Healthy Start: East of England

Foreword

The Department of Health recognises how important it is to give every child the best start in life. Good nutrition in the early years is promoted alongside good maternal health and a healthy lifestyle for the whole family. Pregnancy and birth provide opportunities to influence and support the health of families on lower incomes. Healthy Start is one of many programmes promoted by the Department of Health to help parents provide their child the best start in life.

In the east of England some families are not taking full advantage of the Healthy Start scheme. Some families are not receiving the helping hand, to which they are entitled.

This document sets out in a simple guide, the best ways and times for the Healthy Start scheme to be promoted with pregnant women and families. Specifically, this document aims to:

- Help Health Care Professionals to understand the Healthy Start scheme
- Make clear the contribution healthcare staff can make
- Use the Healthy Start scheme to promote health and wellbeing as part of an integrated approach to early years
- Increase uptake of Healthy Start vitamins, and therefore improve health outcomes for our most deprived families
- Share best practice from across the east of England

This in turn will help us to raise the health of our region, and reduce health inequalities.

Anne McConville
Acting Regional Director of Public Health
East of England
Contents

Introduction

1. What is Healthy Start

2. How does Healthy Start Scheme work?
   2.1 Eligibility criteria
   2.2 Application process
   2.3 What do families receive
   2.4 Where can they use their vouchers

3. Benefits about the Healthy Start Scheme
   3.1 What are in the vitamins
   3.2 Why are these vitamins important
   3.3 What is the dose of these vitamins

4. Delivery of Healthy Start
   4.1 Primary Care Trusts
   4.2 Role of Healthcare Professionals
   4.3 GP surgeries
   4.4 Sure Start children centres
   4.5 Health clinics
   4.6 Pharmacies

5. Progress so far

Annex A  Healthy Start Vouchers – List of Eligible Items
Annex B  Cost of universal provision of Healthy Start vitamins
Annex C  Flowchart of order and claim process for Healthy Start vitamins
Annex D  Healthy Start timeline
Introduction

This practical guide has been written for commissioners, professionals in primary care, midwives, health visitors, pharmacists and health care professionals. This guide is to help you understand about the Healthy Start scheme so you can embed it into the care of pregnant women and families with children under the age of four years old.

This guide tells you all you need to know about the Healthy Start scheme; how it works, what’s on offer, to who it benefits and why, and how to deliver the scheme in your local area.

1. What is Healthy Start?

The Healthy Start scheme was launched across the UK by the Department of Health in 2006, and replaced the previous Welfare Food Scheme. Healthy Start is a statutory scheme, which aims to provide a nutritional safety net to disadvantaged families. It supports families to have a healthy diet by providing vouchers for fruit and vegetables, liquid milk, infant formula and free vitamin supplements, as well as promoting healthy choices such as breastfeeding and appropriate weaning.

Pregnant women and families receive a set of retail vouchers via post every four weeks. Retail vouchers can be put towards the cost of any combination of:

- Cow’s milk
- Fresh fruit
- Fresh vegetables
- Infant formula

A detailed list of eligible items can be found in Annex A

Free women’s vitamin tablets are available for pregnant women and women with babies up to one year old. Free children’s vitamin drops are available for children from 6 months old until their 4th birthday. Healthy Start only supports children up to the age of 4.

Beneficiaries need to take their voucher to one of the vitamin distribution points within their local area. Distribution points are determined locally and can include health centres, children’s centres, GP surgeries and community venues.
2. How does the Healthy Start Scheme Work?

2.1 Eligibility criteria

Healthy Start is available to pregnant women and families (including single parents families headed by fathers) with children under the age of four years old who are in receipt of:

- Income Support, or
- Income-based Jobseeker’s Allowance, or
- Child Tax Credit (but not Working Tax credit unless their family is receiving Working Tax Credit run-on only) with an income of £16,190 a year or less (2009/10),

All pregnant women under the age of 18 also qualify, whether or not they meet the above criteria.

2.2 Application Process for Healthy Start

The flowchart below illustrates the process by which beneficiaries may find out about the Healthy Start scheme and fulfil their application:
2.3 What do families receive?

