

HEALTHY START



Healthy Start vitamins distribution case study September 2011

Stockport

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Who can get Healthy Start vitamins in your area?

Those on the scheme and they are also sold to non-beneficiaries.

Where are they available?

13 health clinics and 2 Children's Centres.

What was the driver for increasing uptake?

The National guidance, poor uptake nationally and locally. Also, Stockport has high risk communities where there is deprivation and ethnic minorities.

How is Healthy Start organised in your PCT?

The Health Visiting Locality manager has taken the lead in training and raising awareness with staff in Health Visiting and Children Centres and linking closely with midwifery. Health Visiting teams also have information leaflets and posters about Healthy start vitamins for parents and professionals. Administration/reception staff distributes the vitamins in the clinics.

What is the procedure around selling the vitamins?

Clinic admin staff collect the money (and vouchers) and send to the PCT finance department who then raise the invoice. At present, the Clinic administration staff employed by the PCT have the float and distribute the free Vitamins. The PCT finance department deal with the invoices. There are some issues with the Children's Centres distributing the vitamins with regard to them being LA premises and responsibility for collection of money/float

How is vitamin distribution embedded into local delivery plans?

Vitamins are distributed in 15 community venues, originally they were only available during Well Baby Clinic sessions, but this has now been extended and they can be purchased when parents attend the venues for other appointments.

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

Yes we trained 150 staff over 2 days in 2 hour sessions using presentation of facts about vitamin deficiency, the importance of vitamin supplements and raising awareness about the scheme, referral and distribution. This included Health Visitors, Staff Nurses, Nursery Nurses and clinic nurse assistants. A flow chart and questionnaire has also been developed to assist staff to understand the process. We also shared this information with midwifery, and children centre colleagues

What has been a challenge?

Having the vitamins available at a central point so that distribution can be monitored works well. The challenge is that there are delays in finance submitting invoices, resulting in uptake figures looking poor, even though there has been a significant improvement in uptake since 2009.

What are the next steps?

Make the vitamins more easily accessible when mothers are pregnant. To achieve this work will be done with childrens centre and midwifery managers.

Are you evaluating your distribution?

Each clinic administrator gives monthly figures of Vitamins distributed. This has shown a steady increase since 2009 but we still need to do more.

What advice would you give other PCTs?

Consider Midwives being able to distribute to pregnant women. Set up a system where all staff can distribute.



