



Healthy Start Scheme

Laura Tilbury - Community Engagement

Lewisham Local



Lewisham Local

Lewisham Local is here to help local people connect to create a happier, healthier place for us all

Our Vision

- A connected Lewisham community that gives, shares and works together to build happier, healthier communities.

Our Mission

- Connect people to businesses and services to create healthier, happier communities.
- Collaborate with Lewisham's community services and businesses for a thriving local economy.
- Celebrate and share the diversity, skills and strengths of the people in our borough.



What Is Healthy Start?

Healthy Start is an NHS benefit that helps women who are pregnant or have young children and are receiving benefits, buy foods such as milk or fruit.



The graphic is a purple rectangular banner. In the top right corner is the NHS logo. On the left is a cartoon apple character with a smiling face and arms. In the center, white text reads: "If you are pregnant or have children under 4, you could get help to buy healthy food and milk". At the bottom left is a cartoon Healthy Start card character with a smiling face and arms. At the bottom right is a cartoon milk carton character with a smiling face, arms, and a yellow straw. Below the central text, it says "Apply online at www.healthystart.nhs.uk".

If you are pregnant or have children under 4, you could get help to buy healthy food and milk

Apply online at www.healthystart.nhs.uk

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 will be sent a Healthy Start card with money on it that can used in some UK shops. benefit onto this card every 4 weeks.

