**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***](mailto: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](https://www.healthystart.nhs.uk/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.

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