

HEALTHY START

Vitamins Case Study



Organisation:

Haringey Council – Public Health Department

Contact name:

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Who can get Healthy Start vitamins in your area?

Universal Distribution

Where are they available?

All children's centres within Haringey, a selection of 10 pharmacies throughout the borough and one voluntary organisation, CARIS. Vitamins are also offered by Haringey Health Visitors at all new birth assessment visits with information on how to collect subsequent supplies from children's centres or pharmacies.

Who orders the vitamins?

Claire Wass – Public Health Officer, NHS supply chain deliver to individual pharmacies and children's centre hubs.

Who claims reimbursement?

Claire Wass – Public Health Officer

How is Healthy Start organised?

Scheme is managed by Claire Wass. Orders are emailed to Claire on a weekly basis and then delivered by NHS supply chain to individual pharmacies and children's centre hubs. Collection of vouchers, training, updating stakeholders, promotion, data monitoring and reporting is also completed by Claire.

How do you embed vitamin distribution into local delivery plans?

This is part of the Healthy Child Programme and also within priority one of the council's corporate plan to give every child the best start in life.

What works well and what has been a challenge?

All pharmacies involved are using the Pharm-outcomes to report their distribution which has made invoicing and payments a lot easier. Delivery of the vitamins direct to centres and pharmacies works well. The challenge for Haringey has been, and continues to be, the children's vitamins having such a short shelf life. There is a risk of vitamins going out of date before they are distributed to beneficiaries.

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Have organisational changes had an impact?

No

What advice would you give other areas?

All distribution sites have to really be on board and have an understanding of what the scheme is about. They have to be able to answer any queries that parents/carers may have and be confident to approach beneficiaries without the fear of being asked something they cannot answer.

