



Ensuring every child has a healthy start in life

- the health visitor's guide to Healthy Start

Campaign messages

Healthy Start is a UK wide government scheme to improve the nutritional health of low income pregnant women, mothers and children. Women who are at least 10 weeks pregnant and families with children under 4 years old qualify for Healthy Start if the family is receiving:

- Income Support
- Income-based Jobseekers Allowance
- Income related Employment and Support Allowance or Child Tax Credit



What does Healthy Start provide?

Free vouchers every week to spend on milk, fresh & frozen vegetables, infant formula and vitamins

- Pregnant women get one Healthy Start voucher a week worth £3.10
- Mothers and their babies under the age of one get two vouchers a week worth a total of £6.20
- Children aged over one and under four get one voucher a week worth £3.10.

Health visitors play an important role in countersigning the applications so women are registered with the scheme, at the same time as providing advice on nutrition. Health visitors do not need to assess a client's financial circumstances (the Healthy Start Issuing Unit will do that). If someone has applied for these benefits and is pregnant or has young children then the health visitor should countersign the application form.

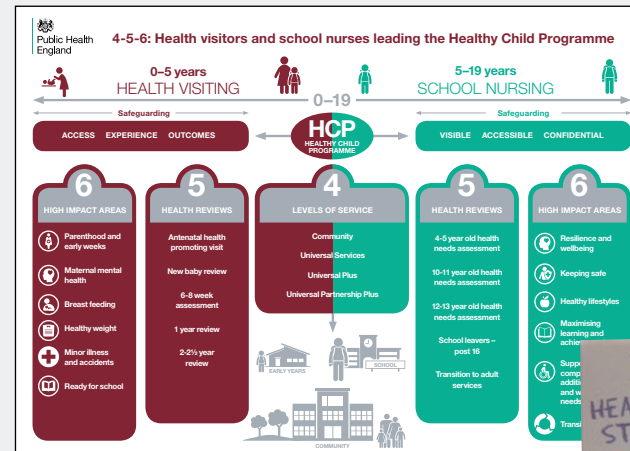
Healthy start vitamins

Every eight weeks, beneficiaries also get green vitamin vouchers with their food vouchers, which they can swap for free Healthy Start vitamins in their local area. The vouchers are either for Healthy Start women's tablets or Healthy Start children's drops. It is the responsibility of local public health commissioners and health boards to make both of these vitamin products available locally to Healthy Start beneficiaries. Some local areas run their own targeted or universal schemes to provide free vitamins to certain groups, and will use the Healthy Start vitamin products for these schemes.

<https://www.healthystart.nhs.uk/for-health-professionals>

How can health visitors support the scheme?

- Using the contact points to talk about the scheme
- Explaining the importance of a healthy diet & vitamins
- Health visitors are strongly encouraged to make all mothers aware of Healthy Start, regardless of their perceived financial situation
- Sign post parents to the website: www.healthystart.nhs.uk

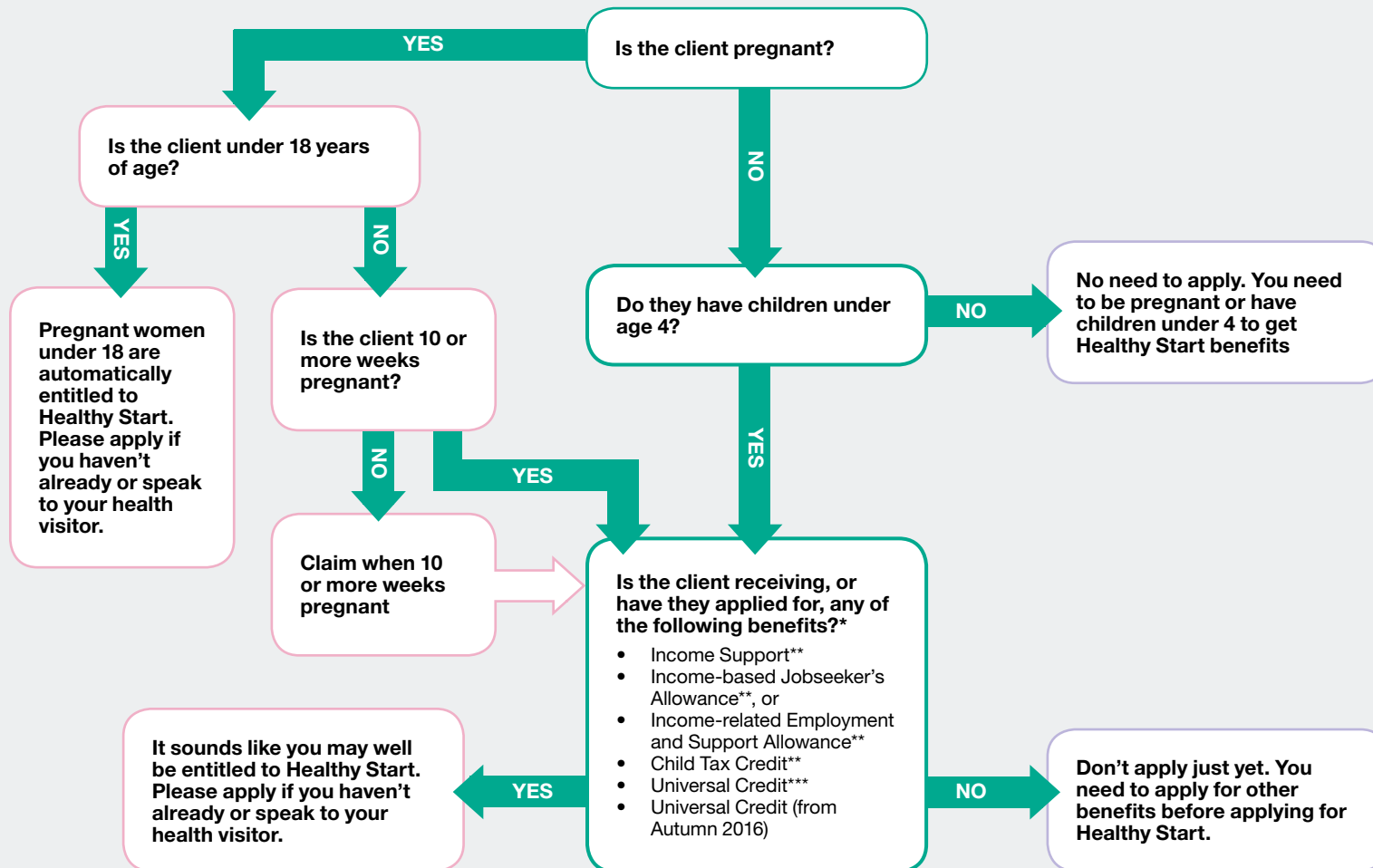




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- the health visitor's quick guide to the Healthy Start programme

Who qualifies for Healthy Start benefits? Quick Guide



HEALTHY START

* Health visitor do not need to assess a client's financial circumstances (the Healthy Start Issuing Unit will do that). If someone has applied for these benefits and is pregnant or has young children then the Health Visitor should countersign the application form.

** Even if a client is being sanctioned in relation to these benefits they are still entitled to Healthy Start.

*** UC claimants who are pregnant or have a child under 4 should contact HS helpline on 0345 607 6823 or email helpdesk@tiu.org.uk for information about any discretionary support that may be available.