

HEALTHY START



Healthy Start vitamins distribution case study

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**Torbay
(Natalie Dugdall)**

Who can get Healthy Start vitamins in your area?

Those on the scheme and sold to non-beneficiaries.

Where are they available?

4 x children's centres

How is Healthy Start organised in your area?

One person co-ordinates the vitamins for all the children's centres and liaises with the PCT.

How is vitamin distribution embedded into local delivery plans?

Flyers have been designed that are distributed to all midwives and health visitors for them to hand out to all the mums that they work with.

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

This includes a planning day for all staff to discuss the vitamins and the wider scheme.

What has been a challenge?

Would like to collaborate more with the other health professionals to help market the vitamins more. Also it has been difficult to inform the public of the scheme in the area. Collating all the information to show as evidence to the PCT can also be a challenge.

What advice would you give other PCTs?

Organise a joint meeting with health centres, children centres, and nurseries to develop a marketing plan for the vitamins

