



**HENRY**  
**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. We make sure families get the support they need so that they and their children are able to flourish throughout childhood and beyond.

HENRY is 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. 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 service offer

- Training for practitioners, equipping them with the confidence, understanding and skills to create the conditions for positive change in their work with families
- Family support services, including a wide range of workshops, group programmes, individual support, resources and online help
- Creating healthier communities through volunteering and supporting a healthy start in childcare settings

### Our 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, using reflective practice, evidence and feedback to improve our services.

### Our impact

HENRY family support really works:

- 97% of families who join a HENRY family programme are leading a healthier lifestyle and enjoying family life more by the end
- Independent academic evaluation shows that families make long term changes, and parents themselves describe our support as 'life-changing'.

*"For me this course helped me to break the bad habits that had been passed on to me through many generations. It's a big change that will make the children of tomorrow*

*healthier. As parents you want to do the best for your children and the HENRY course definitely shows you the way to achieve that.”*

Our training for practitioners is transformative:

- 99% practitioners say it met or exceeded expectation
- 71% are still using the skills they develop through our training 12 months later, with many still using them 5 years on

*“Excellent, inspirational training. I have been on many courses and this is the best one I have ever done.”*

## **Our team**

HENRY currently employs 45 staff. About one third are based at our national office near Oxford and half in 6 different locations (Hackney, Waltham Forest, Southend, Bradford, Leeds/Sheffield and Telford) delivering services and projects.

In addition to our employed staff team, 12 freelance trainers and 95 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. Over 90% of staff tell us they are proud to work for HENRY, enjoy working with people at HENRY and feel they are treated with fairness and respect and that their views are listened to and valued.



## Overview of role

|                |  |
|----------------|--|
| Job Title      | Infant Feeding Practitioner - Best Start Service, London Borough of Waltham Forest |
| Office Base    | Higham Hill Children's Centre, 313 Billet Road, Waltham Forest, E17 5PX            |
| Contract type  | Fixed term to 31 August 2021   |
| Hours per week | 22.5 hours per week (0.6 fte)  |
| Salary         | £23,391 per annum (£14,035 pro-rated)  |
| Responsible to | Infant Feeding Team Lead   |
| Annual leave   | 30 days per year plus bank holidays (pro rata)                                     |
| 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 3 of a 5-year contract which runs until August 2021. The Service Manager leads a team of 14 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
2. Deliver HENRY programmes and family support services to families
3. Train and support staff working with children and families
4. Collect data to measure impact of services and drive improvement

## **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 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 and supervision for volunteer breastfeeding peer supporters
- Support own development through on-going reading, research and supervision.
- 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 General duties for all staff

- 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.
- Maintain clear and accurate records.
- Communicate effectively with partners.
- Comply with all organisational policies and procedures.
- Support own development through on-going reading, research and supervision.
- Other duties and responsibilities as negotiated with the post holder.

#### Person specification:

|                       | Essential   | Desirable   |
|-----------------------|---|---|
| <b>Qualifications</b> | Breastfeeding training, at least Peer Supporter level from a recognised organisation eg BfN, ABM, NCT   | UNICEF Train the Trainer<br>NNEB / NVQ 2 or 3 in childcare  |
| <b>Experience</b>     | Effective and person-centred provision of infant feeding support<br>Promotion of breastfeeding<br>Working in a health or community setting with individuals and groups<br>Working with diverse ethnic and social groups<br>Partnership working  | Delivery of interactive training to practitioners and/or parents<br>Working with vulnerable clients<br>Capturing data in relation to key indicators<br>Mentoring and supporting peer breastfeeding volunteers<br>Dealing effectively with safeguarding concerns |
| <b>Knowledge</b>      | Best practice in infant feeding support based on Baby Friendly guidance<br>Healthy development in the first year<br>Children's centre aims and activities<br>Data protection and confidentiality<br>Safeguarding policies and procedures<br>Understanding of child and family services<br>Understanding of public health services | Understanding of the needs of volunteers<br>Fluent in one or more community language(s)   |



|                             |   |  |
|-----------------------------|---|--|
| <b>Skills and attitudes</b> | <p>High motivation to contribute to HENRY's work</p> <p>Working effectively as part of a team</p> <p>Empathic and non-judgemental, skilled at providing information and support using a partnership approach</p> <p>Excellent interpersonal skills – able to build respectful and sensitive relationships with mothers, families and multi-agency partners</p> <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> |  |
| <b>Ability</b>              | 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 | Thursday 23 January 2020 (9 am) |
| Interviews                | Tuesday 28 January 2020         |

For more information please contact Sue Iddon at HENRY, 6 Elm Place, Old Witney Rd, Eynsham, Oxfordshire, OX29 4BD. To submit an application please complete the application form and equal opportunities form available from our website

<https://www.henry.org.uk/jobs>.