

ROLE DESCRIPTION

Position: BFCI Co-ordinator

Reports to: Group Management

Position Holder:

Purpose:

- To oversee and support the development of the Baby Friendly Community Initiative (BFCI) within the region/service
- To develop and maintain a data system for the collation of Policy development and education for the each service working to achieve BFCI accreditation.
- To facilitate the improvement of the breastfeeding rates in the region/service, through improved standards of care for the breastfeeding dyad.

| Result Area | Major Process(es) | Performance Indicators |
|--------------------------------|---|---|
| Co-ordinate Policy development | <ul style="list-style-type: none"> • To support the development, where necessary, of a Breastfeeding Policy for the service(s) in consultation with management and staff as recommended in the BFCI documents • Co-ordinate the Policy consultation with lead maternity carers, maternity services, Well Child Services, Employers, Iwi, community organisations, local authorities and any other interested organisations/persons • Establish a system for collation of the consultation process. • Work with services to develop other Policies for the group, which are identified in the BFCI documents to support the Seven Point Plan and the International Code of Marketing and subsequent relevant WHA resolutions eg. Infant Formula Policy. • Organise orientation to the Policy for all staff and new employees • Ensure timely auditing of the Policy occurs and that it is reviewed at least every three years. | <ul style="list-style-type: none"> • A Breastfeeding Policy is available for each service in the group. • Consultation records are available which show wide consultation and compliance with the Principles of the Treaty of Waitangi • A visible paper trail is available showing appropriate consultation has occurred. • Additional Policies supporting the BFCI objectives and principles are available. • Records of staff orientation to the Breastfeeding Policy are available. • Review date included in the Policy which is at least every three years. |

| Result Area | Major Process(es) | Performance Indicators |
|---|--|--|
| Co-ordinate Staff Breastfeeding Education | <ul style="list-style-type: none"> • Collect staff names and designation and their individual mother/baby contact information to identify education requirements of all the group staff members. (15, 4 or 3 hours) • Regular communication with NZBA for advice / support regarding training / education requirements. • Ensure all new employees receive orientation to the Breastfeeding Policy. • Organise education sessions in accordance with the requirements of the BFCI documents. • To develop and maintain a data system for the collation of education hours of the personnel within the group. • To ensure education materials and resources are available, which promote the initiation and maintenance of breastfeeding, and meet the cultural needs of mothers/families attending each service. | <ul style="list-style-type: none"> • Data base developed for staff education requirements and records kept of education received. • Record contacts with the NZBA. • Records of staff orientation to the Breastfeeding Policy kept. • Data base records available. • Education materials and resources are available. |

| Result Area | Major Process(es) | Performance Indicators |
|--|---|--|
| Assess group compliance to the BFCI Seven Point Plan and International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA Resolutions | <ul style="list-style-type: none"> • Maintain a register of the breastfeeding statistics for all group members • Ensure group members complete a self-appraisal questionnaire and audit tools are developed to ensure compliance with the Seven Point Plan. • Ensure ethnicity data of the population attending the service and ensure appropriate resources are available in the language of largest population groups. | <ul style="list-style-type: none"> • Breastfeeding statistics for NZBA are available. • Self-appraisal questionnaires are available. • Ethnicity data and appropriate resources available. |
| Relationship Management | <ul style="list-style-type: none"> • Develop and maintain effective working relationships with all group members, maternity facilities, and health professionals working with mothers and infants and key community and cultural groups. • Liaise with representatives of cultural, community groups, maternity facilities, and health professionals as part of the consultative process of policy development. | <ul style="list-style-type: none"> • The reputation of the Group is enhanced. Feedback from maternity facilities, health professionals and community and cultural groups. • New relationships are developed and existing relationships fostered with individuals, agencies and facilities with an interest in breastfeeding. |
| Performance Reporting | <ul style="list-style-type: none"> • Report to the Management on progress on the programme, any issues and the effectiveness of the training delivered and Policy development | <ul style="list-style-type: none"> • Reporting is easy to understand, professional and timely. |
| Contribute to the Group Team | <ul style="list-style-type: none"> • Develop good working relationships with staff. • Support a positive communication network and team environment, assisting others as required. | <ul style="list-style-type: none"> • Good working relationships exist within the group. • Assistance is provided to others in a helpful manner when required. |

| Result Area | Major Process(es) |
|-----------------------|---|
| Confidentiality | <p>You are responsible for the security of any confidential and commercially sensitive information under your control or to which you have access. You shall not disclose or discuss this information with other people, including employees of the organisation, facilities, members etc, except in the proper performance of your duties and responsibilities.</p> <p>The requirement for confidentiality continues after your tenure ceases until such time as the information comes into the public domain through some other legitimate way.</p> |
| Conflict of Interest | <p>You must not accept any form of benefit from any person or entity as an inducement or reward for any action in connection with any matter or business transacted by or on behalf of the Group.</p> |
| Intellectual Property | <p>All work, improvements, discoveries, processes, programmes and/or systems developed by you in the performance of your duties, during your tenure shall be fully disclosed to, and become the sole property of the Group.</p> |

Disclaimer: This is a sample Role Description and is offered by NZBA only as an example.