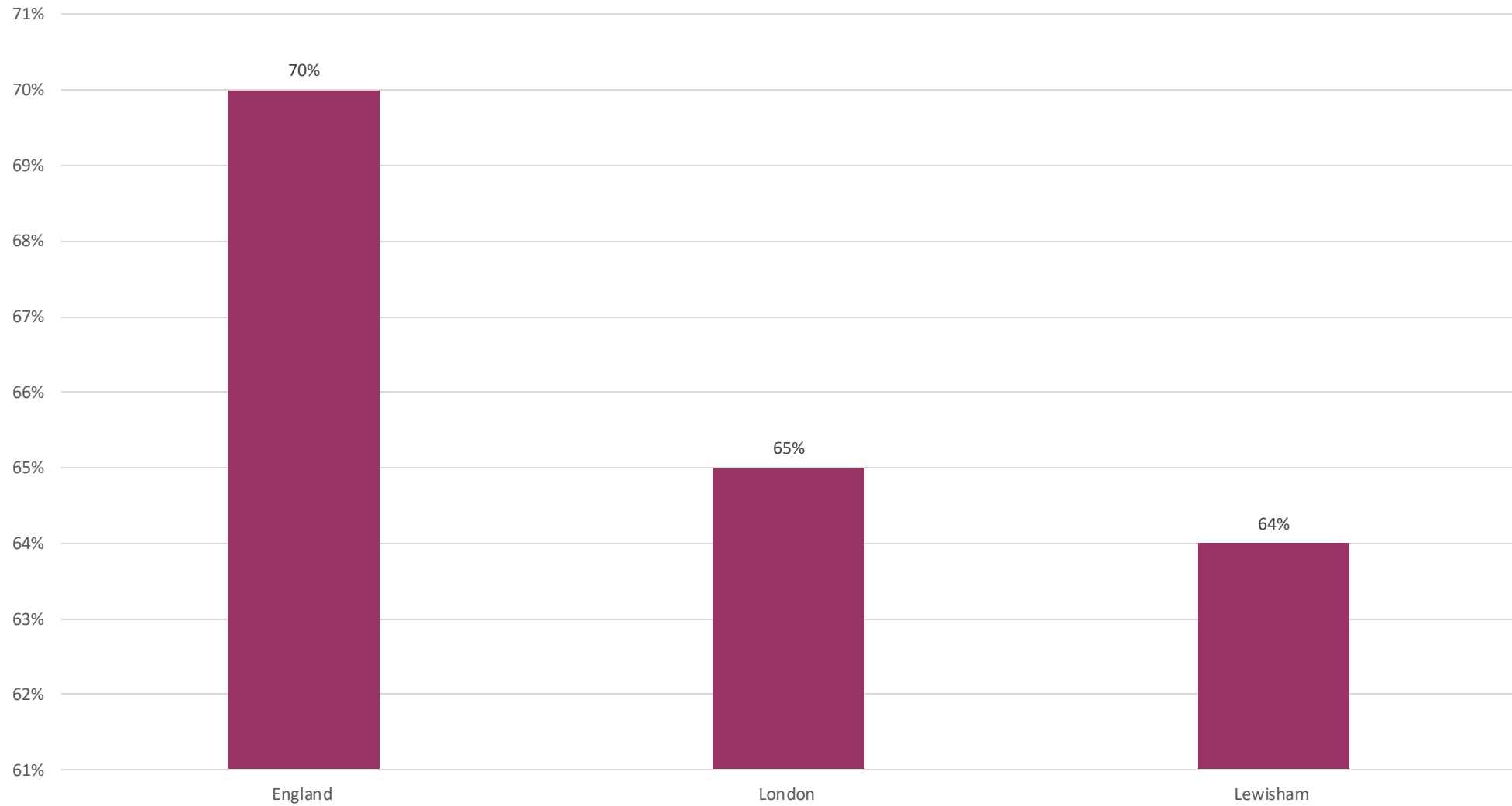
Currently In Lewisham

- Many Families are unaware and not claiming the Healthy Start benefit
- Currently, almost £400,000 a year is unclaimed by Lewisham families
- With 64% uptake of the scheme.
- We want to spread the message to families, shops, markets, children's centres/family hubs, community organisations and projects to enable more Lewisham families to purchase healthy foods for their growing children.

