

## How can Healthy Start help?

- Healthy Start provides help to buy food and milk for low-income families
- £4.25 per week from the 10<sup>th</sup> week of pregnancy until a child's 4<sup>th</sup> birthday. (£8.50 for children from birth to 1 year old)
- Low-income families who are in receipt of benefits and pregnant mums under 18 may be eligible

## Did you know?

- £ Healthy Start boosts family income by £1139. This may increase family income by one-fifth (extra £52/month)
- £ Paper vouchers have been replaced by a pre-loaded card which can be used in most shops which sell food
- £ A wider variety of foods can now be purchased, including plain cow's milk, fresh, frozen or tinned fruit & vegetables, fresh, dried & tinned pulses and infant formula milk
- £ Free Healthy start vitamins are also available

## Applying

Parents can apply online. They no longer need a signature of a Midwife or Health Visitor. Under 18's apply via email or telephone

## How can I help?

*Research shows women introduced to Healthy Start by a Health professional are more likely to understand the benefits and make better use of the scheme*

**ASK** those you directly support if they know about Healthy Start

**ADVISE** them about the key benefits of the scheme

**ASSIST** by signposting them to apply via the Healthy Start website

**Take every opportunity to remind parents to apply and ask about their experience**

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

