

Healthy Start

WHAT IS HEALTHY START?

Healthy Start is a scheme available to pregnant mothers and parents of small children, that gives you money to buy healthy food, milk, infant formula, and vitamins.

Good nutrition is essential during pregnancy, breastfeeding and childhood as it's a time of rapid growth, development, and activity.

Healthy Start makes it easier to plan healthy meals and snacks by helping to pay for food items that are proven to be beneficial for you and your child's diet.



SHOWING YOUR CARD ALSO GETS ACCESS TO FREE VITAMINS, AVAILABLE VIA YOUR HEALTH VISITOR OR MIDWIFE.

AM I ELIGIBLE?

If you are pregnant or have children under the age of 4, you could be eligible for Healthy Start if:

- You get 'public funds' such as Universal Credit or Child Tax Credit
- Your family's take home pay from employment is less than £408 per month

However, there are other ways you may be eligible, so please speak to your Health Advisor or Group Co-ordinator whose details are on this leaflet.

IF YOU'RE NOT A BRITISH CITIZEN BUT YOUR CHILD IS, YOU MIGHT BE ELIGIBLE DEPENDING ON YOUR IMMIGRATION STATUS. FOR MORE INFO VISIT: HEALTHYSTART.NHS.UK/HOW-TO-APPLY

HOW MUCH DO I GET?

It depends on the age of your child.

Every month, you'll receive:

- £4.25 each week of your pregnancy, from 10 weeks onwards
- £8.50 each week for children from birth to 1 year-old
- £4.25 each week for children between 1 and 4 years old

Any unspent credit can be carried over to the next month and you can check your balance at a cash machine by using your pin.

WHAT CAN I BUY WITH MY CARD?

You can buy certain types of milk, infant formula, fruit, and vegetables.

Fruit and Veg

- Fresh, frozen, or tinned
- Whole or chopped
- Packaged or loose
- Fruit in fruit juice or water
- Vegetables in water
- Fresh, dried, or tinned pulses

Plain Cow's Milk

- Plain cow's milk which is pasteurised, sterilised, long-life, or ultra-heat treated (UHT)

Infant Formula

- Labelled as suitable from birth
- Made from cow's milk



Contact Stickers

