#### **JOB DESCRIPTION**

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| JOB IDENTIFICATION | |
| Job Title: Infant Feeding Nurse/Midwife  Responsible to: Lead Nurse Children’s Services  Department(s): Community Children’s Services / Breast Feeding Support Service  Directorate: Primary and Preventative Services  Operating Division: Health and Social Care Partnership  Job Reference:  No of Job Holders: 1  Last Update (insert date): January 2025 | |
| 2. JOB PURPOSE |
| To be responsible for the provision of the highest quality of care in accordance with the philosophy, policies and guidelines of the NHS Fife and the NMC (Nursing and Midwifery Council).  To provide a resource for Infant Feeding across the service, providing information, supervision and clinical support for colleagues working with mothers and babies. This is accomplished within a framework of a supportive learning and proactive culture and in collaboration with other members of the health care team and clients.  To assist with the implementation of local and national initiatives as directed by the Lead Nurse.  To support the maintenance of the UNICEF UK Baby Friendly accreditation and assist with the implementation of UNICEF UK Baby Friendly Neonatal Standards.  To support and supervise staff to work in line with all policies and guidelines in relation to infant and child feeding and lactation management are in line with current evidence and best practice standards.  To monitor the standards of care provision and further develop staff where deficiencies exist. |

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| **3. DIMENSIONS** |
| The post holder has a close working relationship with the NHS Fife specialist Infant Feeding Team who will provide support, training and oversee the completion of the Infant Feeding strategy objectives.  The post holder, after a period of training and development, will support other clinical teams on the management of care, in relation to feeding. The post holder supervises breastfeeding support staff and advises the defined area of Community Children’s Services on the NHS Fife Infant Feeding Policy and Guidelines. The post holder audits the standards of care within the defined area. The client groups are pregnant mothers and their families, postnatal mothers and families, well and sick and premature neonates and infants. |
| 4. ORGANISATIONAL POSITION | |
| Lead Nurse    IFA / Team Leader (B7)    **INFANT FEEDING NURSE/MIDWIFE (B6) Maternity Cover (this post)**    BREASTFEEDING SUPPPORT WORKERS (B3) | |
| 5. ROLE OF DEPARTMENT | |
| The Breastfeeding Support Service aims to provide proactive support to breastfeeding mothers across Fife. New mothers are contacted by telephone following discharge from hospital and ongoing person-centred support is available by telephone and home visits as required throughout the breastfeeding journey. Mothers can refer themselves to the service at any point.  The service accepts referrals from, and works closely with, community midwives, family nurses and health visitors.  The service aims to deliver evidence-based infant feeding and relationship building support, that meets Baby Friendly Initiative standards, and to reduce breastfeeding cessation rates in line with Scottish Government targets. | |
| 6. KEY RESULT AREAS | |
| ***Education and Training Role;***  To work in partnership with Infant Feeding staff and Health Visitors to ensure that there is an increase in staff capacity and capability within the designated area by contributing to the provision of clinical supervision of practice for staff.  Developing and updating policies which support the Baby Friendly standards.  To provides update training sessions for staff in conjunction with the Board Infant Feeding Team.  To keep an accurate record of all staff training, ensuring breastfeeding updates are attended yearly  To educate staff on the UNICEF UK Baby Friendly accreditation and UNICEF UK Baby Friendly Standards.  To ensure staff are meeting and adhering to the UNICEF UK Baby Friendly Standards.  Supervising and supporting Breastfeeding Support Workers  ***Communication***  To develop and maintain constructive relationships with all professional disciplines and to provide infant feeding information and clinical support and mentoring to a range of staff working with mothers and babies in designated area.  To give information, clinical support and mentoring to medical practitioners and other health care colleagues when there are feeding situations and to facilitate the appropriate referrals.  Develop techniques to motivate nursing and medical staff to overcome the challenges of promoting breastfeeding.  ***Direct Patient Care***  To provide specialist infant feeding advice and support to both staff and parents in line with UNICEF UK Baby Friendly Neonatal Standards which promote continued breastfeeding  To liaise with parents of babies discharged from the postnatal ward, providing information and advice to enable mum to express and increase her lactation  To provide information and emotional support to parents when there are feeding issues  To provide emotional support for continued breastfeeding in partnership with the named health professional who is responsible for the care to enable the staff increase their knowledge and skills.  To develop staff skills to be able to educate parents and families to encourage informed decision making about infant and child feeding and lactation management.  To provide support and mentoring for ~~staff who facilitate~~ breastfeeding support workers.  To make referrals when appropriate to other agencies.  To maintain own continuing professional development.  ***Risk Management & Quality***  To support implementation and maintenance of the UNICEF UK Baby Friendly accreditation within Community Children’s services.  To support the implementation and maintenance of the Infant Feeding Pathways, input data on outcomes on infant feeding and feedback results to staff.  To provide face to face audit of local practices.  To act as a role model for staff and learners in training.  To work collaboratively with the nursing and medical staff to ensure that patients are supported appropriately.  To develop staff ability to assess the well being of infants and report concerns.  Through increased staff development; increase mothers’ overall satisfaction with the care episode and feeding experience.  To supports staff within to promote good feeding practices and minimises the potential for problems and complications.  To maintain own standards of record keeping and develop staff documentation on infant feeding. | |
| 7a. EQUIPMENT AND MACHINERY | |
| Requires teaching staff how to use breast pumps.Required to support the pump-lending service and to ensure effectiveness, efficiency and safety of the service.Uses daily; computer systems for documentation and communication, accessing patient records and audit reports, data collection. Is highly skilled in the use of the computer and keyboard to communicate with others via email as well as create letters and storage of files and informationUses telephone and voicemail to communicate with others. Uses equipment for delivering presentations e.g. lap tops and data projectors, | |

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| **7b. SYSTEMS** | | | |
| Hospital Information Systems and intranet (computerised).  PC and email, databases and electronic audit systems.  Paper audit systems. Patient held records and case records.  Breast pump lending records  Writing letters.  Maintenance of patient records via Morse and other electronic record keeping systems. | | | |
| 8. ASSIGNMENT AND REVIEW OF WORK | | |
| Make independent decisions.  Work autonomously only referring to line manager where appropriate    Day to Day work will largely be self-directed, practitioner will work within objectives set by Baby Friendly Standards.  Plan workload, which may be subject to change, ongoing management of patients and prioritising  Review of work is measured against objectives, which are agreed by the line manager.  Reporting of the areas objectives and quality indicators along with statistics and outcomes is the method by which results are communicated and objectives set.  Work is generated by staff availability, caseload demands, development objectives, audit results and local and national targets. | | |
| **9. DECISIONS AND JUDGEMENTS** | | |
| Expected to make decisions regarding patient care throughout the course of the day in lone working situations.  Provide advice and support to both parents and staff when dealing with complex feeding issues  Expected to provide information, clinical mentoring and support to other team members who are learning  Assessment and recognition of the patient condition, escalating any deterioration or changes to senior nursing or medical staff  Uses initiative, knowledge and experience to identify education and clinical training needs for differing staff and to advise line manager of these issues  Provide ongoing staff education and practical skills updates  Thorough knowledge and experience to identify potential problems areas for improvement  Assess staff’s knowledge and skills to minimise complications ensuring evidence based practice is being applied  Report incidents, identifying key areas/issues, which require further attention  Consider a range of options, have the ability to make complex decisions before escalating. | | |
| 10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB | | |
| Deciding on when and how to intervene to prevent staff becoming de-skilled and patients from becoming “medically managed rather than self sufficient”.  Frequently requires multi-tasking and time management skills.  Balancing service demands within the available resources.  Engaging clinical staff in the learning outcomes required to manage difficult or complex  situations whilst fostering the primary objective of enabling a positive supportive  Learning environment.  Establishing effective relationships and maintaining open lines of two-way communication with all relevant clinicians and support services.  Maintaining successful team working where there may be competing priorities, agendas and opinion. | | |
| **11. COMMUNICATIONS AND RELATIONSHIPS** | | | |
| The post holder communicates regularly with practitioners to enable them to engage with families to take histories, devise care plans and to evaluate care.  Persuading parents of the key benefits of Breastfeeding, alleviating their anxieties and fears.  The post holder communicates with the directorate team, Obstetric, Paediatric and General Medical Practitioners, other midwifery, health visiting and nursing staff.  The post holder is required to support the collection and collating of statistics.  Enables staff to develop ability to communicate and provide written information for women and their families to facilitate informed decision making in relation to infant and child feeding and lactation management | | | |
| **12. PHYSICAL, MENTAL, EMOTIONAL AND ENVIRONMENTAL DEMANDS OF THE JOB** | | | |
| **PHYSICAL EFFORT/SKILLS:**  \_ Practiced skills in breastfeeding techniques, hand expressing, expressing by breast pump and supporting parents with infant feeding issues.  \_ Expertise in observing and assessing infant feeding behaviour and effectiveness.  \_ Expertise in teaching patients and staff these skills.  \_  A Ability to work in a sustained and focused manner.  \_  F Feeding episodes may require several hours of concentrated effort on a daily basis.  \_ Ability to analyse clinical issues and make decisions or make referrals to the Infant Feeding Advisors or other agencies.  \_ Ability to work within a multi-disciplinary/agency team  \_ Ability to effectively prioritise, plan and organise workload  \_ Computer/IT skills, ability to enter and analyse data in relation to research and audit  \_ Standing and walking for large parts of the shifts.  \_ Manual handling of patients.  \_ Requires knowledge of techniques for positioning self and mothers to prevent post holder developing neck and back problems.  **MENTAL EFFORTS/SKILLS:**  \_ Effective interpersonal and communication skills  \_ To be sensitive and diplomatic  \_ Gain respect and develop and maintain effective working relationships with a range of clinicians, nurses and midwives and education colleagues locally  \_ Ability to work on own initiative and in a flexible manner  \_ Ability to challenge the status quo  \_ Retention and communication of complex information  \_ Attention to detail, concentration required for extended periods  \_ Problem solving skills  \_ Ability to facilitate short, basic, practical in-service staff updates in conjunction with Infant Feeding Advisors at the appropriate level for staff groups.  \_ To keep up-to-date with current best practice standards in relation to infant feeding.  \_ Retention and communication of complex information regarding patient care.  \_ Concentration when frequently interrupted by telephone call and patient visits.    Dealing with conflict and opinions amongst professional groups.  Vf Ensuring fully informed choice for parents  **E Emotional Demands;**  Feeding episodes may require concentrated effort per patient, history taking and observing, assessing and implementing care.    Teaching staff may require the post holder to deal with staff or patient situations which are complex and emotional  Supporting Breastfeeding following bereavement in multiple births with the surviving sibling(s)  Frequently communicating with distressed or anxious parents  Breaking bad news about feeding issues  Dealing with paediatricians and staff differences in views/attitudes towards Breastfeeding or lack of knowledge of the evidence base  Able to work well in stressful situations  Resilience  **Working Conditions;**  Exposure to body fluids on most shifts, breast milk, blood, vomit, exudates and urine  Regular exposure to VDU’s and repetitive use of keyboard and mouse | | | |
| 13. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB | | |
| **Professional Qualifications**    Registered Nurse Child / Adult, or Registered Midwife with significant post registration experience  **Education**  Qualified to degree level preferred   Group facilitation; staff training and basic presentation skills.  Further education/evidence of CPD in area of speciality including study days/courses/post graduate certification  Evidence of management education and training  **Experience**  Significant all round experience  Relevant experience of working with mothers and infants  Knowledge and understanding of the management of feeding problems  Able to act as a mentor in infant and child feeding and lactation management to clients, colleagues and support workers and other professional groups.  Experience in the use of Clinical Audit tools, patient interviewing techniques and Risk Management    The post holder must possess excellent interpersonal and communication skills and be able to work using own initiative  Committed and proactive in research based  Enables staff to develop ability to communicate and provide written information for women and their families to facilitate informed decision making in relation to infant and child feeding and lactation management  **SKILLS**  Effective time management skills  Leadership skills  Ability to prioritise, change and adapt programmes at short notice  Computer literate e.g. use of email, MS word/Power point  Skills in accessing electronic forms, information and research based evidence  The post holder will possess team-working skills and have the ability to motivate others and promote the development of a culture within the directorate that is proactive to learning.  Ability to work across agency/organisational boundaries.  Expert clinical practice | | |
| **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: | |