

UNICEF UK BABY FRIENDLY INITIATIVE

GUIDANCE FOR VIRTUAL INFANT FEEDING SUPPORT DURING THE COVID-19 OUTBREAK



GUIDANCE SHEET 1: PLANNING A VIRTUAL CONVERSATION

Delivering Baby Friendly services at this time can be very difficult. However, babies, their mothers and families deserve the very best care we can provide. This document on planning a virtual conversation is part of a series of guidance sheets designed to help you provide care remotely.

PREPARING FOR THE CONVERSATION

- Plan a mutually agreed appointment with the mother and consider her history/circumstances prior to the conversation if possible
- Have appropriate resources available during the appointment, e.g. [antenatal/postnatal conversation sheet](#) and [infant feeding assessment tool](#)
- Ensure telephone/internet access is available and can support video/phone contact for the duration of the conversation
- Plan to work in an environment which maintains the mother's confidentiality and privacy
- Plan the time you have available for the conversation.

DURING THE CALL

- Introduce yourself and confirm consent with the mother to continue the call
- Set parameters, e.g. let the mother know how much time you have available and offer a follow up if required
- Utilise the most appropriate guidance sheet to guide the conversation, e.g. [antenatal/postnatal conversation sheet](#) and [infant feeding assessment tool](#)
- Support the mother by listening, seeking clarification, gently asking further questions, reflecting your understanding and providing guidance as required
- Let the mother know if you are unsure of how to respond to a query and then seek support and call her back as appropriate
- Before bringing the conversation to a close, ask the mother if she has any other questions and offer follow up support and/or direct her to other resources.

FOLLOWING THE CALL

- Make appropriate referrals as required
- If required, ensure follow up conversation is planned with date and time recorded
- In line with trust guidelines:
 - be aware of GDPR requirements
 - make an appropriate referral if any safeguarding issues arise
 - be careful to maintain contemporaneous records.

USEFUL LINKS

- [Unicef UK Baby Friendly Initiative guidance for antenatal and postnatal conversations](#)
- [Having meaningful conversations with mothers: A guide to using Baby Friendly signature sheets](#)
- [iHV professional advice to support best practice: Virtual contacts by health visitors](#)