

# One minute guide



A Guide to the Healthy Start Scheme

### 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

## 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.

#### 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?

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)
- Universal credit, total family take home pay no more than £408 a month after tax

Non-British Citizens who have a British Citizen child may get Healthy Start if all the following apply:

- They have at least 1 British Child under 4 years old
- The family earns £408 or less a month after tax
- They cannot claim public funds either because of their immigration status or they do not have an immigration status

#### How can families access the Scheme?

- Online applications for those on Universal Credit or Child Tax Credit https://www.healthystart.nhs.uk/
- Phone (0300 330 7010) or email (<u>healthy.start@nhsbsa.nhs.uk</u>) to request an application if in receipt of Job seekers Allowance, Income Support
- If you are not a British citizen but your child is. To apply for Healthy Start, ask for an application form via email <a href="mailto:healthy.start@nhsbsa.nhs.uk">healthy.start@nhsbsa.nhs.uk</a>. Only use this email address if you think you cannot claim public funds because of your immigration status
- If an interpreter is required, call Healthy Start helpline 0300 330 7010 (select option 3)

Further details of the scheme can be found on: <a href="https://www.healthystart.nhs.uk/what-youll-get-and-how-to-shop/">https://www.healthystart.nhs.uk/what-youll-get-and-how-to-shop/</a>