



# A healthy start for all

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The Bread and Butter Thing



**NO CHILD  
SHOULD GO  
HUNGRY**  
DOING THINGS DIFFERENTLY  
IN GREATER MANCHESTER

  
**The bread and butter thing.**  
*Making life affordable.*





# Overview

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- Introduction to the Healthy Start Scheme
- Eligibility
- Uptake in England
- Going digital
- Application process
- Vitamins
- How can you support it?



# What is the Healthy Start Scheme?

- NHS benefit to fund healthy food and vitamins for families on low incomes



The Scheme provides funds for:

- Plain liquid cow's milk
  - Fresh, frozen and tinned fruit and vegetables
  - Fresh, dried and tinned pulses
  - Infant formula milk based on cow's milk
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- £4.25 each week of the pregnancy (from 10th week)
  - £8.50 each week for children from birth to 1 year
  - £4.25 each week for children between 1 and 4 years

# Healthy Start Scheme Eligibility

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Families must be receiving one of the following benefits:

- Income Support
- Income-based Jobseeker's Allowance
- Pension Credit (must include the child addition)
- Universal Credit (only if family's take-home pay is £408 or less per month from employment)
- Child Tax Credit (only if family's annual income is £16,190 or less)
- Pregnant and under 18: qualify regardless of income level

No Recourse To Public Funds – Immigration Status

- At least one British child under 4 years old, and
- You have no Recourse To Public Funds (benefits), and
- Your family earns less than £408 per month after tax
- Citizen's Advice Referral – also for those being encouraged to switch from ESA to UC







# Healthy Start in England



- **218,002 families** on low incomes in England unable to access scheme due to barriers (unaware of scheme, cost of calling to activate, requires internet access to register, etc)
- Between November and December 2021, take-up of the scheme **dropped by more than a fifth**, from 65% to 51% (out of **449,748** potential beneficiaries, only **231,746** are enrolled on the scheme)
- No local authority in England has a take-up rate of higher than **62 per cent**
- Feeding Britain has a proposal for an automatic registration scheme, similar to the one which sees pensioners on low incomes receive their Warm Home Discount automatically



# Healthy Start Scheme – Going Digital!

- ***Everyone needs to reapply*** whether they are in the existing paper scheme or not
- Easiest route is to apply on line at <https://www.healthystart.nhs.uk/how-to-apply/>.
- You will be told immediately if you are eligible.
- You can apply by phone 0300 330 7010 (can be a long wait only free from a landline or on contract)
- Prepay card should arrive within a week of being approved.
- Funds will be added automatically each month
- Card can be used in shops or at food clubs/pantries who accept Mastercard and who sell the right goods
- You can check your balance in an ATM



# Healthy Start Scheme – Application

Applying should be quick and easy:

- Benefit Award Code - this is on benefits letters and on the Universal Credit on-line system
- Name, Address, Date of birth – must match **exactly** the details on the system
- National Insurance Number
- Due date (if relevant)
- You should get immediate acceptance if you are eligible and cards should arrive in a week
- Cards need then to be activated on an automated phone line which will also give access to the PIN number



Are you receiving **benefits**?  
Do you have **children under 4**?  
Or are you **pregnant**?

Healthy Start is a NHS benefit  
worth up to £1200 to help you buy  
**fruit, veg and milk** for you and your young family.

Use this QR code to head straight to  
healthystart.nhs.uk





# Healthy Start Scheme also gives access to free vitamins

## Vitamin Journey for England and Wales



- Beneficiary takes their card to a vitamin distributor
- Distributor is shown the card as evidence that the citizen is a Healthy Start beneficiary
- Distributor asks two questions to establish which vitamins to distribute (are you pregnant? And how many children do you have under the age of 4)
- Distributor gives the beneficiary the correct vitamins and records what has been distributed, so that the monthly NHS claim can be made
- The distributor shouldn't take any details from the card

