What can I buy?

Fruit and vegetables

✅ **They can be:**

- fresh, frozen or tinned
- whole or chopped
- packaged or loose
- fruit in fruit juice
- fruit or vegetables in water
- fresh, dried or tinned pulses

❌ **They cannot:**

- have added ingredients like fat (oil), salt, sugar or flavourings
- be juiced or pre-cooked
- be fruits in syrup
- be smoothies

Plain cow's milk

✅ This needs to be plain cow's milk, which is pasteurised, sterilised, long-life or ultra-heat treated (UHT).

❌ **It cannot be:**

- flavoured
- coloured
- evaporated
- condensed
- plant-based milk
- powdered (unless it's stage one infant formula)

Infant formula

✅ **It should be:**

- suitable from birth
- made from cow's milk

Healthy Start vitamins

You can use your NHS Healthy Start prepaid card to collect free Healthy Start vitamins.

If you live in England, find your nearest vitamin provider on the NHS Healthy Start website: **www.healthystart.nhs.uk**

If you live in Wales, ask your midwife or health visitor where to collect your vitamins.

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

Take your prepaid card with you when you collect them.

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)

Follow us on Facebook and Twitter **@NHSHealthyStart**

NHS Healthy Start

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

What is NHS Healthy Start?

If you're pregnant or have children under the age of four you could get payments every four weeks to spend on:

- cow's milk
- fresh, frozen or tinned fruit and vegetables
- infant formula milk
- fresh, dried, and tinned pulses

You could also get free Healthy Start vitamins.

You'll get:

- £4.25 each week of your pregnancy (from the 10th week of your pregnancy)
- £8.50 each week for children from birth to one year old
- £4.25 each week for children between one and four years old

Your money will stop after your child's fourth birthday, or if you no longer receive benefits.

Who can apply?

You could qualify for the NHS Healthy Start scheme if you're at least 10 weeks pregnant or you have at least one child aged under four.

In addition, you must be receiving any 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. (Working Tax Credit run-on is the Working Tax Credit you receive in the four weeks immediately after you have stopped working for 16 hours or more per week)

How to apply

Visit **www.healthystart.nhs.uk**

Fill in the online application form

Receive your prepaid card in the post

You'll need to activate your card to get your PIN before using it

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

You'll need to insert your card into the card reader and enter your PIN the first time you use your card

Your card will be topped up with your benefit every four weeks.

You can also use your card to collect free Healthy Start vitamins.