Once they become accepted into the scheme, a letter is sent to them every four weeks, containing the relevant number of retail vouchers, a vitamin voucher and a healthy lifestyle advice. The diagram below highlights what can be expected at each stage of development:

<table>
<thead>
<tr>
<th>Pregnancy (From 10 wks gestation)</th>
<th>Birth</th>
<th>6 months</th>
<th>Age 1</th>
<th>Age 2</th>
<th>Age 3</th>
<th>4th Birthday (Entitlement ends)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x £3.10 weekly voucher available</td>
<td>2 x £3.10 weekly vouchers available</td>
<td>1 x £3.10 weekly voucher available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women’s vitamins available</td>
<td></td>
<td>Children’s vitamins available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pregnant women under 18 – vouchers and women’s vitamins available – no eligibility criteria</td>
<td></td>
<td>For those families with existing children, then they would have their entitlement to existing vouchers/vitamins, plus any new entitlements for a new pregnancy/baby.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.4 Where can they use their vouchers?

Shops where retail vouchers are accepted can include:

- Greengrocers
- Milkmen
- Market stalls
- Corner shops
- Pharmacies
- Food Co-operatives
- Supermarkets
- Box schemes

The Healthy Start website ([www.healthystart.nhs.uk](http://www.healthystart.nhs.uk)) provides full details of all approved retailers. Beneficiaries simply need to enter their postcode and a full list of all retailers who accept Healthy Start vouchers in their area will be shown, in order of distance.
3 Benefits about Healthy Start scheme

Significant, live-long health inequalities have their roots in pregnancy and early years. Families living on very low incomes have higher rates of infant mortality, low birth weight, poor maternal diet, artificial formula feeding rates, smoking in pregnancy and postnatal depression than the rest of the population. Evidence presented in The Marmot Review 2010 shows that the gap between those who have the best and worst health is continuing to rise, and this makes it increasingly important for health care professionals to ensure that those entitled to help receive it.

Healthy Start complements other public health programmes. By signing up eligible women to the Healthy Start scheme, beneficiaries receive the most up to date information on health benefits of breastfeeding, healthy diet for infants and young children, and increased fruit and vegetables consumption.

In addition, Healthy Start beneficiaries are also entitled to free vitamins during pregnancy, up to one year after the child is born, and children vitamins for up to 4 years old.

3.1 What are in the vitamins?

Healthy Start vitamins contain vitamins A, C and D, with folic acid also being added to the women’s tablets. These are essential for good health for both mother and baby. Healthy Start vitamins contain the amounts of vitamins A, C and D and folic acid as recommended by the Scientific Advisory Committee on Nutrition (SACN).

3.2 Why are these vitamins important?

Some women begin pregnancy vitamin deficient. This may be due to poor diets and not being aware of the ways that women can prepare their bodies for pregnancy. Pregnancy can leave the mother further deficient, and in extreme cases can mean that their baby doesn’t receive all of the nutrients it needs for healthy growth.

Vitamin D

The National Institute for Health and Clinical Excellence (NICE) recommended that health professionals should offer every woman information and advice on the benefits of taking a Vitamin D supplement during pregnancy and while breastfeeding. Taking Vitamin D supplement will increase both the mother’s and her baby’s Vitamin D stores and reduces the baby’s risk of developing rickets. Rickets is caused by a lack of Vitamin D and calcium, and affects bone development in children. Bones become softened and weakened, which can lead to deformities such as bowed legs and curvature of the spine, which can be seen below:

![Rickets Image]
Children from Asian, African Caribbean and Middle Eastern origin are at higher risk because their skin is darker (it has more melamine) which absorbs less vitamin D from sunlight.

**Folic Acid**

According to the SACN, folic acid supplementation is recommended for women in pregnancy to prevent Neural tube defects like spinal bifida. Healthy Start vitamins for pregnant women include this supplement.

**Vitamin A**

Vitamin A supports normal growth and development and is part of the immune system. It is also important for vision and an overt deficiency will cause night blindness. In the UK, 1 in 2 children under 5 do not have enough vitamin A in their diet.

**Vitamin C**

Families in lower income groups tend to have less vitamin C in their diet. The role vitamin C plays in iron absorption is particularly important in children under 4 years old. Poor iron status is common in UK toddlers and about 12% of them have iron deficiency anemia.

3.3 What is the dose of the vitamins?

**For children:**

The Department of Health recommendations all children from 6 months to 5 years should have the following doses of vitamins, unless they are having 500ml or more of formula a day. (Healthy Start only supports children up to the age of 4.)

- A = 233mcg
- C = 20mg
- D = 7.5mcg

Healthy Start issues vitamin coupons to all children on the scheme from birth so that if there is any doubt about the mothers vitamin D status in pregnancy. The drops are available for the child if they are having 500ml or less of formula a day.

**For women:**

Department of Health recommends all pregnant and breastfeeding women should take a vitamin supplement which contains the following:

- C = 70mg
- D = 10mcg
- Folic Acid = 400mcg

All women on Healthy Start who have a baby under one can get free vitamins through the scheme (not just those who are breastfeeding).
4 Delivery of Healthy Start

4.1 Primary Care Trusts

Under the Healthy Start Scheme and Welfare Food Regulations 2006, Primary Care Trusts (PCTs) are responsible for operating the Healthy Start scheme, including the vitamin supplements within the scheme. PCTs are required to inform Healthy Start scheme beneficiaries of where to obtain the Healthy Start vitamins. They should order their own stocks of the supplements and then claim back the cost of those issued free to Healthy Start beneficiaries. A flow chart illustrating the claim process can be found in Annex C. Healthy Start vitamins are classed under the General Sales List medicines and do not need a prescription. PCTs are therefore able to set up distribution points in various settings.

4.2 The Role of Health Care Professionals (HCPs)

Midwives, health visitors, pediatric nurses or other health professionals working with low income, vulnerable or excluded families should:

- Promote the scheme widely
- Encourage anyone who may be eligible to apply
- Provide or signpost beneficiaries to where they can get an application form
- Support beneficiaries in making applications
- Provide or signpost beneficiaries to where HS vitamins are available

An online CPD training module is available through the Healthy Start website, under the ‘Health Professionals’ section: [https://elearning.healthystart.nhs.uk/](https://elearning.healthystart.nhs.uk/).

4.3 GP surgeries

Healthy Start literature should be made available within GP practices. GPs are well placed to signpost pregnant women to their midwife or women with children under four years old to their health visitor for more information on the scheme.

4.4 Sure Start Children Centres

Application forms and literature on Healthy Start can be made available from early year’s practitioners or local Sure Start Children’s Centres. Children’s Centres can regularly promote the Healthy Start Scheme or become an outlet to distribute Healthy Start vitamins.

4.5 Health Clinics

Health Clinics should promote the Healthy Start scheme and be an outlet for vitamins distribution and application forms.

4.6 Pharmacies

Healthy Start information and applications, posters and window stickers can be displayed in pharmacies. Vouchers can be redeemed at pharmacies. Pharmacies can also sell Healthy Start vitamins to non beneficiaries.

A chart illustrating the time line for professionals to sign up potential beneficiaries to Healthy Start is found in Annex D.
5 Progress so far

Nationally, Healthy Start currently supports 475,837 women and children in 371,719 families in the UK. In the East of England, Healthy Start currently supports 39,869 women and children in 31,105 families. This number is only about 75% of all the beneficiaries in the East of England who are eligible for the Healthy Start scheme.

Around 90% of the vouchers are redeemed. Of this, about 68% are spent in supermarkets. However, there is still room for improvement for vitamins uptake. Currently only 2% of children vitamins and 3.7% of women vitamins are claimed by PCTs in the East of England.

Given the benefits of vitamins for both women and children, PCTs might want to consider the universal provision of vitamins. A breakdown of costs can be found in Annex B.
Annex A

Healthy Start Vouchers – List of Eligible Items

Below is a detailed list of what the Healthy Start vouchers can be redeemed against:

**Milk**
This must be plain cow's milk and can be whole, semi-skimmed or skimmed. It must also be pasteurized, sterilised, long-life or ultra-heat treated.

