HEALTHY START

A pocket guide for health professionals
What is Healthy Start?
- It's a new scheme to replace the Welfare Food Scheme and to encourage breastfeeding and healthy eating.
- Vouchers can be spent on milk, fresh fruit and vegetables or infant formula.
- Free vitamin supplements are also available.

Who is it for?
You qualify for Healthy Start if you are pregnant or have a child under four years old AND:
- You or your family get Income Support, or
- You or your family get income-based Jobseeker's Allowance, or
- You or your family get Child Tax Credit (but not Working Tax Credit) and have an annual family income of below £14,155 (2006/07)

OR:
- You're pregnant and under 18 years of age.

How do people get their vouchers?
- Families who get milk tokens will be automatically transferred to this scheme.
- Newly entitled pregnant women and families will need to apply.
- Application leaflets (HS01) are available from www.healthystart.nhs.uk or 08701 555 455.

How many vouchers do they get?
- Pregnant women and children (aged one to three) are entitled to one £2.80 voucher each, per week.
- Babies (under the age of one) are entitled to two £2.80 vouchers each, per week.

What do you need to do?
- Tell pregnant women and families about the scheme and how to get an application leaflet.
- Discuss healthy eating and breastfeeding and offer advice and support.
- Offer free vitamin supplements, or provide information on where to get them.
- Inform women and families of other local support initiatives.
- Complete and sign Part B of the Healthy Start application form.
More about Healthy Start

To get more information about Healthy Start:
Visit www.healthystart.nhs.uk

To give feedback or ask questions:
Email healthystart@dh.gsi.gov.uk
or healthystart@dhsspsni.gov.uk if you are based in Northern Ireland.

If your clients have questions, they can call
0845 607 6823

To order more Healthy Start materials, contact:
Publications Orderline
Tel 08701 555 455
Email dh@prolog.uk.com

You can also download or order publications from www.healthystart.nhs.uk

More help
Health advice
0845 46 47 (NHS Direct, England and Wales)
08454 24 24 24 (NHS 24, Scotland)

Smoking helplines
0800 169 0169 (England and Wales)
0800 84 84 84 (Scotland)
0800 85 85 85 (Northern Ireland)

Fraud Reporting Line
0800 028 40 60 (England and Wales)
0800 096 33 96 (Northern Ireland)
Ring your local police in Scotland.