

Staffing a Baby Café Branded Drop-in

We have had a number of enquiries about the staffing requirements for a Baby Café branded breastfeeding drop-in service and would therefore like to clarify what is expected of a Lead Facilitator at a Baby Café. The Lead should be:

- A skilled breastfeeding practitioner
- Band 6 Healthcare professional
- Committed to continuing professional development in providing breastfeeding support
- Present and facilitating the Baby Café every week (unless the role is shared with a Joint Facilitator)

Further clarification can be found on P11 of The Baby Café Handbook.

Maintaining the standards

A Baby Café branded breastfeeding drop-in is a fully funded healthcare provision and as such needs to be delivered by health professionals with the relevant training and qualifications. Maintaining these standards is at the heart of the Baby Café model of care and this is the reason it works. Having appropriate staff in place is at the heart of maintaining the standards.

If you are in any doubt about whether you are complying with the requirements as laid down in the licence agreement then please get in touch at admin@thebabycafe.org.

Why have Baby Café branding?

When thinking about whether you want to pursue Baby Café branding you have to assess the benefits:

- A proven model of care – centred around quality of delivery from a health professional lead. A centre of excellence in the provision of breastfeeding information and support.
- Health professional leads are trained and have a background in a wide ranging number of policies and have appropriate insurance in place.
- Health professional leads have access to a wider range of resources within the health service and are skilled in signposting women to appropriate services.
- Being part of a network of 130 Baby Cafés each sharing best practice
- Having a website presence
- Access to resources, including policies, recommendations, merchandise, latest industry developments, national and local press coverage, marketing recommendations, foreign language material, funding guidance, audit tools, templates for promoting your Baby Café.
- A Handbook providing detailed guidelines on how to set up, facilitate and evaluate your drop-in.
- The Baby Café newsletter
- Continuous support available via e-mail and telephone.

What is the difference between a Baby Café branded breastfeeding drop-in and a non-branded drop-in? A non-branded drop-in has:

- no specific staffing requirements
- must organise its own marketing/publicity/policies
- can manage its own style of service
- operates independently

If there are problems adhering to The Baby Café model of care because of staffing difficulties and an unwillingness to commit to or fund the necessary personnel then you could choose to deliver an independent service.

There is no obligation for you to maintain Baby Café branding, but what is necessary is to follow the model and service delivery as laid out in the licence agreement if you want to establish a Baby Café or maintain Baby Café branding year on year.

If you do not follow the model, then the Charity has the right to withdraw the branding.

Managing Staff Changes Effectively

The qualifications and experience of the Lead Facilitator are assessed on initial application and the licence is awarded on the basis of that named person delivering the service.

If the personnel are changed at any time, then an update form must be submitted to the Charity to advise who will be taking over the role. This will be assessed in the same way as an application and not all personnel changes are approved. If there are any concerns, the Charity retains the right to withdraw the Baby Café branding.

Below are two case studies highlighting why it is important to manage staff changes effectively.

Case Study 1: Staff Changes leading to Closure

A Lead Facilitator is leaving post and one of the many tasks to pass on is The Baby Café. Someone will be designated to take over the role. The Charity is not informed of the changes and all communications from the Charity to the Baby Café ceases because of the change in personnel.

The new Lead Facilitator is not adequately qualified to deliver the service and has not been informed about the model of care or how to deliver the service. The new lead is unaware of resources available to make their job easier.

At renewal the Charity has difficulty tracing invoice contacts and obtaining payment to continue the licence.

Communication has broken down and the service delivery is weakened. All too often this leads to the closure of the Baby Café because they cannot see the benefit of the branding and do not understand the model of care.

Case Study 2: Successful Staff Changes

A Lead Facilitator is leaving post and one of the many tasks to pass on is The Baby Café. Personnel are identified who have the necessary qualifications and skills to maintain the service at a high standard.

The Charity is advised of the potential changes and assesses the personnel proposed.

The new Lead Facilitator is qualified to deliver the service and the changes are approved. The Charity communicates all relevant information to the new lead, including:

- Licence agreement details
- Resources available on the website
- Data collection requirements
- Supply of artwork
- Regular communication about resource additions, latest sector news, national press coverage and events.

Renewal is efficient and communication is maintained. The Baby Café values the branding and support they receive from Head Office throughout the year.