

# An Introduction to the Healthy Start Scheme

## What is the Healthy Start Scheme

Those who are more than 10 weeks pregnant and/or have a child under 4 may be entitled to get help to buy healthy food and milk. Those eligible will be sent a Healthy Start card with money on it, added every 4 weeks, that they can use in some UK shops.

Cards can be used to buy:

- plain liquid cow's milk
- fresh, frozen, and tinned fruit and vegetables
- fresh, dried, and tinned pulses
- infant formula milk based on cow's milk

Cards can also be used to collect:

- Healthy Start vitamins for support during pregnancy and breastfeeding
- Vitamin drops for babies and young children from birth to 4 years old

## How much is Healthy Start?

Money is added onto an eligible family's Healthy Start card every 4 weeks.

They'll get:

- £4.25 each week of the pregnancy from the 10th week
- £8.50 each week for children from birth to 1 year
- £4.25 each week for children between 1 and 4 years

Healthy Start will stop when the child is 4 years old, or if they do not get benefits that make them eligible.

## Who is eligible to apply online?

Those who meet the following criteria can [apply online](#):

- Universal Credit with household take-home pay of £408 or less a month
- Child Tax Credit (if you are not getting Working Tax Credit) with an annual income of no more than £16,190 and you have a child under 4 years

## Who is eligible to apply by email or phone?

Those who meet the following criteria can apply by email to [healthy.start@nhsbsa.nhs.uk](mailto:healthy.start@nhsbsa.nhs.uk) or call 0300 330 7010:

- Child Tax Credit (if you are not getting Working Tax Credit) with an annual income of no more than £16,190 and have other children who are all aged 4 or older
- Income Support
- Income-based Jobseeker's Allowance
- Pension Credit (which include the child addition)
- Under 18 and not getting any benefits
- Income-related Employment and Support Allowance (ESA)

## Applications for those where a child is a British citizen

Families can request an application form via email to [healthystartclaim@dhsc.gov.uk](mailto:healthystartclaim@dhsc.gov.uk) if the following statements are all true:

- They have at least 1 British child under 4 years old
- The family earns £408 or less per month after tax
- They cannot claim public funds (NRPF) because of their immigration status or because they do not have an immigration status

## Helping a family with the online application

The online form consists of 5 pages to complete with very basic information from the family. The information requested is:

Do they live in England, Wales or Northern Ireland?  
Their first and last name  
Their date of birth  
Their NI number  
Their address

They will then need to check their answers are correct and press continue.

This then confirms immediately if their application was successful or unsuccessful.

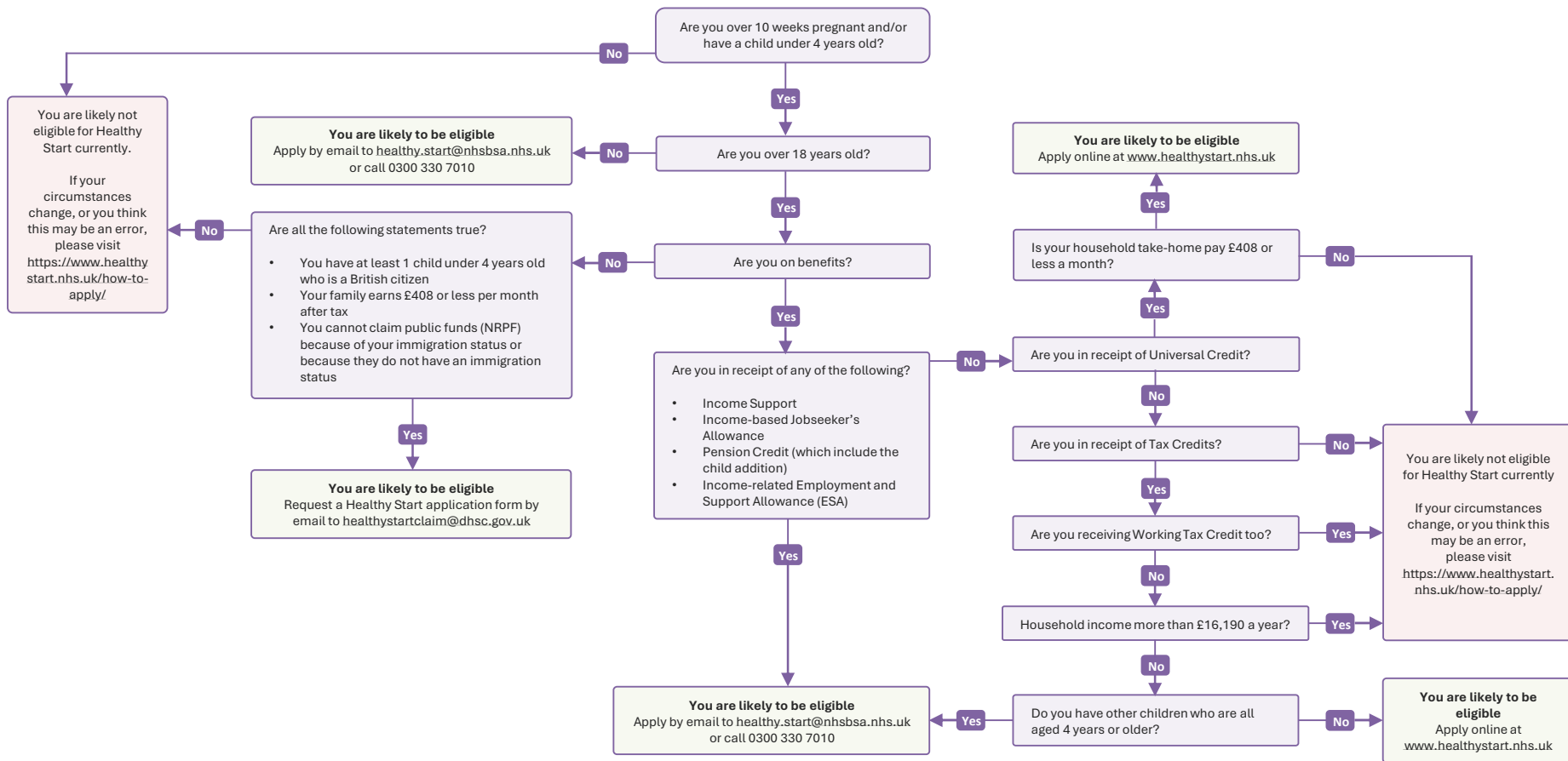
## What if their online application is unsuccessful?

