



OXFORDSHIRE
COUNTY COUNCIL

Healthy Start

What you need to know about
the scheme that gives you
money towards healthy food
and milk.



healthystart.nhs.uk

NHS

WHAT IS HEALTHY START?

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 and infant formula.

It also provides access to free vitamins.

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

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



If you get **Universal Credit**, you can also get Healthy Start if you meet the minimum criteria of:

- You're more than 10 weeks pregnant or have at least one child under the age of 4.

Plus:

- Your family's monthly take home pay, or earned income, is less than £408 from employment.

THIS IS THE
MINIMUM
CRITERIA

AM I ELIGIBLE?

If you get **Child Tax Credit**, you might also be eligible for Healthy Start if you meet the minimum criteria and:

- Your family's annual income is £16,190 or less.
- You do not receive working tax credit.

Further eligibility applies if you meet the minimum criteria and if you:

- Get Income Support.
- Get Income-based Jobseekers Allowance.
- Get Pension Credit (which includes the child addition).
- Get Income-related Employment and Support Allowance (ESA).
- Are under 18 years old and not receiving any benefits.



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](https://www.healthystart.nhs.uk/how-to-apply)

HOW MUCH DO I GET?

It varies depending 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 monthly credit can be carried over but must be spent within 16-weeks.

This adds up to over £1,200 towards healthy food and milk in your child's first 4 years.

Healthy Start



HOW IS THE MONEY PAID TO ME?



**YOU CAN
ACTIVATE
YOUR CARD
FREE OF CHARGE
AT ANY
OXFORDSHIRE
LIBRARY.**

If you're eligible, you'll receive a contactless Healthy Start card through the post.

Every 4 weeks, money is automatically added to your card, which works the same way as any debit card - by inputting your PIN or by contactless payment.

The card can be used to pay for milk, infant formula, fruit, and vegetables.

You can use your card in most shops, provided they take Mastercard.

This includes:

- Supermarkets
- Convenience stores
- Grocery stores
- Pharmacies
- Newsagents
- Butcher shops
- Petrol stations

WHAT CAN I BUY WITH MY CARD?

You can use your card to buy certain types of milk, 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



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

Online

Universal Credit recipients can apply online. Most people who receive Child Tax Credit can apply online if you're more than 10 weeks pregnant and/or have children under the age of 4.

If you're more than 10 weeks pregnant and have other children who are all older than 4, you need to apply by phone or email.

HOW DO I APPLY?

By phone or email

You apply by email or phone, if you are more than 10 weeks pregnant, or have at least one child under 4 years, and you receive:

- **Income Support**
- **Income-based Jobseekers Allowance**
- **Pension Credit (which includes the child addition)**

If you are more than 10 weeks pregnant, under the age of 18, and not receiving benefits, you can apply by phone or email. Likewise, if you're getting income related Employment and Support Allowance (ESA).

E: healthy.start@nhsbsa.nhs.uk
T: 0300 330 7010



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Healthy Start

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