



Position Description

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| Position Title: | Te Whakamanahia te Waiu Kaiāwhina/Coordinator – Breastfeeding Support |
| Location: | Eastern Bay of Plenty Region -Whakatane |
| Responsible to: | Health Services Manager, Te Tohu o te Ora o Ngāti Awa |
| Hours: | 1.0 FTE |
| Delegations: | Nil |

We are looking for Kaiāwhina to support Māmā, pēpi and whānau by promoting, protecting and supporting breastfeeding.

The role requires someone who:

- Had a positive breastfeeding experience with their own children and has an interest in supporting other Māmā to do the same;
- A passion for Māmā, pēpi and breastfeeding (essential);
- Confidence to work within their own Rohe to make a difference;
- Understanding and knowledge around working within a Kaupapa Māori model of care;
- Ideally, a health workers level 4 certificate, be an early childhood teacher or similar. If not, be willing to undertake a level 4 certificate in Tamariki Ora Well Child via distance learning;
- A first aid certificate or willing to undertake on upon commencement of employment;
- Reasonable health literacy;
- Good computer skills;
- The ability to work with social media as a forum for client interaction; and
- A full driver's license.

Introduction

The Eastern Bay of Plenty Iwi Provider Alliance (Te Tohu o te Ora o Ngāti Awa, Tūwharetoa ki Kawerau Hauora, Te Pou Oranga o Whakatōhea and Tūhoe Hauora) and Plunket provide a breastfeeding support service in the Eastern Bay of Plenty. The aim of the service is to improve breastfeeding outcomes for Māmā and Pēpi.

Purpose of the Service

- To improve the rates of breastfeeding for Māmā and pēpi in the Eastern Bay of Plenty for this generation and the next, particularly for Māori;
- To increase the success and confidence with breastfeeding pēpi of any age;



- To support and promote breastfeeding in the community across all health, social and economic environments.
- To increase health practitioner knowledge and confidence with breastfeeding.
- To facilitate and support other key health messages alongside breastfeeding like safe sleep;
- To facilitate bonding and attachment between Pēpi, Māmā and wider Whānau.

Purpose of the role

- Engage with Mama and Whanau before and after birth of the pepi to promote, support and protect breastfeeding alongside other key health messages which contribute to the wellbeing of Pepi:
- Support traditional Maori tikanga and align practices with Teā o Maori (Maori world view):
- Give brief evidence based advice and support for normal breastfeeding and common day to day challenges Mama face with maintaining breastfeeding and knowing when to refer for lactation consultant support:
- Work along side the Lactation Consultant to support any Mama who is experiencing difficulty with breastfeeding
- Provide navigation and enable referral to relevant services e.g., Family start, Tamariki ora, Safe sleep, Smoking cessation etc:
- Work with Mama and whanau kanohi ki te kanohi, ingroup sessions and social media to build a positive profile of breastfeeding in the community

Key objectives of the role

- Provide a relatable and peer support service to Mama and her whanau in the community to enable more Pepi to breast feed for longer
- Work alongside Iwi Health and Social Service providers to provide an integrated Kaupapa Maori service that targets Mama and Pepi.
- Work in a variety of settings that gives relevance and accessibility to clients most in need.
- Participate in Hapu Māmā / Antenatal education classes meeting Māmā and Whānau to promote a relationship before pēpi is born;
- provide accurate documentation and contribute to accurate data collection;
- To act at all time in accordance with the Mission, Values and Policies of the Iwi Health and Social Service provider that you are based with, and with appropriate professional standards.

Functional relationships

- Te Tohu o Te Ora o Ngati Awa (NASH) Whakamanahia te Waiū service team
- Primary Care Providers including General Practitioners
- Well Child Tamariki Ora Providers including Plunket
- Lactation Consultants



- LMC's
- Community parenting programmes

Specific Responsibilities & Key Tasks

| RESPONSIBILITIES /TASKS | DESCRIPTION | KEY PERFORMANCE INDICATORS |
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| Breastfeeding support and basic advice | <ul style="list-style-type: none"> • Fundamental advice and support • Prevention and early detection of problems referring to Lactation Consultants as needed | <ul style="list-style-type: none"> • Number of individuals accessing services. • Client feedback obtained. |
| Best Practice behaviour | <ul style="list-style-type: none"> • Follow best practice guidelines | <ul style="list-style-type: none"> • Best practice guidelines implemented |
| Commitment to Team Approach | <ul style="list-style-type: none"> • Participate fully in multi-disciplinary team approach to client service by and working cooperatively with other disciplines within the team • Provide assessment and case information freely to other team members when required | <ul style="list-style-type: none"> • Gives and receives feedback and demonstrates commitment to continuous improvement of the team • Positive peer review comments • Case meetings conducted and documented • Attends and contributes fully to peer evaluation meetings. Evidence of a cohesive, committed and self-empowering team. • Attends and contributes to meetings. |

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| Professional development | <ul style="list-style-type: none"> • Undertakes a learning program around breastfeeding • Uses own personal experiences wisely and in alignment with knowledge learned • Prepares an annual professional development plan that meets both personal and organisational objectives. | <ul style="list-style-type: none"> • Evidence of safe practice • Major issues are notified to management • Learning goals are documented and learning outcomes can be demonstrated • Objectives are set and achieved. Self-evaluation is provided for planning and review meetings. • Training records kept • Certificates on HR file. • Portfolio is kept up to date and available if selected for review |
| Cultural sensitivity | <ul style="list-style-type: none"> • Undertakes appropriate training as required • Works in a way that promotes and ensures culturally appropriate practices | <ul style="list-style-type: none"> • Training attended and learning put into practice • Cultural protocols are observed, and advice is taken when necessary • Demonstrates a Kaupapa Māori delivery of service |
| Health & Safety | <ul style="list-style-type: none"> • Promote a safe working environment | <ul style="list-style-type: none"> • Reporting accidents • Participate in Hazard Identification process. |
| Site Management Reporting requirements are achieved within set timeframes. Maintains client caseload and keeps accurate records Client information is documented | <ul style="list-style-type: none"> • Compliance with requirements for collection of statistical data including entering data. • Client files and programme files are maintained and kept current. • Maintains client caseload and keeps accurate records | <ul style="list-style-type: none"> • All forms are completed accurately, and files are up to date. • Files are always secure |
| Privacy | Maintains privacy and confidentiality of client records in accordance with policy. | |

I accept the terms and conditions set out in this Position Description

Name:

Date: