



If you're pregnant or have children under the age of 4, you could get help to buy food and milk

Apply online to get your prepaid card.

**HEALTHY START TOOLKIT –
KIRKLEES
JULY 2023**

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We can help your family stay healthy

Apply for your prepaid Healthy Start card now at:
www.healthystart.nhs.uk

Introduction

Yorkshire Children's Centre's role is to administer and promote the National Healthy Start Scheme within Kirklees, to improve awareness and increase uptake of those most in need.

We all want the very best start for children, so this scheme offers a vital opportunity for colleagues working with pregnant women and families, to inform, advise and encourage healthy eating and the benefits of good nutrition. A healthy, well-balanced diet is essential in the early years of life. It not only provides young children with the important nutrients they need to grow and develop properly, but it also lays down the foundations of healthy eating habits for later life.

We recognise that you hold an important role with families who may be eligible for the Healthy Start scheme, so the purpose of this document is to upskill professionals on how best to support them. You may have some knowledge of the family's circumstances and as a trusted professional you can often be the key to supporting them and ensuring they can access all the available help.

Due to the current economic status UK food prices are rising at the fastest rate in over 40 years, with inflation at now almost 17%. Analysis released by food charity Sustain shows the number of households where children are experiencing food insecurity has nearly doubled in the past year and an estimated 3.7 million children are at risk of going hungry. The Healthy Start Scheme is a nutritional safety net for pregnant mothers, babies, and children under 4 experiencing food insecurity.

What is Healthy Start?

Healthy Start is designed to support pregnant people or families with young children on low incomes (up to their fourth birthday) with a Healthy Start pre-paid MasterCard to help buy healthy food, infant formula, and vitamins for their child.

Who qualifies for Healthy Start?

Pregnant women (must be at least 10 weeks pregnant) or have a **child under four years old** and in receipt of the following benefits:

- Income Support
- Income-based Jobseeker's Allowance
- Income-related Employment and Support Allowance
- Child Tax Credit with a family income of £16,190 or less per year
- Pension Credit; or
- Universal Credit with no earned income or total earned income of £408 or less per month for the family.

Families will also qualify if they are under 18 and pregnant, **even if they don't get any of the above benefit**. However, once the baby has been born, even if the person is still under 18, they must now meet the financial eligibility criteria to access the Healthy Start scheme. For example: Child Tax Credit.

What will families receive?

Money will be automatically added onto a Healthy Start card every 4 weeks – Dependant on circumstances eligible families could receive:

- £4.25 each week of their pregnancy from the 10th week
- £8.50 each week for children from birth to 1 year old
- £4.25 each week for children between 1 and 4 years old

The benefit will stop when the child is 4 years old, or if the families' circumstances change, meaning they stop receiving the qualifying benefits.

Healthy Start vitamins

Young children may not get enough vitamin A and D even if they are eating well.

Pregnant or breastfeeding mothers may not get enough vitamin C or D or folic acid.

Families can use their Healthy Start card to get these important vitamins for free. These come as NHS Healthy Start tablets and drops for children.

Expectant women and new mums can get vitamin tablets from the 10th week of pregnancy and up to the baby's 1st birthday. They contain:

- folic acid which lowers the chance of babies having spinal problems
- vitamin C which helps the body's soft tissue
- vitamin D which helps babies' bones to develop properly

Children can take vitamin drops if they:

- are less than 4 years old
- have less than 500ml (about one pint) of infant formula a day – as formula already has vitamins added to it

Collecting Healthy Start Vitamins

Across Kirklees there are over 40 distribution centres where families can collect their entitlement from. The Healthy Start card will act as evidence when collecting the supplements.

Please see below for lists of distribution centres across North & South Kirklees that stock Healthy Start vitamins.



North Kirklees -
Collection Points - Jur



South Kirklees -
Collection Points - Jur

How to apply?

If you are working with or supporting a family that could be eligible for 'Healthy Start', then helping them apply couldn't be easier.

Please check the website on how to apply: <https://www.healthystart.nhs.uk/how-to-apply/>

Currently, depending on which benefits make the person eligible means they have different routes of applying either online, via phone or email. This will change as the scheme develops so it is worth checking the link above to ensure families are applying via the correct way.

Applying Online:

- ✓ Families who get Universal Credit
- ✓ Families in receipt of Child Tax Credit

Applying by Email or Phone:

Email: healthy.start@nhsbsa.nhs.uk or call: **0300 330 7010**.

Phone lines are open 8am to 6pm, Monday to Friday (except public holidays).

Families can apply by email or phone if the person is at least 10 weeks pregnant or has at least one child under four years old, and get either:

- Income Support.
- Income-Based Jobseeker's Allowance.
- Working Tax Credit Run-On (paid for four weeks if their working hours, or their partner or carer's, go to less than 16 hours per week).
- Receiving income-related Employment and Support Allowance (ESA).
- Is under 18 years old and not receiving any benefits.

