

Health professionals play a key role in signposting the availability of the Healthy Start vitamins.

Research shows that women who are introduced to the scheme by a health professional, who takes time to explain its public health context and health benefits, are more likely to view it as a partnership with them to benefit the health of their child, rather than as a simple financial contribution. They may therefore be more likely to make best use of the scheme.

Booking and social care assessments are ideal opportunities to promote the scheme and explain where Healthy Start vitamin supplements are available locally. Many maternity units include a copy of the application leaflet in their information packs. It is also a good idea to note applications for Healthy Start in pregnancy notes and personal child health records.

Countersigning the application form

Due to changes in the law, you no longer need to countersign the Healthy Start application form. This means Part B can be left blank.