If they are less than 10 weeks pregnant and have no other children, they should reapply once they've completed their tenth week of pregnancy.

If they think there's been a mistake, please direct them to call the Healthy Start Helpline (Mon-Fri, 8am-6pm) on 0300 330 7010, or email [healthy.start@nhsbsa.nhs.uk](mailto:healthy.start@nhsbsa.nhs.uk).

For local support they can also contact the FiND Family Information Service at [find@redbridge.gov.uk](mailto:find@redbridge.gov.uk).

# Healthy Start Scheme – Eligibility checklist



# Healthy Start Scheme online application process

## Where does a family apply?

First use the eligibility checklist to establish that a family may be eligible and whether they will be able to apply online – some circumstances will require an application by phone, email or using an application form instead.

If the family can apply online, go to <https://applyforhealthystart.nhsbsa.nhs.uk/apply-for-healthystart/>.

This will take you to an online form, which has 5 quick sections as shown. Once all pages are complete there is an instant outcome of 'Application Successful' or 'Application Unsuccessful'.

If it says a family is unsuccessful but they should be eligible for the Healthy Start Scheme, you should encourage the parent/carer to contact the team at Healthy Start using the following details:

Healthy Start Helpline  
Call 0300 330 7010  
Email [healthy.start@nhsbsa.nhs.uk](mailto:healthy.start@nhsbsa.nhs.uk)

If you have difficulty contacting the Healthy Start Helpline, or you would like more information on other financial support you may be able to access, you can also contact the Redbridge Family Information Service (FIND) in the following ways:

Families Information Direct (FiND)  
Call 0800 587 7500  
Email [find@redbridge.gov.uk](mailto:find@redbridge.gov.uk)  
Visit <https://find.redbridge.gov.uk>

## Do you live in England, Wales or Northern Ireland?

Yes  No

## What is your name?

Use the name that's on your official documents, such as passport, driving licence, or any benefit claims.

First name   
Last name

[Why we ask for your name](#)

## What is your date of birth?

For example, 15 3 1984

Day  Month  Year

[Why we ask for your date of birth](#)

## What is your National Insurance number?

It's on your National Insurance card, benefit letter, payslip or P60. For example, 'QJ 12 34 56 C'.

[Why we ask for your National Insurance number](#)

## What is your address?

You should enter the address listed on your most recent benefit award notice.

Address line 1   
Address line 2 (optional)   
Town or city   
Postcode

[Why we ask for your address](#)

## Check your answers

About you

Name	Test Test	<a href="#">Change</a>
Address	test test ig1 1yl	<a href="#">Change</a>
Date of birth	1 January 2000	<a href="#">Change</a>
National Insurance number	jj111111a	<a href="#">Change</a>

[Continue](#)

## Application unsuccessful

You're not entitled to get help to buy food and milk (Healthy Start).

To qualify for the Healthy Start scheme, you must be more than 10 weeks pregnant or have at least one child under 4 years old.

If you're less than 10 weeks pregnant and have no other children, you'll need to apply again when you've completed your tenth week of pregnancy.

If you're more than 10 weeks pregnant or have any children under 4 years old, check that you've entered your details correctly.

### Any problems

If there's a change in your circumstances, or you think there's been a mistake, you can contact us by:

Telephone: 0300 330 7010  
This phone line is available Monday to Friday, 8am to 6pm (except public holidays).

[Find out more about call charges \(opens in new tab\)](#)

Email: [healthy.start@nhsbsa.nhs.uk](mailto:healthy.start@nhsbsa.nhs.uk)

We aim to respond to your email within 2 working days.

### Give feedback

[What did you think of this service? \(takes 2 minutes\)](#)