

Healthy Start



Free fruit, veg, milk, pulses and vitamins



From April 2021, if you're pregnant or have a child under 4, you could get **£4.25** per week to help buy healthy foods.

www.healthystart.nhs.uk

Pregnant? Children under four?

Don't miss out on **HEALTHY START**
food and vitamin vouchers worth
over £900 per child*

FREE

fruit, veg, milk
and vitamins for
you and your family.
Worth up to

£8.50
per week**



You may qualify for Healthy Start vouchers if you're **at least 10 weeks pregnant** or have **a child under four years old**. Your family must also receive one of the following:

- **Income Support**
- **Income-based Jobseeker's Allowance**
- **Income-related Employment and Support Allowance**
- **Child Tax Credit** (with a family income of £16,190 or less per year)
- **Universal Credit** (with a family take-home pay of £408 or less per month).

You also qualify if you are under 18 and pregnant, even if you don't get any of the above benefits.

Sign up today www.healthystart.nhs.uk
or telephone **0345 607 6823**



Healthy Start

Give your family a Healthy Start

* If you sign up at the first opportunity, when you are ten weeks pregnant

** If your child is under one, you'll receive two £4.25 vouchers per week.
If your child is 1-4 years old, you will receive one £4.25 voucher per week.





Communicating

- Human brains need language in order to work properly.
- All the words, sounds, signs, symbols, or objects that you use to communicate build patterns in your baby's brain that will help them to make sense of their life.

Playing

- Your face, your movements, and your tone of voice all stimulate your baby's brain.
- Playfulness promotes healthy development at all levels of the brain.

Self-regulating stress

- Settling and calming yourself settles your baby.
- The brain works best when we are calm and alert.

Engaging and matching

- Your baby picks up signals from your body when you are close together.
- This switches on the baby's brain and body to connect to you.

Responding and assessing needs

- You notice your baby's needs and feelings.
- This switches on your brain and body to connect to your baby.



Healthy Start is changing

Healthy Start Scheme is set to go digital in November 2021

- The NHS are launching a digital scheme that offers a prepaid card to those applying for Healthy Start instead of paper vouchers.
- An invitation process has started to current Healthy Start beneficiaries on the paper voucher scheme to re-apply online for the new scheme.
- We want to make you aware of the forthcoming changes and encourage those who currently receive healthy start to re-apply once notified. Some families may already have received a letter asking them to re-apply for the new scheme.

For further information on the upcoming changes visit:

Frequently Asked Questions:

[The new Healthy Start Scheme – Get help to buy food and milk \(Healthy Start\)](#)

If you are not currently signed up, you can download and complete a paper application visit:

www.healthystart.nhs.uk/how-to-apply/

4 b Your carer's partner (if over 18 years old and living with you)

Title Surname Date of birth

First Name National Insurance number

Relationship to applicant

Tick all the benefits you are getting:

- ☐ Income Support ☐ Income-related Employment and Support Allowance ☐ Income-based Jobseeker's Allowance
☐ Pension Credit ☐ Child Tax Credit (with a family income of £16,190 or less per year)
☐ Universal credit (with a family take home pay of £408 or less per month)

4 c Complete if you are 18 or 19 years old, in full-time education and pregnant

I am included in my carer's/carer's partner's claim for:

- ☐ Income Support ☐ Income-related Employment and Support Allowance ☐ Income-based Jobseeker's Allowance
☐ Pension Credit ☐ Child Tax Credit (with a family income of £16,190 or less per year)
☐ Universal credit (with a family take home pay of £408 or less per month)

5 Your children: Please give details of any children (under 4) you already have (continue on another of paper if necessary)

First Name Date of birth

Surname

First Name Date of birth

Surname

First Name Date of birth

Surname

6 Are you pregnant? ☐ Yes ☐ No

Estimated date of delivery

7 Please read this

Please read this If you are 16 or over, sign and date the form yourself. If you are under 16, ask a parent or carer to sign and date the form.

By signing:

- I understand that the information I have provided will be used to assess my application for Healthy Start and to issue Healthy Start vouchers.
- We will use this information to check your application and to support the effective and efficient delivery of the Healthy Start scheme. The information on this form may be disclosed in confidence to other public bodies as appropriate for the purposes of checking entitlement and preventing or detecting fraud.

► I declare that the information given on this form and in any supporting documents provided is complete and accurate. I understand and accept that if I provide false or misleading information I may be withdrawn from the scheme and I may be liable to prosecution and / or civil proceedings.

Signature

Name

Date

From the 6 April 2020, we do not need a health professional signature

Comfort methods can sometimes soothe the baby and the crying will stop.

Babies can cry for different reasons like when they are hungry, wet/dirty or if they are unwell. Sometimes babies can cry for no particular reason.

Check these basic needs and try some simple calming techniques. Some of these will work for your baby, some may not work and some may increase the crying. Something that worked for your baby yesterday, may not work today. It can be so frustrating but it really is just about staying calm, knowing your baby, understanding this is normal and you are not a bad parent, and that this is a phase that will pass.

TRY THESE



Talk calmly to your baby. Stroke them gently. Try placing your baby face down on your lap, or hold them against you and try stroking their back rhythmically.



Hum or sing to your baby. Let them hear a repeating, constant and soothing sound. Classical music, including piano and guitar, can sometimes soothe some babies.



Hold them close – skin to skin.

When should you worry about a baby's crying?