To apply families will need:

- ✓ Name
- ✓ Address
- ✓ Date of birth
- ✓ National Insurance number
- ✓ Baby's due date (if pregnant)

Families will find out if they have been successful or not instantaneously and will receive their Healthy Start card within 3-5 working days.

Where to use the Healthy Start pre-paid MasterCard:

Healthy Start families can use their card in most places that sell milk, infant formula, fruit and vegetables.

The shop/setting must display a MasterCard symbol. The symbol is normally shown on the shop door or at the till. They should ask an employee inside the shop if they take MasterCard if they're unsure.

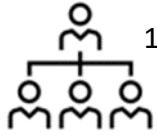
If families try to spend money anywhere else the card will be declined. For example: at a fast food restaurant.

Types of shops that are likely to accept the Healthy Start digital payment card are:

- Corner Shops
- Food Co-Ops
- Greengrocers
- Market Stalls
- Milk Floats or Vans
- Pharmacies
- Supermarket

Raising Awareness of the Healthy Start Scheme:

We all play an important role when it comes to letting families know about the Healthy Start scheme. Here are some ways you can increase awareness of the scheme:



1. Look through your caseloads to see which families have unborn children, a pregnant person, or a child from birth to four years old.



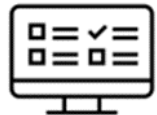
2. Text, email or phone the family with information on the Healthy Start scheme and encourage them to look into whether they might be eligible to apply – Don't forget to check which benefit the family is receiving, as this determines whether they can apply online or by phone/email. (More information can be found by clicking on this link <https://www.healthystart.nhs.uk/how-to-apply/>)



3. Bring up Healthy Start in conversations with each family you speak to, whether you think the family is eligible or not.



4. Give the family a healthy start leaflet.



5. Include Healthy Start as a question within your signposting checklist.



6. Don't assume another health professional has picked up Healthy Start and raised it with them – there is no harm in more than one professional encouraging them to apply.



7. Help families to apply online, by phone or email. They may have additional needs, not understand the process, or not have internet etc.



8. Make sure all your colleagues who also support families are aware of the Healthy Start scheme.

Healthy Start Uptake data – Kirklees

The national average of families up taking Healthy Start across England, Ireland & Wales is **62%**.

To date, with in Kirklees, there is approximately **65%** of eligible families up taking the scheme.

This mean’s, **35%** of eligible families are **NOT** receiving the additional support that the scheme offers & results in approximately **£483,886** a year going unclaimed in our local authority.

Please see post code breakdown below –

‘**GREEN**’ indicates, where uptake is higher than the national average.

‘**RED**’ indicates, where uptake is **below** the national average.

Postal District	May 2023 uptake %	Total amount unclaimed
HD1	74.22	£21,709.48
HD2	69.94	£37,664.64
HD3	61.62	£29,817.84
HD4	71.33	£32,171.88
HD5	68.73	£26,417.56
HD7	55.56	£13,601.12
HD8	55.86	£12,816.44
HD9	61.45	£16,739.84
WF4	68.27	£31,125.64
WF5	68.87	£12,293.32
WF12	62.05	£47,342.36
WF13	64.15	£58,327.88
WF14	78.26	£6,539.00
WF15	67.26	£14,385.80
WF16	55	£23,540.40
WF17	63.27	£65,913.12
BD11	67.74	£5,231.20
BD12	84.91	£8,369.92
BD19	64.32	£19,878.56
		£483,886

Promotional materials & Resources



English Posters (logo space).pdf



Need help applying HS Poster .pdf



HS Vitamin poster.pdf



Easy Read leaflet - Photography.pdf



Healthy Start DL leaflet (V2) (Generic C

Yorkshire Children’s Centre have a variety of different promotional materials, including leaflets & posters. Please see the attached PDF’s. Hard copies are available and can be requested for FREE by **Tel: 01484 415465 OR via Email: thrivingkirklees@yccuk.org.uk**

For social media resources please click link below:

<https://media.nhsbsa.nhs.uk/resources/f/nhs-healthy-start-scheme/healthcare-professionals/social-media-assests/social-media-graphics-12>



KEY CONTACTS:

Katie.lockwood@yccuk.org.uk – Service Manager at Yorkshire Children’s Centre – (strategic queries, joined up & innovative working).

Jodie.kavanagh@yccuk.org.uk – Service Support at Yorkshire Children’s Centre – (Application support, guidance and information, promotional and distribution queries)

thrivingkirklees@yccuk.org.uk – (General email for resources and requests, inc. vitamins, leaflets, posters etc.)

For community engagement and in person support please contact Yorkshire Children’s Centre Community Champion - Tracy.kirk@yccuk.org.uk

The champion role includes:

- Stay and play drop ins – to provide practical 1-1 support for eligible parents.
- Baby clinics, such as, immunisations and weigh-in’s – to provide information on the scheme and encourage the uptake of vitamins.
- Team meetings – to upskill the workforce on Healthy Start
- Community events/family fayres/workshops – to promote Healthy Start to local families.

Tel: 01484 415465