

Healthy Start Scheme (HSV) - Straplines for social media, newsletters etc.

An electronic version of straplines and graphic below can accessed from your introduction email otherwise contact:

PublicHealthCYPTeam@birmingham.gov.uk

Strapline 1:

If you're under 18, or on benefits, you may be entitled to **FREE** Healthy Start vitamins and food vouchers to use in local shops towards fruit, vegetables, milk, and formula milk. Healthy Start vitamins contain the appropriate amount of recommended vitamins A, C and D for children aged from six months to four years, and folic acid, vitamins C and D for pregnant and breastfeeding women. They are suitable for vegetarians and free from wheat, fish, egg, salt. They have no colours, flavours or preservatives and no gluten containing ingredients.

**Each Healthy Start Voucher entitles the user to £4.25 of free food per week.
Babies receive £8.50 per week up to their 1st birthday**

For further information ask your Midwife, Health Visitor or Children Centre. You can request an application form from the Healthy Start website [How to apply](#) or Telephone 0345 607 6823.

Strapline 2:

Healthy Start is a government scheme to improve the health of low-income pregnant women and families. Women who are 10+ weeks pregnant and families with children under four years old qualify if they are on benefits and tax credits. The scheme offers eligible women and families, **FREE** vouchers worth £4.25 (or £8.50 for a baby in the first year) to spend on milk, fruit, vegetables and first stage infant formula milk. In addition, families also receive Healthy Start vitamin vouchers.

Facebook Ad:



Healthy Brum bcchealthybrum

HEALTHY START

Families on certain benefits can receive **FREE** fruit, veg, milk and vitamins.

Find out if you qualify
www.healthystart.nhs.uk
or telephone 0345 607 6823

NHS Give Your Family a Healthy Start

View Insights Promote



bcchealthybrum Women who are 10 weeks pregnant and families with children under four, who receive benefits and tax credits are eligible to receive vouchers to spend on fruit, veg, milk and vitamins 🍎🥛

🍎 To give your family a healthy start, visit their website to see if you qualify.

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