

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 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](#)