

What can I buy?

Fruit and vegetables

✔ These can be:

- fresh, frozen or tinned
- loose or pre-packed
- whole, sliced or chopped
- fruit in fruit juice or fruit or vegetables in water

✘ They should not:

- have added fat, oil, salt, sugar, syrup or flavourings
- be juiced or smoothies

Plain cow's milk

✔ This can be long-life, pasteurised or ultra heat treated (UHT).

✘ It should not be:

- evaporated
- condensed
- plant-based
- or have added flavours, colours or chemicals

Infant formula based on cow's milk

✔ This should be suitable for use from birth.

Pulses

✔ These can be fresh, dried or tinned.

✘ They should not have added fat, salt, sugar or flavourings.

Healthy Start vitamins

You can get free Healthy Start vitamins while you're on the scheme.

If you live in England or Wales, find your nearest vitamin distributor on the NHS Healthy Start website: www.healthystart.nhs.uk or ask your midwife or health visitor.

Take your prepaid card with you when you collect them.

If you live in Northern Ireland, we'll send you a letter or email explaining how to request your vitamins.

For more information and to apply to the NHS Healthy Start scheme, visit: www.healthystart.nhs.uk

Or call us on **0300 330 7010**.

Our contact centre is open Monday – Friday, 8am – 6pm (except public holidays).



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NHS Healthy Start

Helping families on low incomes to access healthy food, milk and vitamins.



What is NHS Healthy Start?

If you're more than 10 weeks pregnant, or you have a child under the age of four, you could get payments every four weeks to spend on:

- cow's milk
- fruit
- vegetables
- pulses
- infant formula

You could also get free Healthy Start vitamins.

Once on the scheme you'll get:

- £4.65 each week of your pregnancy (after the 10th week of your pregnancy)
- £9.30 each week for children from birth to one year old
- £4.65 each week for children aged between one and four years old

Your payments will stop when your child turns four, or if you no longer receive a qualifying benefit.



Who is eligible?

You could be eligible for NHS Healthy Start if you're more than 10 weeks pregnant or you have at least one child aged under four.

In addition, you must be receiving any of the following:

- Universal Credit (if your family's take-home pay is £408 or less per month from employment)
- Pension Credit (which includes the child addition)

You will also be eligible if you're under 18 and more than 10 weeks pregnant, even if you don't receive any benefits.


Join the Best Start in Life email programme


Sign up for personalised regular emails for trusted NHS advice, videos and tips on your pregnancy, birth and parenthood:


www.nhs.uk/best-start-in-life/signup/





How it works


 Apply online at:
www.healthystart.nhs.uk


 Receive your prepaid card in the post


 You'll need to activate your card before you can use it.
Call 0118 338 5810

 Shop for healthy food and milk in most retail stores that sell the eligible food and milk items and accept Mastercard® payments

 Insert your card into the card reader and enter your PIN the first time you use your card

 Keep your card somewhere safe - it will be topped up with your payments every four weeks while you're eligible

 Get free Healthy Start vitamins

 Tell us if your circumstances change at:
www.healthystart.nhs.uk/update-your-details