwifery Services, evidence based practice in infant feeding, which complies with NHS Lothian Policy and Guidelines, National Guidelines and WHO/UNICEF Baby Friendly Initiative guidance.

Service Development

1. Undertake audit of staff skills and practice in relation to breastfeeding support at appropriate intervals and disseminate results to staff.
2. Work with the Lothian Infant Feeding Working Group and hospital staff to prepare for UNICEF Baby Friendly Assessment, following the new staged approach, with the aim of achieving full Baby Friendly Accreditation/ Re accreditation
3. Support the development of initiatives, which challenge existing cultures/practices and promote the public acceptability of breastfeeding.

7a. EQUIPMENT AND MACHINERY

- Computer system and printer
- Stationery equipment
- Photocopying equipment

- Telephone
- Television/video/DVD

All equipment related to the normal management of lactation e.g. breast pumps, feeding cups; and the management of feeding problems, e.g., supplementary nursing systems, Haberman feeders, specialist breast pumps.

All equipment relevant to breastfeeding training e.g. projectors.

7b. SYSTEMS

Internet and Intranet use

Software packages – MS Word, Excel, PowerPoint, Outlook, Publisher

Information Management:

- Breastfeeding training database.
- Collection and collation of breastfeeding statistics.
- UNICEF Baby Friendly Audit Tool.

Library and e-library

Teaching:

- Lothian Breastfeeding and Relationship Building Courses (2 day and update)
- Breastfeeding Champions training
- UNICEF online modules for medical colleagues

8. ASSIGNMENT AND REVIEW OF WORK

The postholder will work autonomously and proactively within guidelines agreed with the Chief Midwife and Inpatient and Outpatient Services Managers. There will be structured regular meetings with line manager to review performance against agreed objectives. There will be structured regular meetings with the Clinical and Ward Managers to develop an action plan to improve practice and to review progress.

9. DECISIONS AND JUDGEMENTS

The decisions and judgements are self-directed based on the job purpose, dimensions, and key result Areas. Operating decisions will be made after consultation with, and agreement of managers and the Chief Midwife. Clinical decisions on feeding problems will be essentially independent with support from SJH/SCRH Infant Feeding Advisor where necessary.

10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB

- Enabling staff to deliver effective support with breastfeeding to new mothers in a climate of shorter hospital stays and increasing work pressure.
- Motivating staff to embrace the Baby Friendly Initiative New Standards.
- Achieving Baby Friendly accreditation at St John's Hospital.
- Achieving re accreditation at SCRH
- Increasing rates of breastfeeding initiation and maintenance.

11. COMMUNICATIONS AND RELATIONSHIPS

Regular contact with:

- Clinical Managers at SJH/SCRH
- Ward Managers at SJH/SCRH
- Other Infant Feeding Advisors in Maternity Services Lothian and CHP areas in Lothian
- Midwives/ Nursery Nurses/ Clinical Support Staff
- Other Professional Staff in NHS Lothian and Local Authority
- Lothian Baby Friendly Implementation Group
- Unicef UK Baby Friendly Initiative
- Scottish Infant Feeding Advisors Network

12. PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB

Physical demands:

- Keyboard and VDU use for data collation and for communication.
- Sitting at desk for periods of computer use, reading of documentation, writing of reports etc.

Mental demands:

- Effective communication skills in many different situations
- Diagnostic, problem solving and interpersonal skills required to guide staff in appropriate management of breastfeeding problems.
- Interpersonal skills required to motivate staff.

Emotional demands:

- Patience and resourcefulness required when dealing with staff who may be reluctant to change practice.

13. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB

- Qualified midwife/nurse/ HV with relevant experience
- Evidence of clinical competence in infant feeding (UNICEF Breastfeeding and Relationship Building course or equivalent).
- Demonstration of resourcefulness in practice.
- Excellent interpersonal skills.
- Evidence of team working, organisational and influencing skills.

14. JOB DESCRIPTION AGREEMENT

A separate job description will need to be signed off by each jobholder to whom the job description applies.

Job Holder's Signature:

Head of Department Signature:

Date:

Date: