



Infant Feeding Practitioner

**Best Start Service, London Borough of
Waltham Forest**

Application Pack



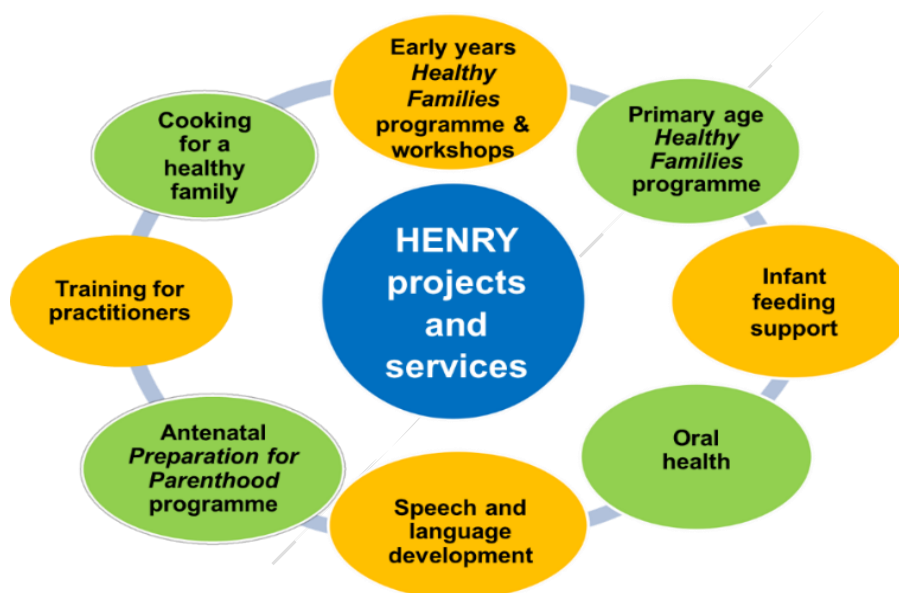
About HENRY

Childhood experiences last a lifetime - so every child deserves the best possible start in life. And although parents want a happy healthy future for their children, family life isn't always easy. Our mission is to support a healthy, happy start for children and lay the foundations for a brighter future – by making sure families get the support they need.

Our service offer

Founded in 2009, HENRY is now the leading national provider of evidence-based services to support a healthy start. We are currently working in partnership with NHS trusts, public health teams, children's services and other partners in around 40 local authorities and 5,634 families benefited from HENRY support in the last year.

We support parents to transform family life for the better in all sorts of ways – including emotional wellbeing, family relationships, parenting skills, infant feeding, the home learning environment, improved nutrition and getting more active.



Our values

HENRY aspires to be a values-led organisation. All of our work with families, partners and HENRY colleagues is underpinned by the following explicit values:

- **Partnership:** parents are the experts in their own family so we start with their experience and support them to make changes that they believe will lead to a healthier and happier life.
- **Strengths-based:** we acknowledge and build on all the things that are going well, fostering hope and self-belief.
- **Person-centred:** families face different challenges - we get alongside families and listen, building a relationship based on trust and empathy.
- **Respect:** we value families for who they are and seek to understand rather than judge.
- **Inclusive:** we find out about the difficulties that some families face in accessing support and work proactively to overcome barriers.

- **Excellence:** we strive to provide families with high quality and effective support; we value learning about what doesn't work as well as what does, approaching new ideas with an attitude of curiosity and using reflective practice, evidence and feedback to improve our services.

Our impact: 10 years of making a difference to the lives of children and their families

Our 10-year impact report¹, published last year, tells the HENRY story through the voices of families, volunteers and local practitioners – as well as bring to life many of the collective changes that children and families have achieved.

I started a programme and ended up with a new life



Every day, we are helping some of the UK's most vulnerable and deprived families provide a great start for their children, so they flourish throughout childhood and beyond. Following a HENRY programme:

- 93% of families lead a healthier lifestyle
- 77% of parents have improved emotional wellbeing, including feeling happier, less isolated and less stressed
- 86% of parents are able to hold boundaries more effectively

I'm now the Mum my child deserves

It was one of the best decisions in my life to attend the HENRY programme. Before, as a single mum (with no relatives in UK), I was full of doubts how to raise my child. Now I am a confident parent who knows what is best, both for me and my child.

