



Derby City Council

NHS

Healthy Start



Best Start local offer
Public Health
April 2022

Key messages

- The scheme is changing – paper voucher scheme is being replaced with a new digital scheme
 - We want to increase uptake for eligible families
 - Especially important with current pressures on household finances
- New national comms messages and resources for partners to use and promote



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What is the Healthy Start Scheme?

Help to buy food and milk and access vitamins

If you're more than 10 weeks pregnant or have a child under 4, you may be entitled to get help to buy healthy food and milk. If you're eligible, you'll be sent a Healthy Start card with money on it that you can use in some UK shops.

You can use your card to buy:

- plain liquid cow's milk
- fresh, frozen, and tinned fruit and vegetables
- fresh, dried, and tinned pulses
- infant formula milk

Source: [Get help to buy food and milk \(Healthy Start\)](#)

Value

£4.25 each week of their pregnancy from the 10th week

£8.50 each week for children from birth to 1 year

£4.25 each week for children between 1 and 4 years

Source: [What you'll get – Get help to buy food and milk \(Healthy Start\)](#)



Eligibility

You'll qualify for the Healthy Start scheme if you're at least 10 weeks pregnant or you have at least one child that's under 4.

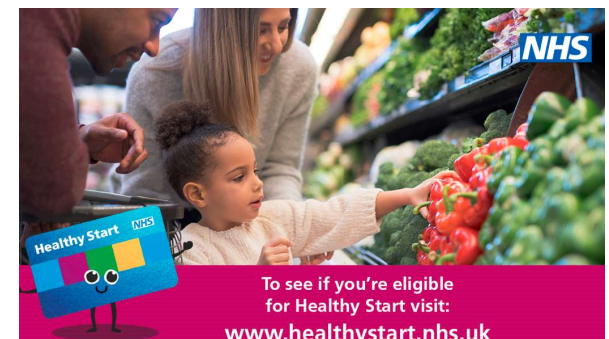
In addition, you must be receiving any of the following:

- Child Tax Credit (only if your family's annual income is £16,190 or less)
- Income Support
- Income-based Jobseeker's Allowance
- Pension Credit (which includes the child addition)
- Universal Credit (only if your family's take-home pay is £408 or less per month from employment)

You will also be eligible for Healthy Start if:

- you're under 18 and pregnant, even if you are not claiming any benefits
- you claim income-related Employment and Support Allowance (ESA) and are over 10 weeks pregnant
- you, your partner or your carer get Working Tax Credit run-on only after you have reported you're working 16 hours or less per week

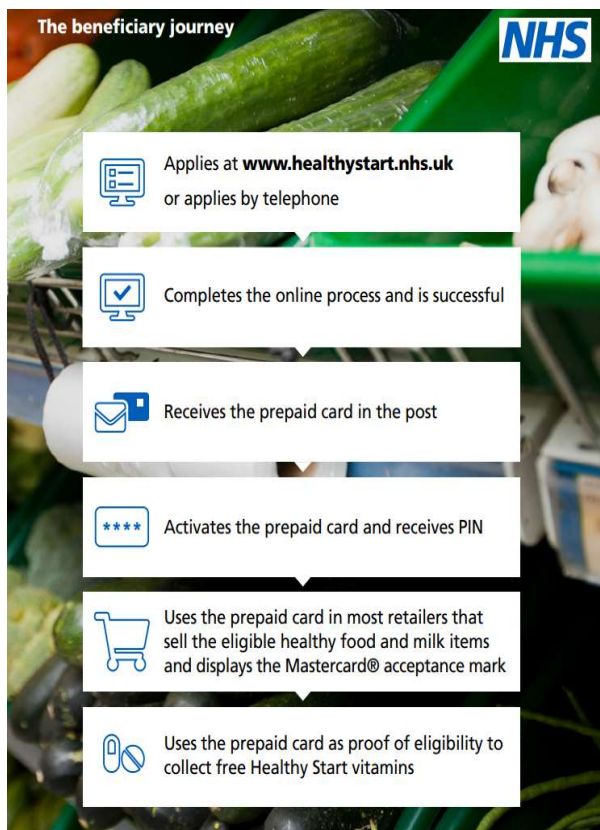
Source: [How to apply – Get help to buy food and milk \(Healthy Start\)](#)





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How to apply



Existing beneficiaries of the paper voucher scheme and new applicants are required to apply online at www.healthystart.nhs.uk to join the digital scheme.

