

The Healthy Start scheme in RBKC: supporting low income families to access milk, fruit and vegetables and vitamins



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About Healthy Start

- **What is it?** A national means tested scheme that provides pregnant women and families with children under four years old with vouchers to help buy some basic foods
- Pregnant women and children over one and under four years old can get one £3.10 voucher per week. Children under one year old can get two £3.10 vouchers (£6.20) per week.
- **The vouchers can be spent on:**
 - plain cow's milk – whole, semi-skimmed or skimmed. It can be pasteurised, sterilised, long life or UHT
 - plain fresh or frozen fruit and veg (fruit and vegetables with no added ingredients), whole or chopped, packaged or loose
 - infant formula milk that says it can be used from birth and is based on cow's milk.
- The vouchers are posted directly to eligible families
- They can be spent in supermarkets and registered local retailers



- Women and children getting Healthy Start food vouchers also get vitamin coupons to swap for free Healthy Start vitamins. Healthy Start vitamins are specifically designed for pregnant and breastfeeding women and growing children

www.healthystart.nhs.uk

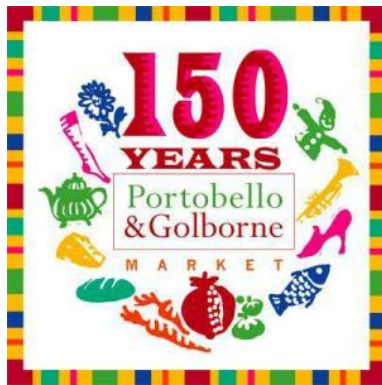
The screenshot shows the Healthy Start website with the following sections:

- Navigation:** Home, About Healthy Start, Food and Health Tips, For Health Professionals, For Retailers, Contact us.
- What is Healthy Start?**
 - Text: "With Healthy Start, you get free vouchers every week to spend on milk, plain fresh and frozen fruit and vegetables, and infant formula milk. You can also get free vitamins." and "Pregnant or have children under the age of four? You could qualify if you're on benefits, or if you're pregnant and under 18."
 - Image: A woman holding a child and a voucher.
 - Button: "Check if you qualify"
- Vitamins**
 - Text: "Find out more about vitamins and why they are important for your growing family."
 - Image: Two boxes of Healthy Start vitamins.
 - Button: "More about vitamins"
- How to apply**
 - Text: "Applying for Healthy Start is easy. If you already have an application leaflet just fill out the form inside, ask your midwife or health visitor to sign it and send it to us using the freepost envelope attached. If you don't have an application form you can find one [here](#). We use information from your tax credits and benefits claims to check you qualify so make sure all your details (including your address) are up to date with Tax Credits and JobCentre Plus as this will help us process your application quickly."
 - Image: A child pointing to a milk carton and fruit.
 - Button: "Find out more"
- Search for a retailer**
 - Text: "To find a shop near you that accepts the £3.10 vouchers, enter your postcode." and "E.g. TQ12 or TQ12 2PG:"
 - Image: A map of the UK.
 - Form: "Enter postcode" with a search icon.
 - Button: "More about where you can use your vouchers"
- What can I buy?**
 - Text: "Healthy Start vouchers help you give your children a great start in life. Find out more about what you can buy with your vouchers."
 - Image: A bowl of mixed vegetables.
 - Button: "Find out more"
- Your questions answered**
 - Text: "Got a question about Healthy Start? Find the answers to some common questions about the scheme here."



