

A simple guide to Healthy Start



Information in this leaflet is valid from April 2014
www.healthystart.nhs.uk

HEALTHY START

Vitamins for new mums
and mums to be

Vitamin drops
for the kids



Frozen
fruit
and veg

Milk

Fruit

Veg

Get the best from Healthy Start!

Welcome to Healthy Start!

We're here to help you give your children a great start in life. While you're on the Healthy Start scheme, we'll send you vouchers to spend on milk, plain fresh or frozen fruit and vegetables (fruit and vegetables with no added ingredients), and infant formula milk every four weeks. And every eight weeks we'll send you a vitamin voucher, so you can also get FREE vitamins in your local area.

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Along with your vouchers we may occasionally send you information on healthy eating and other topics which are relevant to you. You can find more tips and ideas at www.healthystart.nhs.uk.

In this booklet you'll find everything you need to know about how to use Healthy Start, useful contacts and answers to questions you might have. So keep it somewhere safe – you'll probably need to look at it again!

So what do you get?

- If you're pregnant, you'll get one voucher a week worth £3.10
- For each baby under the age of one, you get two vouchers a week worth a total of £6.20
- For each child aged over one and under four, you get one voucher a week worth £3.10
- We'll also send you vouchers for free vitamin tablets for pregnant women and new mums, and vitamin drops for children



Healthy Start online

Visit our website:

www.healthystart.nhs.uk

Using your vouchers

Lots of retailers all over the UK accept Healthy Start vouchers, including supermarkets, corner shops, milkmen, chemists, market stalls and greengrocers. To find out where to use them in your area visit www.healthystart.nhs.uk, or if you have no internet access you can call **0345 607 6823**.



What you can spend your vouchers on

Milk

- ✓ Plain cow's milk – whole, semi-skimmed or skimmed. It can be pasteurised, sterilised, long-life or UHT.

You can't spend your vouchers on flavoured milk, coloured milk, evaporated milk, condensed milk, goat's milk, soya milk or powdered milk – except infant formula milk.

Plain fresh or frozen fruit and veg

- ✓ Any kind of plain fresh or frozen fruit or vegetables, whole or chopped, packaged or loose.

You can't spend your vouchers on any fresh and frozen fruit and veg which has added salt, fat, sugar or any other ingredient. You also can't spend them on pre-cooked, dried or tinned fruit and vegetables, fruit juice or smoothies.

Infant formula milk

- ✓ Infant formula milk that says on the packet it can be used from birth.

You can't spend your vouchers on infant formulas that aren't based on cow's milk, such as soya or goat's milk formula. You also can't use your vouchers for follow-on formulas that are made for babies aged six months or older.

Want to speed through the checkout? Hand your Healthy Start vouchers to the assistant when you get to the checkout and separate out the Healthy Start foods. This will help them see easily what you are buying with your vouchers.

What you can buy – check the label!

If it's not clear from the front of the pack check the ingredients list – remember, you can't buy milk, fruit and veg with any added ingredients at all, like oil, sugar, salt and flavourings

Here are some examples of what's in and what's out:

Fruit and vegetables

Frozen mixed veg

Peas, carrots, cauliflower, broccoli

✓ Contains only frozen vegetables

Fresh mixed stir-fry vegetables

Beansprouts, mixed pepper, mixed cabbage, carrot, white onion

✓ Contains only fresh vegetables

Oven chips

Potato, sunflower oil

✗ Contains sunflower oil

Greek-style salad

Green olives, black olives, feta, tomatoes, roasted red peppers, oil

✗ Contains oil and cheese

Milk

Fresh whole milk

Pasteurised milk

✓ Fresh whole skimmed or semi-skimmed milk

Chocolate milk

Semi-skimmed milk, sugar, skimmed milk powder, milk chocolate flake, cocoa powder, stabilisers

✗ Contains sugar, chocolate and other ingredients

UHT milk

Skimmed milk

✓ Contains only cow's milk

Confused about what formula milk is included in Healthy Start?

You can only use your vouchers for formula which babies can have from birth – this type of milk will always have 'suitable from birth' printed on the container. Babies can have this milk until they are 12 months old – after this they can have cow's milk as a drink.