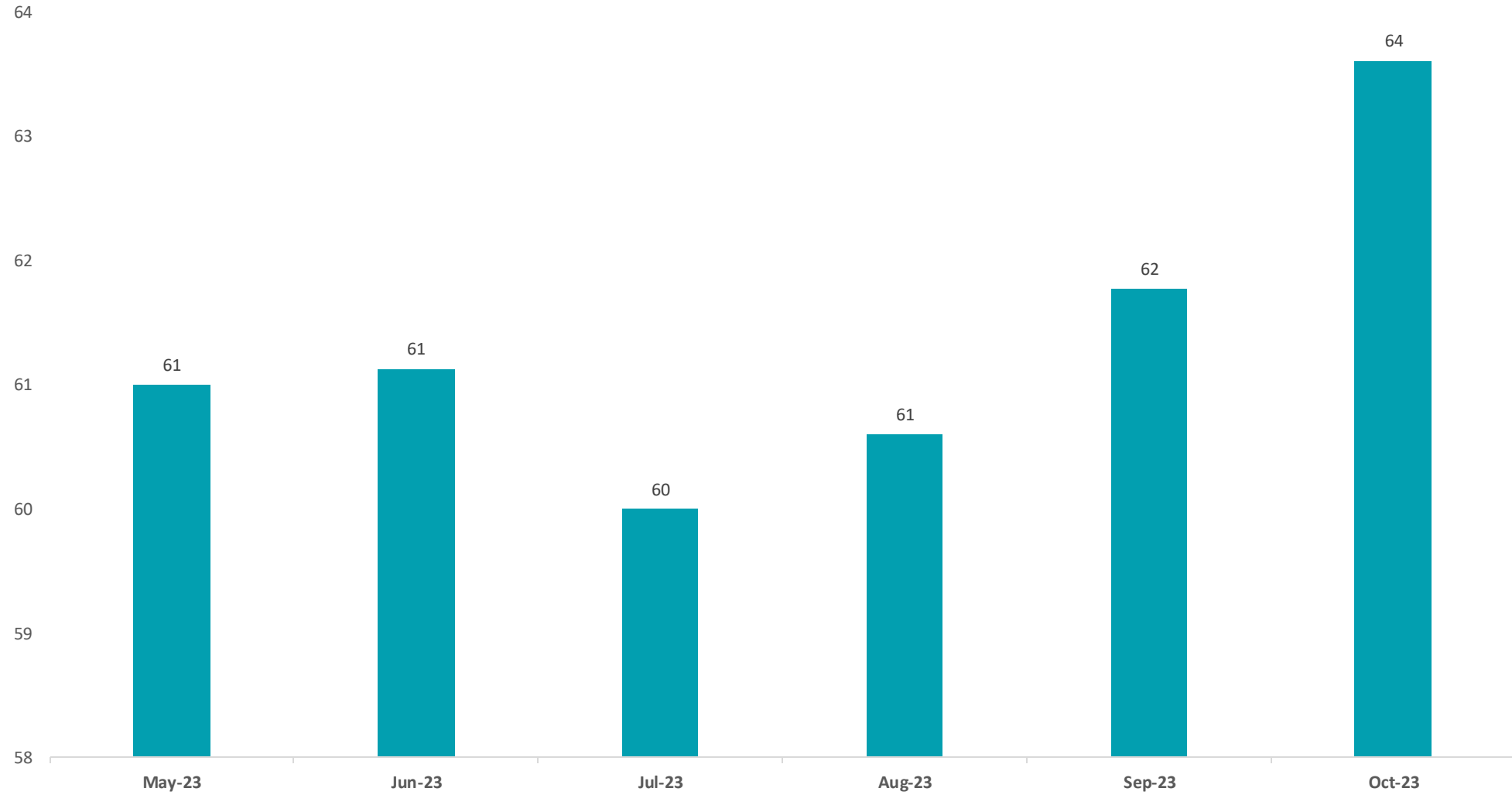


Healthy Start average % take up October 2023

England, London and Lewisham



% take up of Healthy Start benefit in Lewisham May-October 2023



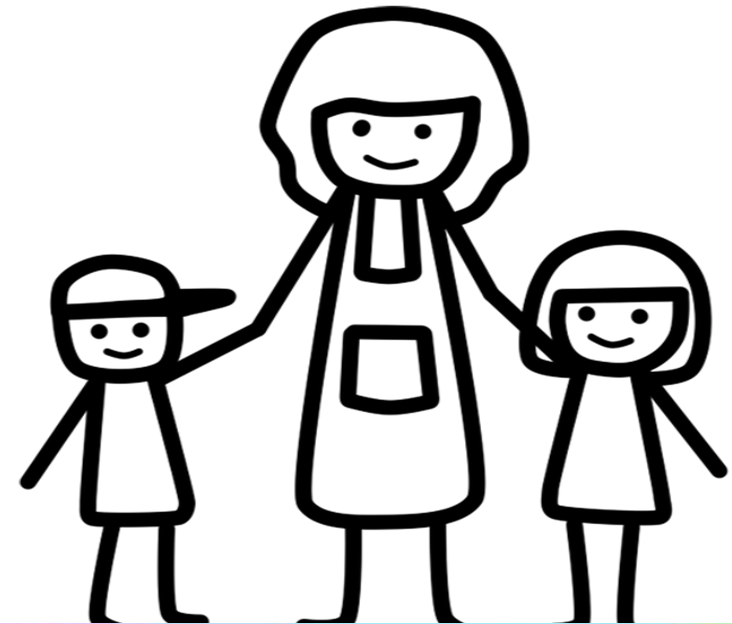
What you are entitled to

- £4.25 for each week of your pregnancy from 10 weeks
- £8.50 each week for children from birth to one year old
- £4.25 each week for children aged between one and 4 years old

So if a mother is pregnant with a 1-year-old and a 3-year-old

$£4.25 \text{ mother} + £8.50 + £4.25 = 17.00 \text{ per Week}$

£68.00 per month + free vitamins



What you'll get

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 based on cow's milk

What you **can** and **can't** buy?