One cannot use Healthy Start vouchers to purchase flavored milk, coloured milk, evaporated milk, condensed milk, goat's milk, soya milk, powdered milk (unless it's infant formula) or milk with anything added to it, such as vitamins.

**Fresh fruit and vegetables**
This means any kind of fresh fruit or vegetable, whole or chopped, packaged or loose.

It doesn't include pre-cooked, frozen, dried or canned fruit and vegetables, or fruit and vegetables to which anything, such as fat, salt, sugar or flavorings, has been added. It also doesn't include fruit juice or smoothies.

**Infant formula milk**
This must be infant formula milk that is based on cow's milk and says on the packaging that it can be used from birth.

One cannot use the vouchers for infant formulae that are not based on cow's milk - such as goat's milk formula or soya formula - or special formulas that are not available in shops. Special formulae can be prescribed by the NHS. Healthy Start vouchers cannot be used for follow-on formulae that are made for babies aged six months or older.
Annex B

Cost of universal provision of Healthy Start vitamins

The cost to the NHS of providing healthy start to everyone or increasing uptake is not likely to be significant. In England, a 52 week supplementation costs £5.30 per woman, totalling around £500,000 annually, based on 95,000 eligible women.

The recommendation for a healthy breastfeeding mother is to have Healthy Start for 30 weeks of pregnancy and then for a year after the birth of their child. The cost of a woman’s tablets is based on 82p per bottle of Healthy Start vitamins that lasts 8 weeks. The cost per week of these tablets is 10.3 pence. When looking at the cost for supplying to each pregnant woman and child who is not a beneficiary of the scheme, it would cost:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child</td>
<td>From 6 months – 4th birthday</td>
<td>£37.03</td>
</tr>
<tr>
<td>Woman</td>
<td>From 10 weeks of pregnancy to 52 weeks after birth</td>
<td>£8.45</td>
</tr>
<tr>
<td>Woman</td>
<td>From 10 weeks of pregnancy to 40 weeks, only</td>
<td>£3.08</td>
</tr>
</tbody>
</table>

All pregnant women - denominator births in 2009/10

<table>
<thead>
<tr>
<th>PCT</th>
<th>2009/10</th>
<th>10 weeks gestation to birth</th>
<th>10 weeks gestation to 1 year after birth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedfordshire PCT</td>
<td>5,248</td>
<td>£16,163.84</td>
<td>£44,345.60</td>
</tr>
<tr>
<td>Cambridgeshire PCT</td>
<td>6,940</td>
<td>£21,375.20</td>
<td>£58,643.00</td>
</tr>
<tr>
<td>East And North Hertfordshire PCT</td>
<td>7,187</td>
<td>£22,135.96</td>
<td>£60,703.15</td>
</tr>
<tr>
<td>Great Yarmouth And Waveney PCT</td>
<td>2,179</td>
<td>£6,711.32</td>
<td>£18,412.55</td>
</tr>
<tr>
<td>Luton PCT</td>
<td>3,409</td>
<td>£10,499.72</td>
<td>£28,806.05</td>
</tr>
<tr>
<td>Mid Essex PCT</td>
<td>4,051</td>
<td>£12,477.08</td>
<td>£34,230.95</td>
</tr>
<tr>
<td>Norfolk PCT</td>
<td>7,657</td>
<td>£23,583.56</td>
<td>£64,701.65</td>
</tr>
<tr>
<td>North East Essex PCT</td>
<td>3,658</td>
<td>£11,266.64</td>
<td>£30,910.10</td>
</tr>
<tr>
<td>Peterborough PCT</td>
<td>2,751</td>
<td>£8,473.08</td>
<td>£23,245.95</td>
</tr>
<tr>
<td>South East Essex PCT</td>
<td>3,957</td>
<td>£12,187.56</td>
<td>£33,436.65</td>
</tr>
<tr>
<td>South West Essex PCT</td>
<td>5,407</td>
<td>£16,653.56</td>
<td>£45,689.15</td>
</tr>
<tr>
<td>Suffolk PCT</td>
<td>6,228</td>
<td>£19,182.24</td>
<td>£52,626.60</td>
</tr>
<tr>
<td>West Essex PCT</td>
<td>3,287</td>
<td>£10,123.96</td>
<td>£27,775.15</td>
</tr>
<tr>
<td>West Hertfordshire PCT</td>
<td>7,638</td>
<td>£23,525.04</td>
<td>£64,541.10</td>
</tr>
<tr>
<td>East of England Region</td>
<td>69,597</td>
<td>£214,358.76</td>
<td>£588,094.65</td>
</tr>
</tbody>
</table>