I had to realise that everything depends on us, parents. Happy mum, happy child. Before the programme, I was not sleeping enough, no exercising, I was eating junk food, I was frustrated.

During the programme, I introduced new habits, such as sleeping more, eating fruits and vegetables every day, looking at the food labels before buying anything, introducing new foods, exercising more, tidying the flat, giving choices to my baby girl, reading to her more.

It also gave me the opportunity to meet other parents, and to avoid depression. I really enjoyed that somebody is taking care of me. We got flowers, candles to chill and relax at home. I learned that "me time" is very important, not just for me but for my baby as well.

¹ www.henry.org.uk/impactreport

We got free vitamins, balls, books (what my baby girl loves so much that there is no day without reading the Henry Bear story to her).

Hackney parent

Our team of staff and volunteers

HENRY currently employs 64 staff. Just over a third of staff are based at our national office near Oxford, with the majority of staff based locally (Hackney and City of London, Lambeth, Waltham Forest, Southend, Bradford and Blackpool) delivering services and projects.

In addition to our employed staff team, teams of freelance trainers, sessional facilitators and volunteers also play a crucial part in delivering HENRY services.

HENRY's supportive ethos and high levels of staff satisfaction and commitment are evident in our annual staff surveys. 100% of staff tell us they are proud to work for HENRY, would recommend HENRY as an employer and have continued to feel well-supported during the challenges of the coronavirus pandemic.

Our future

In April 2019 we began implementation of our new 3 year plan to maximise:

- **impact:** the greatest positive change for the people we support
- **reach:** the number and diversity of people we support, as well as our geographical reach
- **revenue:** ensuring financial sustainability to deliver our charitable objectives

Our strategic objectives in achieving this are to:

- Continue to strengthen our work in pregnancy and the early years
- Extend HENRY to parents of children aged 5-11 and to teenagers
- Extend our reach through the use of digital technology and new partnerships
- Develop and maintain our reputation as a 'centre of excellence', working with academic partners to strengthen our evidence base and influencing national policy
- Develop new income-generating activities to support our core mission

This is an exciting time to be joining HENRY. Over the last 5 years we have successfully implemented ambitious plans for growth, and are projecting further growth in 20/21.

The coronavirus pandemic has impacted face-to-face delivery and accelerated our plans for digitalisation, with rapid adaptation of our family support and training activities for online delivery.



Overview of role

Job Title	Infant Feeding Practitioner - Best Start Service, London Borough of Waltham Forest
Office Base	Home-based during pandemic. Thereafter: Higham Hill Children's Centre, 313 Billet Road, Waltham Forest, E17 5PX
Hours per week	22.5 hours per week (0.6 fte)
Salary	£23,391 per annum (£14,035 pro-rated)
Contract	Fixed term to 30 June 2022
Responsible to	Infant Feeding Team Lead
Annual leave	30 days per year plus bank holidays (pro-rated)
Pension	Access to pension scheme with a matched employer contribution of up to 6%

Job Purpose

To support families in providing a healthy, happy start for their children to reduce health and social inequalities and improve child outcomes. Infant Feeding Practitioners work with colleagues to ensure successful delivery of a best practice infant feeding service, supporting volunteers and staff in early years settings and promoting Baby Friendly guidance to increase breastfeeding. They monitor and track outcomes to measure the impact of services.

Key working relationships

Other members of the service:

- Service Manager
- Infant Feeding Team Lead
- Breastfeeding Volunteer Trainer & Clinical Supervisor
- Healthy Weight & Oral Health Team Lead
- Speech & Language Team Leads

Other information:

The Best Start Service is commissioned by LB of Waltham Forest. The service is in Year 5 of a 6-year contract which runs until June 2022. The Service Manager leads a team of 16 HENRY staff who deliver integrated services to support infant feeding, healthy weight, oral health and speech and language development in the early years.

Key Responsibilities

1 Reach and engage diverse families

- Participate in local public health events and campaigns to promote messages around babies' and children's health and wellbeing.
- Consult with local services, community groups and families to identify diverse needs within the local population.

- Liaise with local partners to reach local families, creatively overcoming barriers to engage vulnerable and marginalised groups.
- Contribute to the development of resources, flyers and posters to promote key messages and HENRY support.
- Support and/or deliver covid secure outreach activities, workshops and drop-in sessions.

