

## Position Description

Employment Agreement:	DHBs/NZNO Multi-Employer Collective Agreement OR DHBs/MERAS Multi-Employer Collective Agreement
Position Title:	Clinical Specialist-Lactation Consultant
Service & Directorate:	Maternity Ward
Location:	Dunedin/Invercargill
Reports to:	Director of Midwifery
Number of direct reports:	NIL
Date:	February 2020

### Our Vision

Better Health, Better Lives, Whānau Ora

We work in partnership with people and communities to achieve their optimum health and wellbeing

We seek excellence through a culture of learning, enquiry, service and caring

### Our Shared Values and Behaviours

Kind <i>Manaakitanga</i>	Open <i>Pono</i>	Positive <i>Whaiwhakaaro</i>	Community <i>Whanaungatanga</i>
<b>Looking after our people:</b> We respect and support each other. Our hospitality and kindness foster better care.	<b>Being sincere:</b> We listen, hear and communicate openly and honestly. We treat people how they would like to be treated.	<b>Best action:</b> We are thoughtful, bring a positive attitude and are always looking to do things better.	<b>As family:</b> We are genuine, nurture and maintain relationships to promote and build on all the strengths in our community.

### Our statutory purpose

To improve, promote and protect the health of our population

Promote the integration of health services across primary and secondary care services

Seek the optimum arrangement for the most effective and efficient delivery of health services

Promote effective care or support for those in need of personal health or disability support services

Promote the inclusion and participation in society and the independence of people with disabilities

Reduce health disparities by improving health outcomes for Māori and other population groups

Foster community participation in health improvement and in planning for the provision of and

changes to the provision of services

Uphold the ethical and quality standards expected of use and to exhibit a sense of social and

environmental responsibility

## PURPOSE OF ROLE

To provide clinical leadership, a clinical focus and ongoing development of breastfeeding services provided within the Hospital's Maternity Centre, Neonatal Intensive Care Unit and other areas within the Hospital as applicable.  
To deliver evidence-based practice, knowledge and education to staff and clients. To liaise with other breastfeeding support personal.  
To implement and maintain Baby Friendly Hospital Accreditation.

## Competencies

The following competencies apply to this position. The employee will be assessed against these as part of their annual performance and development review.

### Organisational Competencies

<b>Customer Focus</b>	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect
<b>Integrity and Trust</b>	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
<b>Drive For Results</b>	Can be counted on to exceed goals successfully; Is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results.

### KEY RELATIONSHIPS

Within Southern DHB	External to Southern DHB
<ul style="list-style-type: none"><li>Executive Director of Nursing and Midwifery</li></ul>	<ul style="list-style-type: none"><li>Patients and whanau</li></ul>
<ul style="list-style-type: none"><li>Nursing/Midwifery Staff</li></ul>	<ul style="list-style-type: none"><li>Visitors</li></ul>
<ul style="list-style-type: none"><li>Operations Team</li></ul>	<ul style="list-style-type: none"><li>Maternity access agreement holders</li></ul>
<ul style="list-style-type: none"><li>Clinical Directors</li></ul>	<ul style="list-style-type: none"><li>Other maternity providers</li></ul>
<ul style="list-style-type: none"><li>Director of Nursing</li></ul>	<ul style="list-style-type: none"><li>Support Agencies</li></ul>
<ul style="list-style-type: none"><li>Divisional Director</li></ul>	<ul style="list-style-type: none"><li>Well Child Health Care Providers</li></ul>
<ul style="list-style-type: none"><li>Practice Development Midwife/Midwifery Educators</li></ul>	<ul style="list-style-type: none"><li>National Breastfeeding organisations</li></ul>
<ul style="list-style-type: none"><li>Clinical Nurse Specialists</li></ul>	
<ul style="list-style-type: none"><li>Medical Staff</li></ul>	
<ul style="list-style-type: none"><li>Non Clinical Support Staff</li></ul>	
<ul style="list-style-type: none"><li>Southern DHB Clinical Services</li></ul>	

### PERSON SPECIFICATION

The expertise required for a person to be fully competent in the role. Position specific competencies:

	ESSENTIAL	DESIRABLE
<b>Education and Qualifications (or equivalent level of learning)</b>	<ul style="list-style-type: none"><li>Registered with the midwifery or nursing council of New Zealand and hold a current practicing certificate.</li><li>Be a current International Board Certified Lactation Consultant or be committed to obtaining this</li></ul>	<ul style="list-style-type: none"><li>Hold any other certificates appropriate to the area of employment.</li></ul>