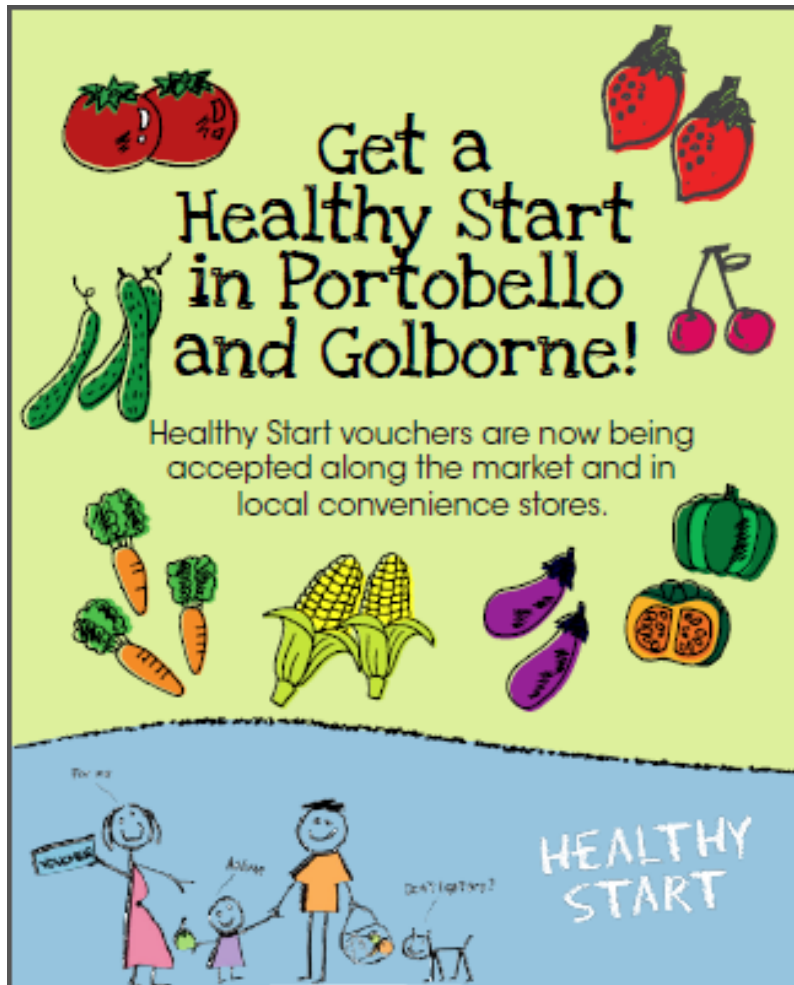
Healthy Start in RBKC

- The scheme is promoted to families via Children's Centres across RBKC
- A report on food poverty published by Central London Community Healthcare Trust (CLCH) in 2014 recommended that efforts should be made to increase the number of local retailers accepting the vouchers, including market traders
- The Public Health Service for RBKC has taken this recommendation forward in collaboration with RBKC Markets team and Mytime Active
- The Go Golborne 5ADAY themed campaign has given added impetus



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Engaging traders, raising awareness....



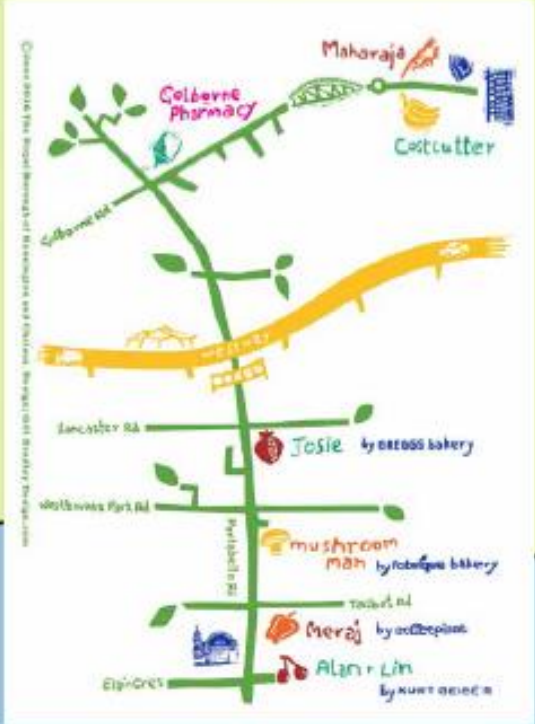
Get a
Healthy Start
in Portobello
and Golborne!

Healthy Start vouchers are now being accepted along the market and in local convenience stores.

HEALTHY START

The poster features illustrations of various fruits and vegetables: tomatoes, strawberries, cherries, green beans, carrots, corn, eggplants, and a pumpkin. At the bottom, a family of four (mother, father, child, and dog) is shown. The mother holds a sign that says 'VOUCHER', the father holds a shopping basket, and the child asks 'Daddy, get me some?'. The text 'HEALTHY START' is written in large, white, block letters on a blue background.

Healthy Start vouchers are now accepted at the locations below alongside major retailers.



Map showing locations where Healthy Start vouchers are accepted, including:

- Colborne Pharmacy
- Maharaja
- Costcutter
- Lancaster Rd
- Josie by express bakery
- Mushroom Man by rotisserie bakery
- Meraj by acfbepist
- Alpin + Lin by kurt and co

For a full list of local retailers and to find out if you are eligible for the scheme please visit www.healthystart.nhs.uk

The map is a stylized green tree with branches extending to various locations. Each location is marked with a small icon and text. The locations are: Colborne Pharmacy (top left), Maharaja (top right), Costcutter (top right), Lancaster Rd (middle left), Josie by express bakery (middle left), Mushroom Man by rotisserie bakery (middle right), Meraj by acfbepist (bottom right), and Alpin + Lin by kurt and co (bottom right). The map is set against a light green background with a blue ground area at the bottom.

Political support – generating publicity



Next steps.....

- **Need to get message 'out there' to parents via Children's Centres and local media**
- **Promotional event planned April with Golborne Community Champions**
- **More signage for market traders**
- **Shop Healthy – parallel project that aims to address food poverty by increasing access to healthy food and drink**

