



SAVVY PARENTS SAVE POUNDS



Healthy Start

You can receive up to £1200* over your child's first 4 years to spend on healthy food, with your Healthy Start contactless card.

*Saving based on government figures



SCAN
CODE
NOW



FOR
MORE
INFO



Find out if you're eligible at
healthystart.nhs.uk

NHS

GET MONEY TOWARDS YOUR GROCERIES FOR HEALTHY FOOD, MILK AND BABY FORMULA

Are you more than 10 weeks pregnant or do you have child under the age of 4? You might qualify for money to spend on healthy food and milk, giving you that extra boost to keep you and your growing family healthy.

You'll get money every 4 weeks onto a prepaid Mastercard to spend on pulses, fruit, vegetables, cow's milk and infant formula.

WHO CAN APPLY FOR NHS HEALTHY START?

You could qualify if you're at least 10 weeks pregnant or have a child under 4. You should also be receiving one of the following:

- Child Tax Credit (only if your family's annual income is £16,190 or less).
- Income Support.
- Income-based Jobseeker's Allowance.
- Pension Credit (which includes the child addition).
- Universal Credit (only if your family's take-home pay is £408 or less per month from employment).

YOU WILL ALSO BE ELIGIBLE FOR NHS HEALTHY START IF:

- You're under 18 and pregnant, even if you are not claiming any benefits.
- You claim income-related Employment and Support Allowance (ESA) and are over 10 weeks pregnant.
- You or your partner get Working Tax Credit run-on only.

You might still be eligible if your child is a British citizen even if you're not.

HOW TO APPLY

Visit healthystart.nhs.uk to check if you qualify and fill in the online application form, or call 0300 330 7010.

Once you get your card in the post, activate it, and use it to buy eligible healthy food and milk in participating shops.

