



NHS Healthy Start

Help us transition beneficiaries of NHS Healthy Start
onto the digital scheme

November 2021

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Summary

The NHS Healthy Start Scheme helps those who are pregnant or have responsibility for at least one child under four years of age who are on a low income in England, Wales and Northern Ireland. Families entitled to Healthy Start can get help to buy plain, fresh, frozen, or tinned fruit and vegetables, plain cow's milk, infant formula and fresh or tinned pulses. Beneficiaries of the scheme can also get free Healthy Start vitamins for women and children.

The Healthy Start scheme is in the process of becoming a digital service, offering an online application process, and introducing a prepaid card to be used for purchasing healthy food and milk. This digital service will replace the paper application forms and paper vouchers. Beneficiaries of the scheme will also be able to also use their prepaid card to collect free Healthy Start vitamins.

We are now in phase one of the digital roll out:

Phase one – Transition

The project is now in a transition phase. This means the priority of the digitisation project is to invite all current paper voucher beneficiaries to apply online, to continue to receive their Healthy Start benefit.

The NHS is sending out direct invitation letters to those in receipt of paper vouchers. This is so we are able to manage the applications made online and provide Healthy Start prepaid cards to those who are already on the Healthy Start scheme.

All current paper voucher beneficiaries will need to apply online before the end of March 2022, to continue to get their benefit.

At this stage, we are asking our stakeholders to help those who are currently receiving paper vouchers to help beneficiaries in their geographic to apply online to the new digital service.

Phase two – Full digital scheme

After the transition phase of the project, the NHS will focus on inviting **all** eligible beneficiaries to apply online for Healthy Start.

During this time, we will request support from our stakeholders to help promote the scheme to all who are eligible to join.

A range of communications materials will be made available for you to promote the digital service on your channels. Sign up to our mailing list to be the first to receive these materials once ready at: <http://eepurl.com/hijUKH>

Suggested social media content

- # The NHS Healthy Start digital scheme will soon be open to accept applications from those currently receiving paper vouchers. To get your card, make sure to keep an eye out for your letter in the post to let you know when you can apply online.
- ♥ Coming soon! The Healthy Start scheme will soon be going digital, meaning all paper vouchers will be replaced with a card. If you currently receive paper vouchers, please keep an eye out for your letter in the post letting you know when you can apply online.
- # As part of the digital roll-out of the Healthy Start scheme, current beneficiaries will soon be invited to apply online to receive their new Healthy Start card. If you've received your letter, you can apply online today: **www.healthystart.nhs.uk/how-to-apply**
- ♥ Have you received your letter from NHS Healthy Start? If you've been invited to apply for your new Healthy Start prepaid card, the quickest and easiest way to do this is online. Visit our website to apply today: **www.healthystart.nhs.uk/how-to-apply**
- # If you currently receive Healthy Start paper vouchers, you will soon be invited to apply online to get your Healthy Start prepaid card. If you've received your letter, you can apply online today: **www.healthystart.nhs.uk/how-to-apply**

Social media images



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Contact



If you have any queries or comments relating to this toolkit, please contact us at ***nhsbsa.healthystartdigital@nhs.net***



If you receive any enquiries from the media relating to NHS Healthy Start, please contact the NHSBSA communications team ***nhsbsa.communicationsteam@nhs.net***



Get information about the new Healthy Start Scheme straight to your inbox if you are a health professional or supporting organisation, sign up here ***http://eepurl.com/hijUKH***



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