Some of these costs could be claimed back as any mothers to be eligible for Healthy Start Scheme would have their vitamins paid for by the Healthy Start scheme.
Annex C

This diagram shows how PCTs can order and claim for the vitamins

**HEALTHY START**

**Order Healthy Start women's tablets and children's drops from NHS Supply Chain, online (www.supplychain.nhs.uk) or by phone (call 01773 724000).**

**Arrange with NHS Supply Chain a drop-off point for the vitamins. The number of drop-off points will depend on the geography of your PCT.**

**Your order will usually arrive within 48 hours. Vitamins should then be distributed to the health clinics/children's centres etc. where they will be issued.**

**Order codes: Children's – ADB 072 Women's – ADB 673**

**Staff should make sure that new stock is placed behind existing stock to avoid vitamins going out of date.**

**All staff should remind beneficiaries that they are entitled to free vitamins.**

**If a beneficiary does not have their vitamin coupon, staff should use their discretion whether or not to issue the vitamins.**

**We encourage PCTs to sell the vitamins to non-beneficiaries at a cost of 77p for women's tablets and £1.77 for children's drops.**

**The HSVR and Invoice can be scanned and emailed to vitaminsreturns@dh.gsi.gov.uk**

**DH will reimburse the PCT and then send quarterly reports to regional leads showing vitamin uptake in each PCT.**

**Every quarter a designated Healthy Start administrator within the PCT will collate all Vitamin Distribution Sheets and complete the HSVR form (attached) to show the number of vitamins issued to Healthy Start beneficiaries.**

**The HSVR form will then be sent to the finance contact who will produce an invoice for the total amount and send it to DH.**

**Staff do not need to keep the coupon, although it may help them keep track of the number of vitamins distributed.**

**Benefits: provide the top half of the voucher letter with the green coupon (which specifies women's tablets or children's drops) and can then be issued with vitamins. (Staff distributing vitamins do NOT need to be a health professional.)**