	<p>certification within an agreed timeframe upon appointment</p> <ul style="list-style-type: none"> <li>• Required to hold: <ul style="list-style-type: none"> <li>○ Cardiopulmonary Resuscitation (CPR) certification.</li> <li>○ Neonatal Resuscitation.</li> </ul> </li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Demonstrate commitment and skill in clinical breastfeeding practice and have at least one-year full-time experience in this area</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>• Show potential in leadership, teaching ability and have good interpersonal and organisational skills.</li> <li>• Knowledge of maternity care delivery systems and supporting service specifications.</li> <li>• An ability to work from both an autonomous and team perspective</li> <li>• A commitment to the delivery of quality health services</li> <li>• Problem solving and conflict management skills</li> <li>• Organisational ability</li> <li>• Application of quality improvement programmes in clinical practice environments</li> </ul>	<ul style="list-style-type: none"> <li>• Adult teaching/preceptorship experience</li> <li>• Knowledge of the BFHI</li> <li>•</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Commitment and personal accountability.</li> <li>• Excellent interpersonal skills, including ability to work effectively with people at all levels of the organisation.</li> <li>• Acts with discretion, sensitivity and integrity at all times.</li> <li>• Is adaptable and flexible – open to change (positive or negative).</li> <li>• Maintains an exceptionally high level of confidentiality.</li> </ul>	

**KEY RESULT AREAS:**

<b>Key Accountabilities:</b>	<b>Example of successful delivery of duties and responsibilities</b>
<b>Clinical</b>	
<ul style="list-style-type: none"> <li>• To facilitate the ongoing development of breastfeeding policy and best practice guidelines. To co- ordinate the consultation process required for BFHI accreditation.</li> </ul>	<ul style="list-style-type: none"> <li>• Breastfeeding policy and standards are developed and reviewed every 2 years in consultation with all interested parties. Audits of policy effectiveness is undertaken prior to the policy review.</li> </ul>

<ul style="list-style-type: none"> <li>• To facilitate an environment fostering breastfeeding promotion, protection and support for all women in QMMC.</li> <li>• To assist the breastfeeding mother and her support person(s) by providing skilled guidance and resources for the successful establishment and maintenance of breastfeeding.</li> <li>• To guide, support and foster the development of staff in their clinical practice. To facilitate and provide access to resource material. To assist staff in the effective implementation of breastfeeding care.</li> <li>• The care of the women will be undertaken within the framework of the Treaty of Waitangi. Diverse cultural practices will be respected.</li> <li>• To co-ordinate the cleaning, maintenance and provision of, and effective use of breastfeeding related equipment.</li> </ul>	<ul style="list-style-type: none"> <li>• The facility will feel welcoming, comfortable, clean and supportive of breastfeeding.</li> <li>• The breastfeeding woman will be enabled to make informed decisions. She will be provided with the information, guidance, practical help and resources required to enable her success and independence with breastfeeding. This care will be holistic</li> <li>• Staff will be guided, supported and assisted in their clinical decision making and the development and implementation of care plans with the breastfeeding mother.</li> <li>• The LC will work with the Tangata Whenua appointed representative to review and develop breastfeeding services for Maori women and their whanau and assist in implementation of the Tikaka Best Practice.</li> <li>• All staff will have awareness of cultural safety issues and practice in respect of these.</li> <li>• Staff and mothers have access to a variety of clean, safe, effective equipment to support successful breastfeeding and are familiar with its appropriate use.</li> </ul>
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**Communication**

<ul style="list-style-type: none"> <li>• To develop therapeutic relationships with breastfeeding women and their support people whilst they are receiving care from the LC service.</li> <li>• To develop and maintain effective working relationships with other health professionals and breast-feeding support personal.</li> <li>• To be capable to utilise computer skills to communicate information.</li> </ul>	<ul style="list-style-type: none"> <li>• The breastfeeding woman will feel informed, respected and supported by the service she receives. She will achieve independence as she develops breastfeeding skills.</li> <li>• Professional relationships will be developed and maintained that are interdependent, harmonious and effective.</li> <li>• The LC will access and convey information using current available technology.</li> </ul>
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**Education**