Medical professionals will always be prepared to see your baby if you have serious concerns. You should seek professional or medical help if you notice your baby has any of the following:

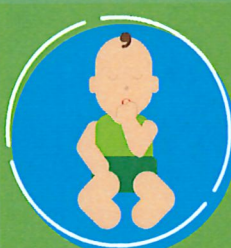
- A fit (seizure or convulsion);
- A cry that doesn't sound normal, like a very high-pitched cry;
- Breathing is a struggle or noisy or unusually fast;
- Skin is greyish, mottled, blue or unusually pale;
- When you check their temperature it is high:
 - Babies UNDER 3 months: 38° C/ 100.4° F;
 - Babies BETWEEN 3 – 6 months: 39° C/ 102.2° F;
- A rash that does not fade when you press a glass against it.

More information can be found here:

https://www.rcpch.ac.uk/sites/default/files/2020-04/covid19_advice_for_parents_when_child_unwell_or_injured_poster.pdf



Go outside with your baby and walk them in a pram or in a baby sling. The rocking motion can be very soothing for a baby. If you can't go outside try a gentle rocking motion inside. Walk around whilst gently rocking your baby.



Sucking can help relieve a baby's distress. If offering the breast is not possible, a dummy can soothe a baby and can be given from 4 weeks onward for babies where breastfeeding is established or at any time if the baby is formula fed.

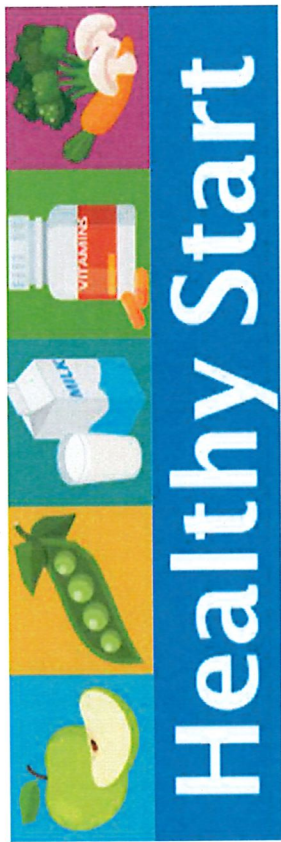


Try giving them a warm bath.

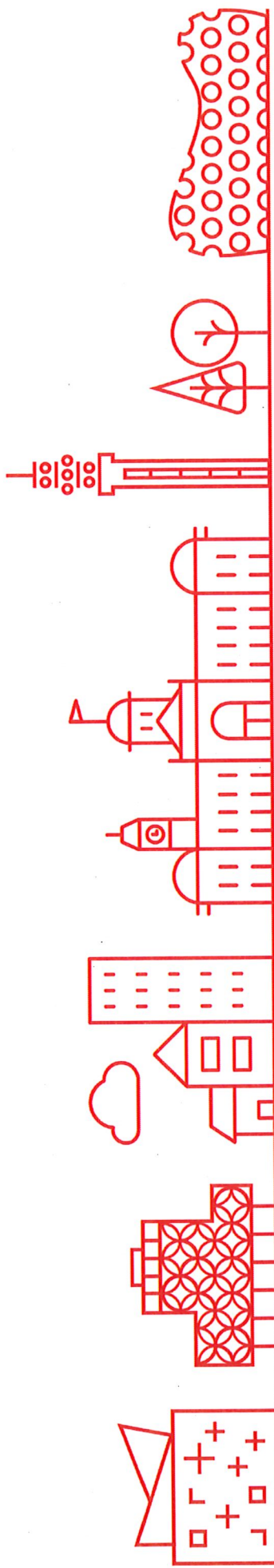
Not all of these will work all of the time but remember, that's OK.



Stay calm, this phase will pass.



Useful Links



Making a positive difference every day to people's lives
September 2021

Healthy eating/recipes'

- [Startwell 2020 \(startwellbirmingham.co.uk\)](https://startwell.birmingham.co.uk)
- www.nhs.uk/change4life/recipes
- <https://my.whisk.com/feed>
- [Healthy eating on a budget | BHF](#)
- [Diabetes-UK-African Caribbean-Guide.pdf \(nhsforthevalley.com\)](#)
- [FINAL A5 Healthy eating SAsian7.qxd \(diabetes.org.uk\)](#)
- www.tomkerridge.com/full-time-meals/
- <https://www.youtube.com/watch?v=c-2gPJUOiqM&list=PLb1P0NWdnLLMAWayc9lblm-8abQ8oHcG8> - healthy eating webinars



Keeping Active

- [Disney Shake Up Games | 10 Minute Shake Up | Change4Life \(www.nhs.uk\)](https://www.nhs.uk/active-living/disney-shake-up-games/)
- Startwell being active - [180 Katie - Startwell 2020 \(startwellbirmingham.co.uk\)](https://startwellbirmingham.co.uk/)
- [PE With Joe | 2021 - YouTube](https://www.youtube.com/watch?v=PEWithJoe)



Useful websites

- Pregnancy start4life: www.nhs.uk/start4life/
- Birmingham Safeguarding Children Partnership: Home - [Birmingham Safeguarding Children Partnership \(lscpbirmingham.org.uk\)](http://Birmingham Safeguarding Children Partnership (lscpbirmingham.org.uk))
- Birmingham Forward Steps: [Birmingham Forward Steps – The best start for our children \(bhamforwardsteps.co.uk\)](http://Birmingham Forward Steps – The best start for our children (bhamforwardsteps.co.uk))
- Supporting children's mental health: [Coronavirus: wellbeing activity ideas for families \(place2be.org.uk\)](http://Coronavirus: wellbeing activity ideas for families (place2be.org.uk))
- Mental wellbeing: Home - Kooth
- ICON: [ICON - Babies cry you can cope - Advice and Support | ICON \(iconcope.org\)](http://ICON - Babies cry you can cope - Advice and Support | ICON (iconcope.org))
- Food Banks: All Food Banks | Find FoodBanks Brum
- Healthy Start webinar: <https://www.youtube.com/watch?v=ko3TPO7EurE>