- **Fruit and vegetables** They can be: • fresh, frozen or tinned • whole or chopped • packaged or loose • fruit in fruit juice • fruit, vegetables in water • fresh, dried or tinned pulses
- **They cannot:** • have added ingredients like fat (oil), salt, sugar or flavourings • be juiced or pre-cooked • be fruits in syrup • be smoothies
- **Plain cow's milk** Pasteurised, sterilised, long-life or ultraheat treated (UHT).
- **It cannot be:** • flavoured • coloured • evaporated • condensed • plant-based milk • powdered (unless it's stage one infant formula)
- **Infant formula** • Stage one only (first infant formula) • made from cow's milk • nutritionally complete.
- **It cannot be:** follow-on formula or milk ('from 6 months', or 'from 6 to 12 months').

How to shop

You can only spend up to the balance of your card.

- You can split payments between your Healthy Start card and your normal bank card or cash. Some shops will need to do this as separate transactions.
- At self-checkout machines you can only split payments between your Healthy Start card and cash, not another bank card.
- Do not worry if you make a mistake when using your Healthy Start card to buy healthy food with other shopping. It will not affect your benefit payments.



Where to Shop

- You can use your card in most places that sell milk, infant formula,
- fruit and vegetables. This includes:
- supermarkets
- convenience stores
- grocery stores
- drug stores and pharmacies
- markets
- dairy products stores
- news dealers and newsstands
- freezer and locker meat provisioners (such as butcher shops)
- petrol stations
- They must display a Mastercard® symbol. The symbol is normally shown on the shop door or at the till. Ask an employee inside the shop if they take Mastercard if you're unsure.
- If you try to spend the money anywhere else, the card will be declined. For example, you cannot use your card at a fast-food restaurant.



Independent Lewisham stores



Shops do not need to register to be able to accept the NHS Healthy Start scheme.

Have to accept NHS Healthy Start card payments if your retail store accepts Mastercard® and sells eligible healthy food and milk items.



Eligibility- Healthy Start is a means tested benefit

Families must be receiving one of the following benefits:

- Income Support
- Income-based Jobseeker's Allowance
- Pension Credit (must include the child addition)
- Universal Credit (only if family's take-home pay is £408 or less per month from employment)
- Child Tax Credit (only if family's annual income is £16,190 or less)
- Pregnant and under 18: qualify regardless of income level

No Recourse To Public Funds – Immigration Status:

- At least one British child under 4 years old, and
- You have no Recourse To Public Funds (benefits), and
- Your family earns less than £408 per month after tax

Check eligibility at

<https://www.healthystart.nhs.uk/how-to-apply/>

How to apply

- <https://www.healthystart.nhs.uk/how-to-apply/>



Free Vitamins with Healthy start



- Young children may not get enough vitamin A and D even if they're eating well. If you're pregnant or breastfeeding, you may not get enough vitamin C, vitamin D or folic acid.
- Get these important vitamins for free by using your NHS Healthy Start card. You can get NHS Healthy Start women's tablets and children's drops.
- You can get the vitamin tablets while you are pregnant and up to your baby's first birthday. They contain:
 - folic acid
 - vitamin C
 - vitamin D
- 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

Lewisham Free Vit D Scheme

- Pregnant women (from 10th week of pregnancy)
- New mothers for one year after giving birth
- All children from birth to their fourth birthday
- The following groups of people can access vitamins regardless of income or benefit entitlement in Lewisham



45 distribution sites across Lewisham

39 pharmacies:

6 (children and family hubs)

Other comments

- Useful to add q&a's? Frequently asked questions (FAQ's) – Get help to buy food and milk (Healthy Start)
- Vit D Pharmacies
- <https://lewisham.gov.uk/myservices/socialcare/health/parenting/being-a-parent/free-vitamin-d/where-to-get-free-vitamin-d>



CONNECTING, STRENGTHENING AND GIVING TO BUILD HAPPIER, HEALTHIER COMMUNITIES

Thank you for your time and listening



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