



**North Eastman Health Association Inc.
Job Description**

Healthy Baby Facilitator

POSITION SUMMARY

The Healthy Baby Facilitator is a member of a multi-disciplinary team responsible to facilitate and coordinate the implementation of the Health Baby Program in North Eastman. The Healthy Baby Facilitator will ensure services are offered in accordance with the North Eastman Association Mission, Vision and Values and in accordance with the established standards of the Healthy Baby Program.

REPORTS TO: Public Health Manager

UNION: MGEU Professional/ Technical

QUALIFICATIONS:

Education and Experience

- Post secondary education in a health, social services or community development field;
- Two years of directly related community experience;
- Experience/knowledge/demonstrated ability with community development and public relations;
- Experience in working with pre and post-natal women living in at risk situations;
- Experience working with culturally diverse families;
- Alternate combination of education and experience may be considered.

Knowledge, Skills and Abilities

- Strong assessment, problem solving, and organizational skills to work with clients, families and communities;
- Strong interpersonal and communication skills;
- Ability to establish and maintain relationships with expectant and new parents;
- Ability to network with community partners and organizations and knowledge of community resources for new parents;
- Initiative and ability to work as part of a team;
- Ability to maintain confidentiality at all times;
- Valid driver's license and access to a vehicle;
- Experience with Microsoft Office an asset.

POSITION DUTIES AND RESPONSIBILITIES:

1. HEALTH PROMOTION

- Promote and support the birth and development of healthy babies with healthy birthweights;
- Reach and support pregnant women and girls and new mothers who may be isolated or disadvantaged due to low income and/or other reasons;
- Encourage breastfeeding;
- Build family confidence and knowledge/awareness in the areas of health, infant development and nurturing, problem-solving and choices in a respectful and non-judgmental way;
- Provide support, information and resources to antenatal and postnatal women and their families (nutrition, health, pregnancy, breastfeeding, infant development, parenting, low-cost cooking, and community resources) in a literacy sensitive manner;
- Encourage and assist eligible women to apply for the Manitoba Healthy Baby Prenatal Benefit and ensure knowledge and awareness of all available resources;
- Ensure all targeted pregnant women in the region have access to the milk subsidy in a coordinated fashion;
- Provide outreach services to those families identified by team or other partners.

2. COMMUNITY DEVELOPMENT

- Collaborate with community members to strengthen existing resources that promote and protect health within the broad determinants of health.

3. MULTI-SECTORAL ACTION

- Promote and facilitate the development of partnerships;
- Nurture partnerships by appropriate sharing and use of information and evaluation;
- Collaborate, plan and deliver Healthy Baby group activities with the Public Health Nurse and Dietitian;
- Receive and provide referrals and liaise with referral sources and agencies;
- Foster opportunities to partner with individuals, community groups, and government and non-government organizations to achieve a healthier community;
- Develop a collaborative working model that would link services for pre and postnatal clients (Special Delivery Club, CPNP, Baby First, Parent/Child Centre, Early Start, Early Learning Canada);
- Receive and provide referrals and liaise with referral sources and agencies.

4. INTERACTION WITH THE MEDIA

- Develop and implement a comprehensive advertising strategy;

- According to NEHA policy, work with the media to promote the Healthy Baby program to the public.

5. RESOURCE DEVELOPMENT

- Coordinate activities (including child care and transportation), programming, volunteers, guest facilitators, and provision of resources;
- Become familiar with services provided by all community agencies for expectant and new parents;
- Assess the needs of families within the communities (including home visiting and outreach) and develop appropriate programming with the community.

6. COMMUNICATION

- Apply communication theory and skills effectively;
- Nurture partnerships by appropriate sharing and use of information and evaluation;
- Plan, promote and coordinate the Healthy Baby program and investigate site expansion with community partners;
- Encourage social connectedness of families;
- Maintain effective working relationships with clients, colleagues, supervisor, and community agencies serving new parents;
- Apply adult learning principles and group facilitation skills;
- Respect and respond appropriately to clients of diverse backgrounds (for example: cultural, religious, ethnic, socio-economic);
- Facilitate/participate in collaborative decision-making with clients, colleagues, and other professionals.

7. ADMINISTRATION FUNCTIONS

- Perform efficiently and effectively the required administrative duties according to regional policy Manitoba Healthy Baby, and the collective agreement;
- Document appropriately;
- Submit calendars, monthly reports and statistics;
- Follow regional policy and the collective agreement regarding hours of work and overtime;
- Develop and implement a program evaluation process in partnership with Manitoba Healthy Baby, community partners and Program Manager;
- Participate in performance evaluation on an ongoing basis.

8. PROFESSIONAL DEVELOPMENT

- Maintain knowledge base of current literature and best practices in health promotion;
- Take responsibility for own learning and apply this in daily practice;
- Recognize own strengths and limitations;

SCOPE FOR INDEPENDENT ACTION:

1. The incumbent is required to make daily, weekly and monthly program decisions.
2. The incumbent must confer with Program Manager, Public Health regarding:
 - a. long term program priorities;
 - b. positive/negative program – community issues;
 - c. any problems regarding service delivery;
 - d. any inquiries from community regarding program policy;
 - e. any inquiries from community with political impact;
 - f. financial planning.

Revised: _____
Date

Approved by: _____ Date
Manager/ Supervisor

Approved by: _____ Date
Vice President/ CEO

Reviewed by: _____ Date
Human Resources Manager

NOTE: Original Signed and Dated August 18, 2003