

HEALTHY START

Vitamins Case Study



Organisation: Sheffield City Council

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Who can get Healthy Start vitamins in your area?

Beneficiaries include:

All pregnant women and all children over 6 weeks old eligible under the voucher scheme

Where are they available?

Via Sheffield's 15 Children's Centres which includes a busy library and Sheffield's three locality MAST Teams, North, East and West.

Who orders the vitamins?

The Local Authority through its Public Health Children and Young People, Maternity and Sexual Health Team.

Who claims reimbursement?

The Public Health C&YP, Maternity Team and Sexual Health Team

How is Healthy Start organised?

The scheme is managed by the Health Improvement Principal for Maternity and Early Years, and co-ordinated by a Public Health Officer who is responsible for the centralised ordering, collection of vouchers and monitoring of stocks.

The distribution of the vitamins, stock-monitoring and stock requests are co-ordinated by the teams at individual Children's Centre's. Stock orders are collected from one of the three MAST locality centres.

How do you embed vitamin distribution into local delivery plans?

This is an area where we have identified as a gap and work is currently in progress to address this for 2015/16.

What works well and what has been a challenge?

We have found that moving to the three MAST Locality models as distribution 'hubs' has been more effective in ensuring accessible collection points for orders and also for recycling of surplus stock.

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Utilising Children Centres as hubs has been successful in ensuring that we reach our target audience of most vulnerable and in need parents, as the centres provide multi-agency services including midwifery care.



Moving from a monthly ordering system to a quarterly ordering system has also proved more effective in ensuring stock rotation and better stock distribution between children's centres.

There has been a challenge from Sheffield GP's and GP Practice Managers who in the past were distribution centres for Healthy Start vitamins, discussions are on-going with NHS Sheffield Clinical Commissioning Group (CCG) about the feasibility of a move to a universal Healthy Start scheme.

Have organisational changes had an impact?

Yes, as previously Healthy Start vitamins were ordered and distributed by Health Visiting Services. The Health Improvement Principal has managed this service transition following the transfer of Public Health to the Local Authority.

What advice would you give other areas?

This is work-in-progress for us and we are learning from other areas in regard to universal provision.