

# Healthy Start Toolkit

## Promotional materials for Healthy Start

Healthy Start is a NHS food assistance programme for low-income families. It provides financial support to families and pregnant women to buy fruit, vegetables, pulses (such as dried or tinned beans, peas and lentils), milk and infant formula.

Healthy Start is available to, people who are 10+ weeks pregnant, families with a child aged 4 and under, who qualify for certain benefits or are under the age of 18 and not receiving other benefits.

Pregnant people receive £4.25 per week, which increases to £8.50 each week from birth to 1 years old.  
Parents receive £4.25 per child aged between 1 and 4 years old.

Locally and nationally, the scheme has a low uptake, December 2023 data shows only 63% of eligible beneficiaries in Buckinghamshire have signed up, leaving hundreds of families not receiving the food support they're entitled to.

We want to ensure that parents and families in Buckinghamshire are aware of the scheme and increase uptake of the Healthy Start Scheme.

This toolkit provides posters, leaflets, and an information booklet available to use digitally or printed, as well as digital animations for screens and other digital promotions e.g. social media.

As a partner organisation working directly with people who may be eligible for the scheme, we would like your support to increase awareness and sign-up to the scheme by sharing resources, putting posters up in communal areas, posting on social media and sending resources to wider partners you are working with.

Please consider Healthy Start when creating the content for newsletters, articles, social media posts, discussion forums, meeting agendas or staff health & wellbeing projects.

Thank you again for your help and support.

Healthy Start Buckinghamshire Council Campaign page: [www.buckinghamshire.gov.uk/healthy-start](http://www.buckinghamshire.gov.uk/healthy-start)

Healthy Start website: [www.healthystart.nhs.uk/](http://www.healthystart.nhs.uk/)

Healthy Start website for professionals: [www.healthystart.nhs.uk/healthcare-professionals/](http://www.healthystart.nhs.uk/healthcare-professionals/)

Healthy Start website for retailers: [www.healthystart.nhs.uk/retailers/](http://www.healthystart.nhs.uk/retailers/)

National Healthy Start promotional materials in other languages:

<https://media.nhsbsa.nhs.uk/resources/f/nhs-healthy-start-scheme/materials-in-otherlanguages>

Any questions, or for hard copies of materials please contact:

[shanelle.akintomide1@buckinghamshire.gov.uk](mailto:shanelle.akintomide1@buckinghamshire.gov.uk)