How to get Healthy Start vitamins

You can also get FREE vitamins with Healthy Start! Healthy Start children's vitamin drops and women's vitamin tablets are specially formulated for growing kids under four years old, new mums and mums-to-be.

You will get a vitamin voucher with every second set of Healthy Start vouchers we send you, which can be exchanged for your free vitamins locally. Just ask your midwife or health visitor where you can pick them up. This could be in your local health centre, Children's Centre or family centre.



Frequently asked questions



Do prepared salads count as fresh vegetables?

If they've only got veg and fruit in them – yes. But if they've got a dressing on, or include pasta, cheese, meat or fish – no.

What does plain frozen fruit and veg mean?

We mean frozen fruit and veg that do not have anything else at all added, including salt, fat or sugar. So, for example, you **can** use your vouchers to buy frozen peas, carrots, mixed vegetables or summer fruits. You **can't** use them to buy oven chips, seasoned stir-fry veg, cheesy vegetables or battered onion rings. Check the label – it will always show if there are added ingredients.

Can I buy follow on formula with my vouchers?

No. You can use your vouchers to buy infant formula labelled 'suitable from birth'. Infant formula is fine for babies to have up to 12 months of age. After that they can have cows milk, which you can buy with your vouchers, as a drink.

Can I use my vouchers to buy smoothies or milkshakes?

No. But if you've got a blender you can buy fruit and milk and make your own shakes! Try experimenting with your favourite fruits.

What about organic or Kosher milk?

As long as it's heat treated cow's milk it's allowed, so if you want to spend your vouchers on these milks, that's absolutely fine.

What if my child or I can't drink cow's milk?

You should talk to your health visitor or GP if you think your baby or child might have a problem with heat treated cow's milk. You **can't** buy soya or goat's milk products with your vouchers, but if you don't want cow's milk you **can** spend them on fruit and vegetables instead so you won't lose out.

I'm breastfeeding. My baby isn't having solid foods yet, can I still use my vouchers?

Yes, use them to buy fruit, vegetables and milk for yourself. And when you introduce solid foods, you can start to use these foods to make some tasty meals for your baby.

I'm having problems with a local shop, what should I do?

If a retailer wants to charge you extra to use your vouchers, won't let you have one of the foods that are allowed even though they sell it, or tries to give you or anyone else something in exchange for vouchers which is not a Healthy Start food, we want to know. Tell us online at www.healthystart.nhs.uk or call us in confidence on **0345 607 6823**.

Why should I have vitamin supplements? Do I really need them?

You can get many vitamins from a healthy balanced diet but if you're pregnant, breastfeeding or very young, you need a boost to make sure you're getting everything you need. Ask your midwife or health visitor for more information, and where you can collect them.

How long can I keep using the vitamins once I have opened the bottle?

Each bottle of vitamins or drops contains enough to last for eight weeks. They're safe to use right up until the use-by date on the bottle, even if they're opened. You don't need to keep them in the fridge – just somewhere cool, dry and out of children's reach.

My vouchers have been stolen – what should I do?

If you think your vouchers have been stolen, please tell the police right away and make sure you get a crime reference number. If the vouchers are still valid (before the use-by date) call us on **0345 607 6823**.

I'm moving house – what shall I do?

We have to send your vouchers to the address that you have given to HMRC tax credits, Jobcentre Plus or your local benefits office. So tell them right away if you're moving house, and please tell us too if you've moved recently and haven't had vouchers at your new address. Call our helpline on **0345 607 6823**.

What if my family situation changes in another way?

Call the Tax Credit Helpline on **0345 300 3900** or your local Jobcentre Plus or benefits office if there has been any change that could affect your Child Tax Credit or benefits. This is really important because if we don't hear from them about the change, we might not send you the right number of vouchers.

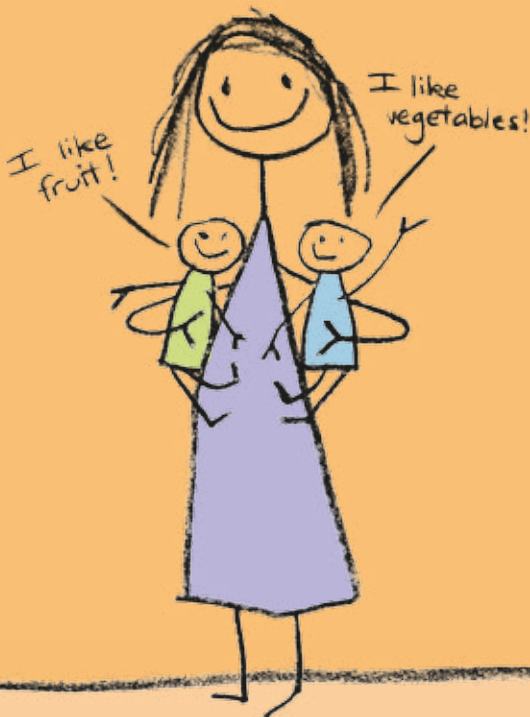
If you've been getting vouchers for pregnancy and want to talk to us in confidence about a change to your personal circumstances, please contact our helpline on **0345 607 6823**.

I'm already getting vouchers for my child – what if I become pregnant again?

You'll need to send us a new Healthy Start application form once you're 10 weeks pregnant – then we can start sending you extra vouchers for pregnancy.

I'm pregnant with twins, do I get more vouchers?

When your babies are born you'll qualify for two vouchers a week for each baby for the first year – that's £12.40 a week to spend on milk, fruit and vegetables.



Do I need to call you when the baby is born?

Yes. Once the baby is born, you'll qualify for two vouchers a week (worth a total of £6.20) for the first year. Call our helpline as soon as you can to let us know your baby's name and birthday, and we will start sending the extra vouchers to you. You should also claim Child Tax Credit for your new baby as quickly as you can, so contact the Tax Credit Helpline on **0345 300 3900**.

I am under 18 and pregnant – how do I keep getting vouchers once my baby is born?

To qualify for vouchers after your baby is born, you must be getting one of the qualifying benefits or tax credits listed on page 11. So, if you weren't getting any of these when you first applied but are now, call us on **0345 607 6823**. And as soon as your baby is born, make sure you apply for Child Tax Credit straight away – don't put it off or your vouchers will stop.

What if my baby's born early?

You can get two vouchers a week until one year after the baby was due. So if your baby was born two months early, that means you'll get two vouchers a week for the next 14 months.

Where can I get another application form?

Download one from www.healthystart.nhs.uk, or ring **0345 607 6823**.



Who qualifies for Healthy Start?

You qualify for Healthy Start if you're at least 10 weeks pregnant or have a child under four years old AND you or your family get...

Income Support, **or**

Income-based Jobseeker's Allowance, **or**

Income-related Employment and Support Allowance, **or**

Child Tax Credit (but not Working Tax Credit unless your family is receiving Working Tax Credit run-on only*) **AND** an annual family income of £16,190 or less in 2015/16

You also qualify if you are under 18 and pregnant, even if you don't get any of the above benefits or tax credits.

We know that the benefits system is changing and that Universal Credit is being expanded to families. Whatever your circumstances, if you are claiming Universal Credit and are pregnant, or have a child under four years old, make sure you call the Healthy Start helpline on **0345 607 6823** or email on **helpdesk@tiu.org.uk** for information about any discretionary support that may be available.

* Working Tax Credit run-on is the Working Tax Credit you receive in the 4 weeks immediately after you have stopped working for 16 hours or more per week (single adults) or 24 hours per week (couples).

Keep us up to date

If your circumstances change, please tell us straight away – we need to make sure you're getting the right amount of vouchers.

You'll get extra vouchers for your baby's first year once you tell us that they've been born, and you have called **0345 300 3900** to claim Child Tax Credit.

From time to time we may send information on healthy eating and other relevant issues that families have told us they find helpful with your vouchers. If you'd rather not receive information like this, please tell our helpline.

PLEASE READ THIS IMPORTANT INFORMATION

Healthy Start vouchers are for the people who need them most. It's breaking the law to give us details that you know aren't true when applying for Healthy Start, or not to tell us if your circumstances change.

You could be prosecuted.

If you're not sure whether you are getting everything you're entitled to from Healthy Start or if you have a complaint about any aspect of the service you have received from us, please **write to us at:**

Healthy Start Issuing Unit
PO Box 1067, Warrington WA55 1EG
or email: helpdesk@tiu.org.uk

Reporting a problem

If you're having problems using Healthy Start vouchers in a shop or you know of someone who is using Healthy Start vouchers when they are not entitled to, we'd like to know. You can tell us online at www.healthystart.nhs.uk or call the Healthy Start helpline in confidence on **0345 607 6823**.

Legal notice

This leaflet gives general guidance and should not be treated as a complete and authoritative statement of law.

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If you wish to order a copy of this leaflet, ring the Healthy Start helpline on **0345 607 6823** (9am–5pm Monday to Friday).

This leaflet is also available in alternative formats.

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Useful contacts

Health information/advice

Healthy Start Helpline

0345 607 6823

www.healthystart.nhs.uk

NHS 111 (England)

111

www.nhs.uk

NHS Direct (Wales)

0845 4647

www.nhsdirect.wales.nhs.uk

NHS 24 (Scotland)

08454 24 24 24

www.nhs24.com

Breastfeeding (Wales)

www.wales.gov.uk/breastfeeding

National Breastfeeding Helpline

0300 100 0212

www.nationalbreastfeedinghelpline.org.uk

NHS Free Smoking Helpline

0800 022 4332

www.nhs.uk/smokefree

Smokers Helpline (Northern Ireland)

0808 812 8008

www.want2stop.info

Smokeline (Scotland)

0800 84 84 84

www.canstopsmoking.com

Stop Smoking Wales

0800 085 2219

www.stopsmokingwales.com

Drinkline

0300 123 1110

Drinkline (Scotland)

0800 7 314 314

www.drinksmater.org

DAN 24/7 (Wales)

0808 808 2234 or text DAN to 81066

www.dan247.org.uk

Frank England

0300 123 6600

www.talktofrank.com

Know the Score

(Drugs Helpline Scotland)

0800 587 5879

www.knowthescore.info

Change4Life (Wales)

www.wales.gov.uk/change4life

Start4Life (England)

www.nhs.uk/start4life

Rights and benefits

Tax Credit Helpline

0345 300 3900

www.gov.uk/browse/benefits/tax-credits

Child Benefit Office

0300 200 3100

www.gov.uk/child-benefit

Jobcentre Plus

0345 604 3719

www.gov.uk/contact-jobcentre-plus

Help with your child

Sure Start Children's Centres (England)

www.gov.uk/find-sure-start-childrens-centre



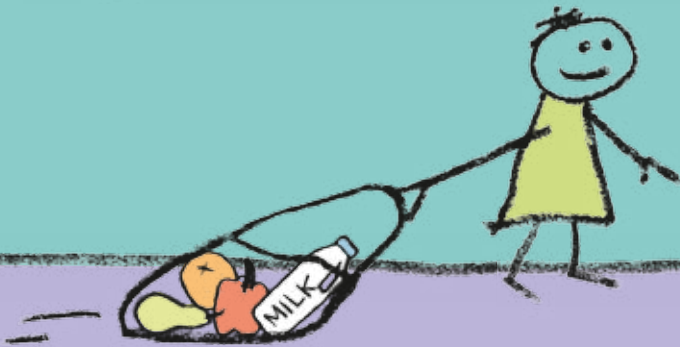
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Get the best from your vouchers

- When you use your vouchers you won't get any change – **so make sure you spend the whole £3.10 voucher each time.**
- You can use more than one voucher at a time, or use them with cash.
- **Use them by the use-by date** – if you forget, we won't be able to send you any more to replace them.
- **Healthy Start vouchers are just for you – don't give them away or sell them – it's against the law.**
- If you're having problems with a retailer not following the rules of the Healthy Start scheme tell us **online at www.healthystart.nhs.uk or call us on 0345 607 6823** – we'll follow it up in confidence.



HEALTHY
START

www.healthystart.nhs.uk
0345 607 6823 (local call rate from BT landlines)