

What do families on the Healthy Start Scheme get?

- Healthy Start card with money on it to purchase healthy food and milk (fruit and vegetables, pulses, cow's milk, infant formula) in Retailers that accept MasterCard.
Every 4 weeks money will be added to the card
From 10 weeks pregnant each week will get £4.25
Birth – 1 year old each week will get £8.50
From 1 – 4 years old each week will get £4.25
- Free Healthy Start vitamins during pregnancy and breastfeeding.
- Free Vitamin drops for babies and children up to the age of 4.

Who is eligible for the Healthy Start Scheme?

A Guide to the Healthy Start Scheme

All women under the age of 18 regardless of income

Women over the age of 18 qualify for the scheme if:

- In receipt of income support, Income based job seekers allowance, Income related employment and support allowance.
- Child Tax credit with a family income of or less than £ 16,190
- Working Tax Credit run on (paid for 4 weeks if you or your partners or carers go to less than 16hrs per week.
- Pension Credit (must include child addition)

What is the Healthy Start Scheme?

The Healthy Start Scheme is a government funded, means tested scheme that aims to improve diets and provide a nutritional safety net for low-income families in the UK.

The Scheme is available to pregnant women, who are more than 10 weeks pregnant or parent/carers who have a child under the age of 4 who receive state benefits

- Online applications for those on Universal Credit or Child Tax Credit - <https://www.healthystart.nhs.uk/>

Why should I promote the Healthy Start Scheme?

If you work with families, particularly those with a low-income, you play a key role in signposting to the Healthy Start scheme online application and promoting the free Healthy Start vitamins.

Research shows that women who are introduced to the scheme by a professional, who takes the time to explain its public health context and health benefits, are more likely to understand the benefits and make better use of the scheme.