2 Deliver HENRY programmes and family support services to families

- Work with the Team Leader to ensure the infant feeding service is delivered in accordance with planned milestones and targets and is responsive to the needs of families, commissioners and stakeholders.
- Build and maintain collaborative relationships with children's centres, schools and other local partners to arrange and coordinate venues and crèches for programme delivery and support parent recruitment.
- Provide high-quality person-centred support at all contacts – including telephone and face-to-face consultations and drop-in sessions at clinics and in children and family centres (CFCs).
- Undertake detailed planning and preparation for programme delivery, including contacting parents and ordering or purchasing resources, food etc.
- Provide 1:1 feeding support to new mothers with breastfeeding, bottle-feeding and mixed-feeding, promoting the benefits of breastfeeding whilst a mother's choice not to breastfeed.
- Set up, run and publicise infant feeding cafes, mentoring staff and ensuring onward referrals for more complex feeding issues.
- Complete programme paperwork in a timely and organised manner.
- Provide support for volunteer breastfeeding peer supporters
- Follow safeguarding, lone working and health and safety policies to protect your own safety and the safety and wellbeing of children and families.
- Signpost families to other local services, including specialist services, in response to identified needs.

3 Train and support staff working with children and families

- Contribute to the development of training materials and resources.
- Support implementation of the UNICEF Baby Friendly initiative in the community to achieve and maintain accreditation for Waltham Forest CFCs.
- Deliver training to staff in other organisations that supports a healthy and happy childhood.
- Support and mentor champions and volunteers.
- Disseminate evidence-based guidelines and resources for use by practitioners working with children and families.

4 Collect data to measure impact of services and drive improvement

- Ensure feedback, evaluation and monitoring information is gathered and recorded for all services.
- Accurately collect and enter relevant data.
- Contribute to the preparation of reports.
- Participate in service reviews to establish the effectiveness of support provided and identify areas for improvement.

5 Model the HENRY attitude, behaviour & values

- Build respectful relationships, understanding the impact of your behaviour on others and being willing to adapt it when necessary.
- Work effectively as a member of the team by consulting and sharing information with colleagues, managing your time to meet deadlines and preparing for meetings.
- Communicate effectively with partners.
- Maintain clear and accurate records.
- Comply with all organisational policies and procedures.
- Model HENRY values.
- Support own development through on-going reading, research, reflective practice and supervision.

Person specification

	Essential	Desirable
Qualifications	Breastfeeding training, at least Peer Supporter level from a recognised organisation eg BfN, ABM, NCT	UNICEF Train the Trainer NNEB / NVQ 2 or 3 in childcare
Experience	Effective and person-centred provision of infant feeding support Promotion of breastfeeding Working in a health or community setting with individuals and groups Working with diverse ethnic and social groups Partnership working	Delivery of interactive training to practitioners and/or parents Working with vulnerable clients Capturing data in relation to key indicators Mentoring and supporting peer breastfeeding volunteers Dealing effectively with safeguarding concerns
Knowledge	Best practice in infant feeding support based on Baby Friendly guidance Healthy development in the first year Children's centre aims and activities Data protection and confidentiality Safeguarding policies and procedures Understanding of child and family services Understanding of public health services	Understanding of the needs of volunteers Fluent in one or more community language(s)
Skills and attitudes	High motivation to contribute to HENRY's work Working effectively as part of a team Empathic and non-judgemental, skilled at providing information and support using a partnership approach Excellent interpersonal skills – able to build respectful and sensitive relationships with mothers, families and multi-agency partners	

	<p>Willingness to work flexibly, including evenings and weekends as required, to reach families</p> <p>Committed to upholding diversity and equality of opportunity principles</p> <p>Able to manage and prioritise workload</p>	
Ability	Able to travel and work across the London Borough of Waltham Forest	

It is the responsibility of individuals registered with a professional body to:

- act within the professional body's Code of Practice
- maintain their work profile and ensure revalidation standards are met
- assist junior registered staff in achieving revalidation
- contribute to and participate in the development of nurses and nursing practice through leading projects and supporting training
- ensure optimum use of working time

Note: This post requires a satisfactory DBS check.

Application timetable

Deadline for applications	9 am Monday 26th April.
Interviews	Tuesday 4th and Wednesday 5th May 2021

Application process

For more information please contact Sue Iddon at recruitment@henry.org.uk.

To submit an application please complete the following and email them to recruitment@henry.org.uk

- Application form
- Equal opportunities form