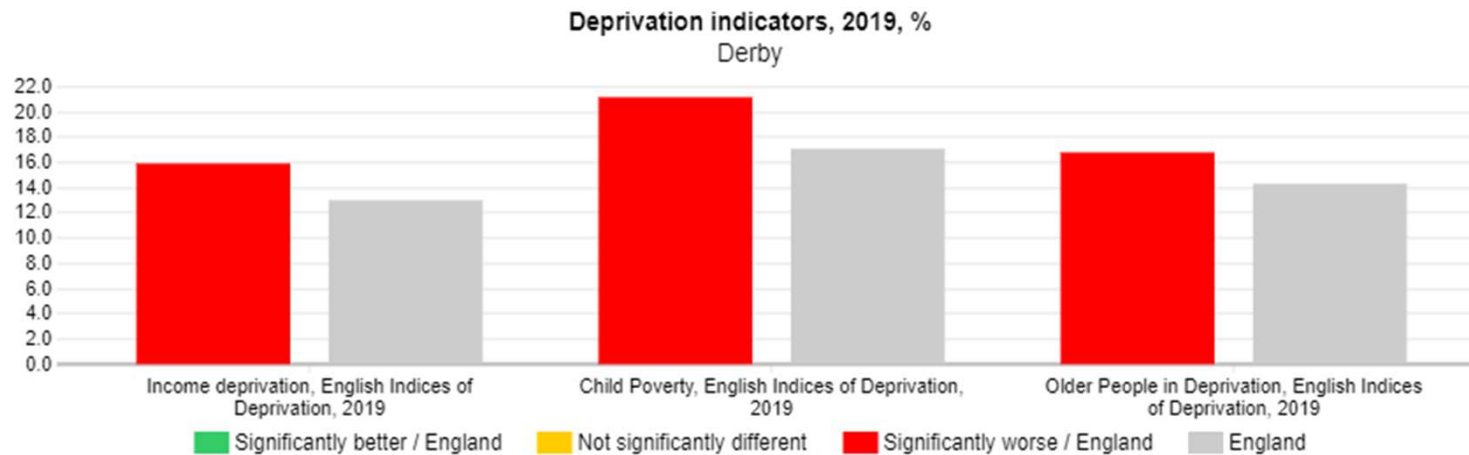
• **Legacy benefits** are benefits that pre-exist Universal Credit, such as Jobseeker's Allowance, Working tax or Child tax credit, Employment and Support Allowance (ESA) need to apply over the phone.

- Option 1: Emailing: healthy.start@nhsbsa.nhs.uk

- Option 2: Calling 0300 330 7010 *Phone lines are open 8am to 6pm Monday to Friday (except public holidays). [Find out about call charges \(opens in a new tab\)](#).

• **Universal credit** applicants can apply online. [Get help to buy food and milk \(Healthy Start\) - NHSBSA](#)

