

HEALTHY START



Healthy Start vitamins distribution case study September 2011

Birmingham East and North

Jewant Singh

Infant Feeding Co-ordinator

0121 380 9270

jewant.singh@benpct.nhs.uk

Who can get Healthy Start vitamins in your area and where?

Universal distribution in:

26 child health clinics

Distributed via Family Nurse Partnership (FNP) nurses

17 Children's centres

25 Pharmacists

8 GP surgeries

How is Healthy Start organised in your PCT?

A Pan Birmingham approach has now been adopted with a Pan Birmingham Healthy Start steering group led & chaired by Public Health. Group membership includes: public health nurse specialist, public health nutrition lead, infant feeding co-ordinator, health visiting clinical lead, midwifery team leaders, maternity commissioner, and health visitor clerks. The membership of the group is currently under review and terms of reference are being written.

How did you get funding for distributing the vitamins universally?

This was initially funded for the Heart of Birmingham area only but has now been rolled out to the 3 Birmingham PCTs.

How is vitamin distribution embedded into local delivery plans?

Healthy Start vitamin distribution is in both the maternity and health visiting service specification.

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

Presentations have been delivered to health visiting team leader meetings; partnership meetings (Health visitor team leaders, midwifery team leaders and children's centre managers), health visitor cluster meetings and meetings with individual Children's centres. Service Specifications developed for Pharmacists and expression of interest

sought. Individual visits made to Children Centres, Pharmacists and GP surgeries to discuss campaign and process.

What works well and what has been a challenge?

Works well: There is some dedicated health visiting clerical time for centralised ordering of drops and collation of distribution.

Challenge: Ensuring that issuing sites fully complete and submit their monthly returns. Issuing sites forgetting to ask for Healthy Start coupons.

Have organisational changes had an impact?

There have been organisational changes and mergers within both the provider and commissioning organisations. The Pan Birmingham Healthy Start steering group has been developed to reflect these changes and where possible systems and processes are being jointly developed to reflect best practice from all areas.

Are you evaluating your distribution?

Monthly monitoring is undertaken. More in-depth monitoring is being developed to look at variation of distribution within different areas.

What advice would you give other PCTs?

Try and keep processes as simple as possible. Engage stakeholders in the early stages and on an ongoing basis.