**Staff record the vitamins issued on the attached Vitamin Distribution Sheet.**
### Annex D: Healthy Start Timeline

<table>
<thead>
<tr>
<th>Week</th>
<th>Milestone</th>
<th>Who</th>
<th>Suggested action for HCP</th>
<th>Key Resources</th>
</tr>
</thead>
</table>
| Pre-conception | Trying for a baby | GP Practices Health Clinics Sure Start Children’s Centres Pharmacies | ▪ Healthy Start promoted in all healthcare settings and Sure Start Children’s Centres along with pre-conception supplements and health living information.  
▪ The importance of being healthy (healthy weight) before planning a pregnancy promoted across health agencies. | Healthy Start posters and Application forms  
Breastfeeding Welcome Stickers  
Folic acid and Vitamin supplements and You leaflets  
Pre-conception care literature should mention Healthy Start scheme. |
| 4 - 8 | Positive Pregnancy Test | GP/ Practice Nurse Pharmacies | ▪ GPs/Midwives explain the importance of vitamin supplements and a healthy diet and pass on information about HS and application forms.  
▪ Ensure pharmacies are promoting vitamin supplements and HS Scheme. | Local early booking leaflets  
HS Posters  
**HS Application forms** available in Braille and Large print  
**HS Leaflets** available in English, Welsh, Bengali, Somali, Urdu  
Folic acid leaflet  
DH Vitamin D leaflet |
| 12   | Booking Appointment              | Midwife                      | ▪ Midwives should advise all women about HS and vitamin supplements and encourage those who are eligible to apply.  
▪ Promote why vitamins are their importance for a pregnant mother up to one year after pregnancy – information should be given to every mother.  
▪ Record provision of vitamins in the clinical record section of the antenatal record (free or free with voucher)  
▪ Provide information on where HS supplements can be obtained and also where they can be purchased for those not eligible for Healthy Start | [www.healthystart.nhs.uk](http://www.healthystart.nhs.uk)  
DH Leaflet – Health Start Vitamin Supplements  
A mini guide for health professionals  
Healthy Start for first time pregnant women over 18  
Healthy Start for pregnant women under 18  
5 A DAY leaflet and ‘Z’ card  
Folic acid leaflet  
Information on vitamins distribution points |
| 16   | Antenatal Appointment           | Midwife                      | ▪ Check eligible mothers are signed up to HS and claiming their vitamins  
▪ If not already signed up: Advise about HS and give application forms to complete  
▪ Promote why vitamins are important for a pregnant mother up to one year after pregnancy  
▪ Record provision of vitamins in the clinical record section of the antenatal record  
▪ Provide information on where HS supplements can be obtained and also where they can be purchased for those not eligible for HS  
▪ If signed up: re-enforce importance of vitamins, Check supplementation compliance and record in antenatal record | Information on vitamins distribution points  
Information on where they can use their vouchers  
Sign post to Healthy Eating classes in Children’s Centres |
<table>
<thead>
<tr>
<th>Week</th>
<th>Milestone</th>
<th>Who</th>
<th>Suggested action for HCP</th>
<th>Key Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>▪ Signpost to cook and eat sessions in Children’s Centres</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Antenatal Appointment</td>
<td>Midwife</td>
<td>▪ Check supplementation compliance, HS eligibility and record in antenatal patient held record</td>
<td>As above</td>
</tr>
<tr>
<td>24</td>
<td>Antenatal Appointment</td>
<td>Midwife</td>
<td>▪ Check supplementation compliance, HS eligibility and record in antenatal patient held record</td>
<td>As above</td>
</tr>
<tr>
<td>28</td>
<td>Antenatal Appointment</td>
<td>Midwife</td>
<td>▪ Check supplementation compliance, HS eligibility and record in antenatal patient held record</td>
<td>Bump to Breastfeeding DVD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td>▪ Give out Bump to Breastfeeding DVD – discuss the benefits of breastfeeding and its relationship to HS scheme and what you can buy for voucher value</td>
<td>Start4Life postcard/’Z’ card</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td>▪ Advice parents to look at the HS website</td>
<td><a href="http://www.healthystart.nhs.uk">www.healthystart.nhs.uk</a></td>
</tr>
<tr>
<td>32</td>
<td>Antenatal Appointment</td>
<td>Midwife</td>
<td>▪ Check supplementation compliance, HS eligibility and record in antenatal patient held record</td>
<td>As above</td>
</tr>
<tr>
<td>40</td>
<td>Birth</td>
<td>Midwife</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Primary Visit</td>
<td>Health Visitor</td>
<td>▪ Check eligible mothers are signed up to Healthy Start Scheme <em>If not already signed up:</em> Advise about HS and Sign Up</td>
<td>HS Application forms available in Braille and Large print</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td>▪ Promote why vitamins are important for a pregnant mother up to one year after pregnancy and for your baby from 6 months.</td>