Derby Poverty rates



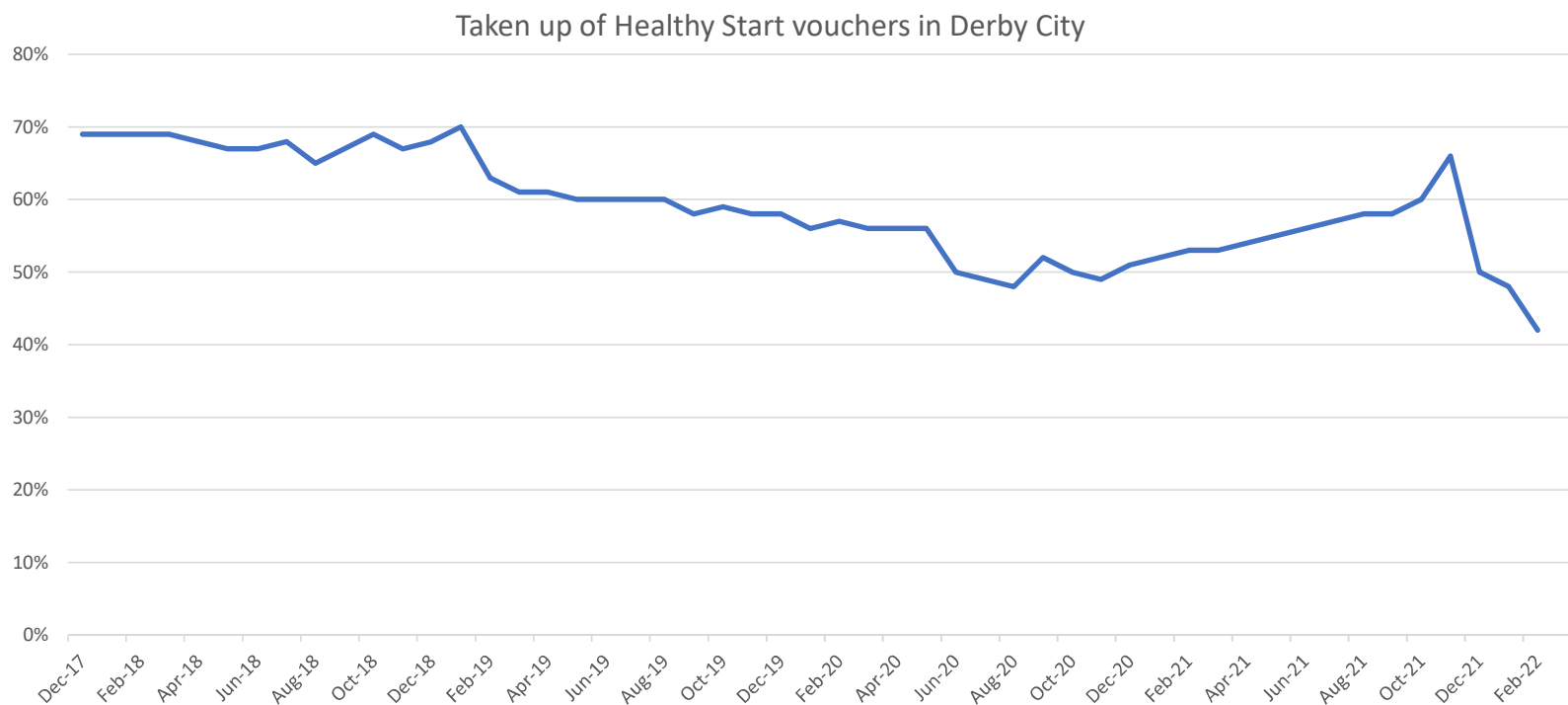
Source: Ministry of Housing and Local Government 2019

'The poorest fifth of UK households would need to spend 40% of their disposable income on food to meet Eatwell Guide costs. This compared to just 7% for the richest fifth'

Source: The Food Foundation, *The Broken Place*

Eligibility rates for Healthy Start have increased in England between early 2019 and summer 2021. This increase is likely to be linked to the impact of COVID-19 on household finances.

Source: [United Kingdom Food Security Report 2021: Theme 4: Food Security at Household Level - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/97822/uk-food-security-report-2021-theme-4-food-security-at-household-level.pdf)



Data source: [Healthy-Start-vouchers-uptake-data-england.xlsx \(live.com\)](https://www.live.com/Healthy-Start-vouchers-uptake-data-england.xlsx)

Figures used are an average annual take up based on snapshots taken from each four weekly cycle

How can you help to increase uptake?