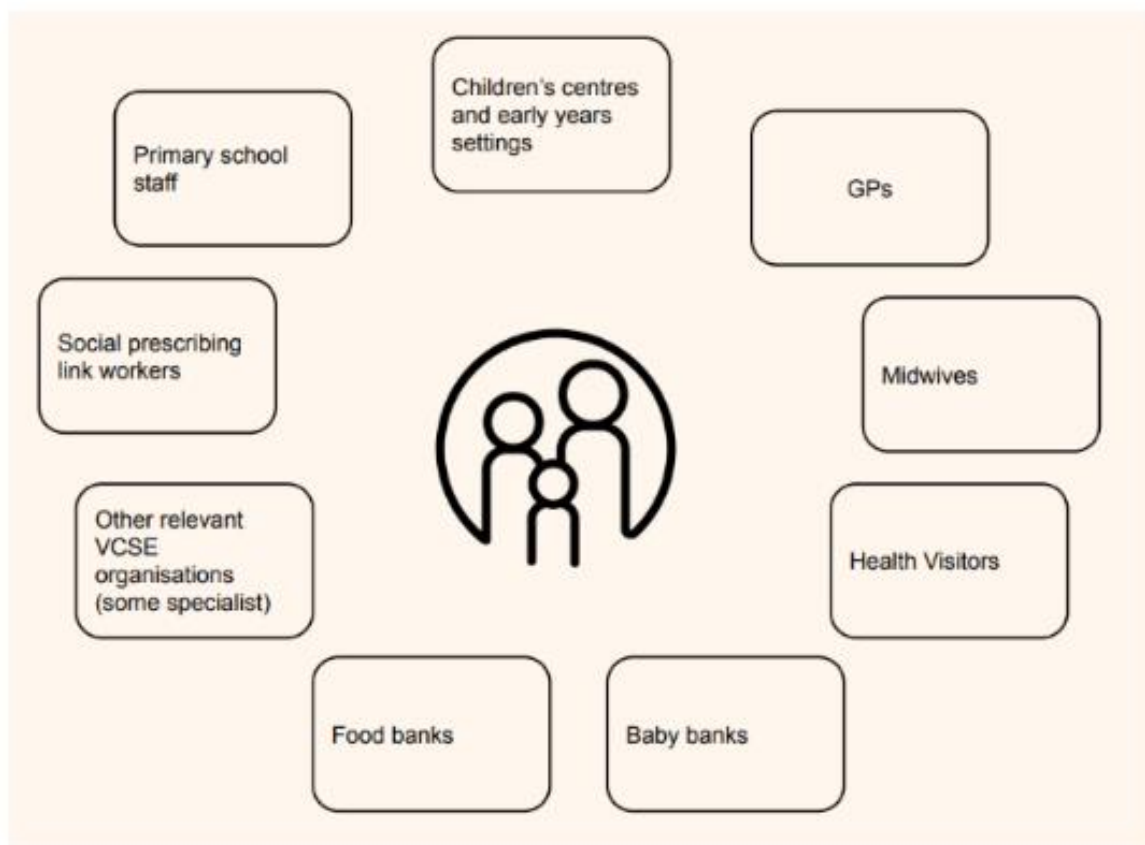
- A list of vitamins distributors can be found on the NHS website or ask your midwife or health visitor
- <https://www.nhs.uk/service-search/other-services/Healthy-start-vitamins/LocationSearch/348>







# How can you help?





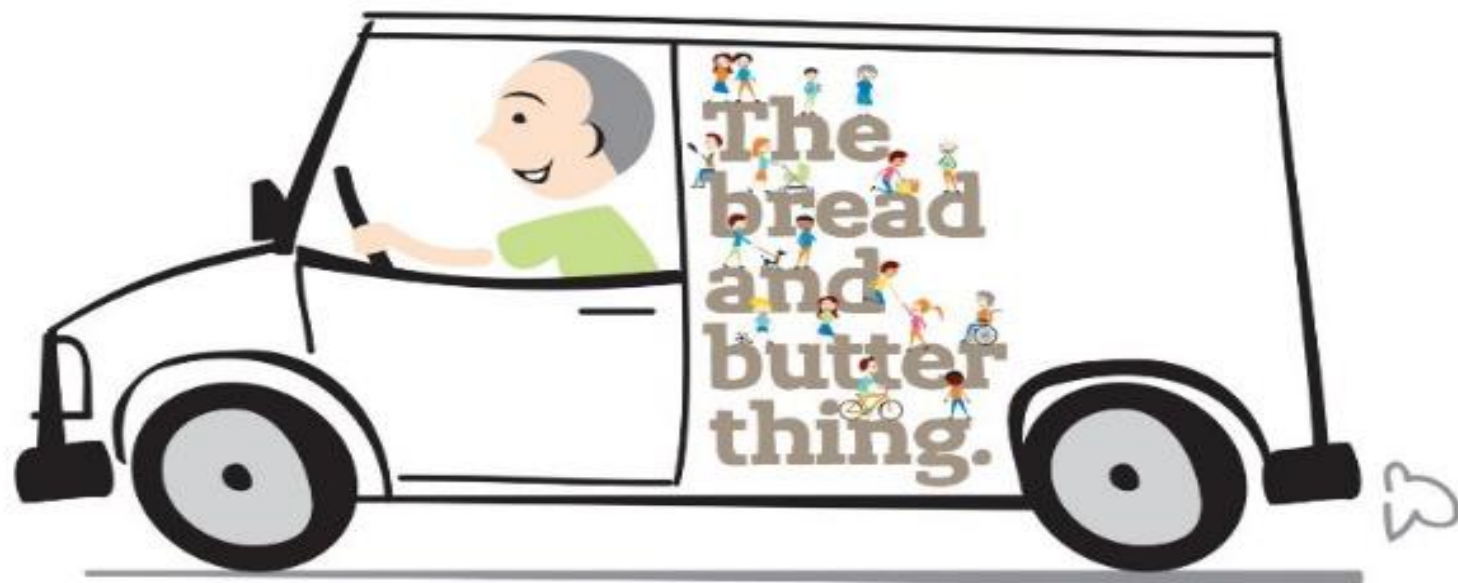
# How can you help?



- Promote the scheme to your customers / service users
  - Education – talking to those using your service to promote the Scheme
  - Use the QR code on flyers or display posters to make it easy for them to sign up (we can provide)
  - 2 NHS leaflets available for printing (we can provide)
  - Take card payments! Using iZettle or equivalent payment taker (many options for Android and Apple devices – fees may apply)
  - Help at your Community Space to access the NHS website for signup
  - Provide a land line / mobile with minutes in the plan – for calling to activate the card
  - Be on the lookout for other organisations to link / refer to as part of your work

# Healthy Start

NHS



If you need more information, contact us!  
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