<ul style="list-style-type: none"> <li>• Develop, deliver and document the provision of breastfeeding education that meets the needs of all of the staff, and the requirements of BFHI.</li> <li>• Facilitate and participate in teaching individual and group sessions with mothers in antenatal and postnatal wards and NICU.</li> </ul>	<ul style="list-style-type: none"> <li>• Midwifery and NICU Nursing staff will have documentation of 21 hours education undertaken within the first two years of commencing work and an ongoing minimum of 4hours annually.</li> <li>• Medical staff will have documentation of having completed 4 hours education within the first year of commencing work and an ongoing minimum of 1 hour annually.</li> <li>• Ancillary staff will have documentation of receiving 3 hours education in the first 2 years of commencing work and an ongoing minimum of 1 hour annually.</li> <li>• Breastfeeding education will include a cultural component.</li> <li>• Staff will be informed of BF educational opportunities.</li> <li>• The LC will be available as a mentor to staff undertaking certification as a IBCLC.</li> <li>• The LC participates in breastfeeding education of other groups who may require BF education.</li> <li>• Mothers have access to information to prepare them for breastfeeding, enable them to have successful initiation of breastfeeding and contact with other mothers.</li> </ul>
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<ul style="list-style-type: none"> <li>Participate in clinical teaching and education sessions with students of midwifery and medicine</li> </ul>	<ul style="list-style-type: none"> <li>Training midwives and doctors to become knowledgeable about supporting breastfeeding mothers.</li> </ul>
<b>Professionalism</b>	
<ul style="list-style-type: none"> <li>To be able to work autonomously within a professional and legal framework.</li> <li>Contribute to the promotion and maintenance of a mutually supportive environment within Southern DHB.</li> <li>Participate in formal development and review of QMMC staff.</li> </ul>	<ul style="list-style-type: none"> <li>Performance must demonstrate compliance with: <ul style="list-style-type: none"> <li>Health and Disability Commissioner Act. 1994</li> <li>NZ Public Health and Disability Act 2000.</li> <li>Health Information Privacy Code 1994.</li> <li>Health and Disability Code of Consumer Rights.</li> <li>Health Practitioners Competency Assurance Act 2003.</li> <li>NZCOM Midwifery Standards for Practice.</li> <li>The Misuse of Drugs Act and Misuse of Drugs Regulations.</li> <li>Nursing and/or Midwifery Council of New Zealand</li> <li>International Board of Certified Lactation Consultants Standards for Practice.</li> <li>BFHI Requirements.</li> <li>Southern DHB Code of Conduct</li> </ul> </li> <li>To be able to provide and receive peer and team guidance and support.</li> <li>Performance appraisal as requested by QMMC senior staff.</li> <li>Current IBCLC maintained through attendance at conferences, seminars etc and recertifying every 5 years by involvement in education and every 10 years by resitting the IBCLCE exam.</li> </ul>
<b>Other Duties</b>	
<p>Undertaking duties from time to time that may be in addition to those outlined above but which fall within your capabilities and experience.</p>	<ul style="list-style-type: none"> <li>You respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness.</li> <li>You produce work that complies with SDHB processes and reflects best practice.</li> <li>Research undertaken is robust and well considered.</li> </ul>
<b>Professional Development – self</b>	
<p>Identifying areas for personal and professional development.</p>	<ul style="list-style-type: none"> <li>Training and development goals are identified/agreed with your manager.</li> <li>Performance objectives reviewed annual with your manager.</li> <li>You actively seek feedback and accept constructive criticism.</li> </ul>
<b>Health, Safety and Wellbeing</b>	
<p>Taking all practicable steps to ensure personal safety and the safety of others while at work, in accordance with the Southern DHB's Health, Safety and Wellbeing policies, procedures and systems.</p>	<ul style="list-style-type: none"> <li>You understand and consistently meet your obligations under Southern DHB's Health and Safety policy/procedures.</li> <li>You actively encourage and challenge your peers to work in a safe manner.</li> <li>Effort is made to strive for best practice in Health and Safety at all times.</li> </ul>

Treaty of Waitangi	
<p>Giving effect to the principles of the Treaty of Waitangi – Partnership, Participation and Protection through your interaction with others on a day to day basis.</p>	<ul style="list-style-type: none"> <li>• <i>Partnership</i> – You interact in good faith and in the nature of a partnership. There is a sense of shared enterprise and mutual benefit where each partner takes account of the needs and interests of the other.</li> <li>• <i>Participation</i> – You work in partnership with our treaty partners to enable our organisation to prosper. You are mindful of the varying socio-economic conditions that face our people and work hard to remove barriers of access to health and education.</li> <li>• <i>Protection</i> – You work proactively to protect the rights and interests of Māori, including the need to proactively build the capacity and capability of Māori.</li> </ul>

**CHANGES TO POSITION DESCRIPTION**

From time to time it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for your annual performance and development review.

Acknowledged / Accepted:

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Employee

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Date

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Manager

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Date