- Use the NHS digital resources to promote the new scheme
- Signpost to trusted sources of information and support

Healthcare professionals play a key role in signposting to the Healthy Start online application and promoting the free Healthy Start vitamins, and social care assessments are ideal opportunities to promote the scheme.

Research shows that women who are introduced to the scheme by a health 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 – further information for healthcare professionals here <https://www.healthystart.nhs.uk/healthcare-professionals/>

Resources

New digital resources are available to promote this scheme:

[NHS Business Services News \(nhsbsa.nhs.uk\)](https://nhsbsa.nhs.uk)

FAQs on the new scheme:

[Frequently asked questions \(FAQ's\) – Get help to buy food and milk \(Healthy Start\)](#)

NHS Healthy Start Helpline: 0300 330 7010 phone lines are open 8am to 6pm Monday to Friday (except public holidays)



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If you're not a British citizen but your child is:

You might be eligible for Healthy Start depending on your immigration status.

You can get Healthy Start if all the following are true:

- you have at least 1 British child under 4 years old – [check if your child is automatically a British citizen \(opens in a new tab\)](#) if you're not sure
- your family earns £408 or less per month after tax
- you cannot claim '[public funds](#)' ([opens in a new tab](#)) (for example, benefits) – either because of your immigration status or because you do not have an immigration status

Your biometric residence permit (BRP) or your [online immigration status \(opens in a new tab\)](#) will say if you cannot claim public funds. You might also have a letter from the Home Office about it.



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Get help to buy food and milk



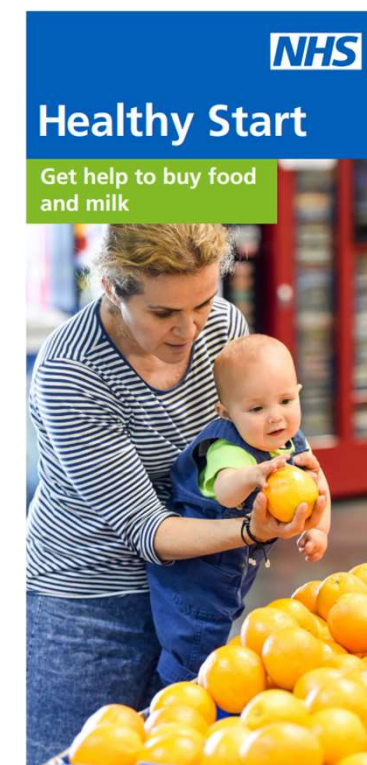
MCC codes and Healthy Start Mastercard

Healthy Start Mastercard will only be accepted at the following shops with these Merchant category codes:

- MCC 5411—Grocery Stores, Supermarkets
- MCC 5499—Miscellaneous Food Stores—Convenience Stores, Markets, Specialty
- MCC 5451—Dairy Products Stores
- MCC 5994—News Dealers and Newsstands
- MCC 5422—Freezer, Locker Meat Provisioners
- MCC 5541—Service Stations (with or without Ancillary Services)
- MCC 5912—Drug Stores, Pharmacies
- MCC 5172—Petroleum and Petroleum Products
- MCC 5192—Books, Periodicals, and Newspapers
- MCC 5122—Drugs, Drug Proprietors, and Druggists Sundries
- MCC 8062—Hospitals
- MCC 5441—Candy, Nut, Confectionery Stores
- MCC 5462—Bakeries
- MCC 5310—Discount Stores
- MCC 5399—Miscellaneous General Merchandise Stores
- MCC 8398—Organizations, Charitable and Social Service



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Pilot- Sinfin

Digital literacy-Libraries, adult education centres, community centres

Telephone contact points- PVI, School nurseries, Children's Centre

Business engagement- Allies and key influencers

Promotional resources- Leaflets and stickers, social media, word of mouth

Derby Direct- assistance with application forms

Community engagement- How do we reach Sinfin, how we outline the benefits? What are the risks?