<td>HS Leaflets available in English, Welsh, Bengali, Somali, Urdu</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td>▪ Record provision of vitamins in the clinical record section of the antenatal record</td>
<td>DH Leaflet – Health Start Vitamin Supplements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td>▪ Provide information on where HS supplements can be obtained and also where they can be purchased for those not eligible for HS</td>
<td>A mini guide for health professionals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td>▪ Check supplementation compliance and record in antenatal record</td>
<td>DH Breastfeeding leaflet UNICEF Bed sharing leaflet</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Health Visitor</td>
<td></td>
<td>DH Bottle feeding leaflet DH Start4Life – Building blocks for a better start</td>
</tr>
<tr>
<td>46</td>
<td>6 – 8 Week Check</td>
<td>GP</td>
<td>▪ Remind mothers of the importance of postnatal supplements for mothers</td>
<td><a href="http://www.healthystart.nhs.uk">www.healthystart.nhs.uk</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>GP</td>
<td>▪ Provide information on where HS supplements can be obtained and also where they can be purchased for those not eligible for HS</td>
<td>Introducing solid food</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GP</td>
<td>▪ Check supplementation compliance and record in postnatal record</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Baby Clinics/Mother and Baby Groups/Breastfeeding Cafes etc</td>
<td>Nursery Nurses (HV team), Children Centre Staff, Vol/Com</td>
<td>▪ Promote why vitamins are important for a pregnant mother up to one year after pregnancy and for your child from 6 months</td>
<td><a href="http://www.healthystart.nhs.uk">www.healthystart.nhs.uk</a></td>
</tr>
<tr>
<td>52</td>
<td></td>
<td>Nursery Nurses (HV team), Children Centre Staff, Vol/Com</td>
<td>▪ Provide information on where HS supplements can be obtained and also where they can be purchased for those not eligible for HS</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td></td>
<td>Nursery Nurses (HV team), Children Centre Staff, Vol/Com</td>
<td>▪ Check supplementation compliance and record in postnatal record</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Baby to start</td>
<td>National</td>
<td>▪ Send a letter with HS vouchers to promote</td>
<td>Introducing solid food</td>
</tr>
<tr>
<td>Week</td>
<td>Milestone</td>
<td>Who</td>
<td>Suggested action for HCP</td>
<td>Key Resources</td>
</tr>
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<td>------</td>
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<tr>
<td></td>
<td>vitamin supplements</td>
<td>Healthy Start Team</td>
<td>child supplements ▪ <strong>Weaning information to be enclosed – what can you buy with £6.20</strong></td>
<td>Information on vitamins distribution points (free and to purchase)</td>
</tr>
<tr>
<td>64</td>
<td></td>
<td>Children’s Centres, Health Clinics</td>
<td>▪ Remind parents that if they are HS recipients their infant is eligible to free vitamin drops – tell parents where they can get them from?</td>
<td>Information on vitamins distribution points</td>
</tr>
<tr>
<td>68</td>
<td>6-9 Month Visit</td>
<td>Health visitor</td>
<td>▪ Remind mothers why vitamins are important for a mother up to one year after pregnancy and for your child from 6 months ▪ Provide information on where HS supplements can be obtained and also where they can be purchased for those not eligible for HS ▪ Weaning practice discussed, promote NHS Baby Life Check tool</td>
<td>Weaning advice which links to the seasons to enable families to make the most of their money. Baby LifeCheck tool <a href="http://www.babylifecheck.co.uk">www.babylifecheck.co.uk</a></td>
</tr>
<tr>
<td>76 - 83</td>
<td>ALL</td>
<td></td>
<td>▪ Promote HS within Children’s Centres, GPs and pharmacies</td>
<td>Weaning sessions</td>
</tr>
<tr>
<td>84 - 132</td>
<td>Mother entitlement to free vitamin supplements end</td>
<td>Health Visitor Support Worker Children’s Centre staff</td>
<td>▪ Remind mothers why vitamins are important for their children from 6 months – 4 years ▪ Provide information on where HS supplements for children can be obtained and also where they can be purchased for those not eligible for HS</td>
<td></td>
</tr>
<tr>
<td>88 - 132</td>
<td>ALL</td>
<td></td>
<td>▪ Promote HS Scheme within Children’s Centres, GPs and pharmacies</td>
<td></td>
</tr>
<tr>
<td>136</td>
<td>Universal assessment age 2</td>
<td>Health Visitor</td>
<td>▪ Reassess eligibility for HS – encourage parents to apply if necessary</td>
<td></td>
</tr>
<tr>
<td>140 - 232</td>
<td></td>
<td></td>
<td>▪ Promote HS Scheme within Children’s Centres, GPs and pharmacies</td>
<td></td>
</tr>
<tr>
<td>236</td>
<td>4 Years – End of free children’s vitamin supplements</td>
<td>Healthy Start</td>
<td>▪ Provide Parents with information on healthy diets for their children</td>
<td>C4L Top tips leaflet</td>
</tr>
</tbody>
</table>