

HEALTHY START



Healthy Start vitamins distribution case study January 2011

East Sussex Community Health Services

Who can get Healthy Start vitamins in your area?

Healthy Start scheme only plus 'free' to homeless team clients.
Decision not to sell based on lack of cash handling infrastructure – particularly difficult across multiple organisations.

Where are they available?

30 part time distribution points – health centres & children's centres.

What drives HS in your area?

Public Health Coordinator for Children & Families
Public health commissioners
Sits as an appendix to Breastfeeding strategy & action plan/reporting mechanisms

How is HS organised?

- Single point of ordering & collating return through Public Health Coordinators office.
- Simple internal stock monitoring, reducing waste
- Support through BF mechanisms as above

How have you trained staff and others who are giving out the vitamins?

- Ran 1 hour workshop for all HV team staff.
- Training package made available to community midwives
- Developed a folder for points of distribution with offer of one to one support
- Short workshop to Children's Centre outreach & group workers

What challenges have you faced?

Challenge is still to get staff to have every available conversation with clients to sell the concept that vitamins are of value to their health.

How have you advertised the vitamins locally?

Local leaflet with vitamin distribution information is available widely, in libraries, GP's and local pharmacies.

What advice would you give other PCTs?

The central point of coordination for ordering & returns has been key. Also you need a good way of informing families where they can get the vitamins.

