



Promoting the Healthy Start scheme

Leeds Food Poverty Alliance, final report, May 2021

Looking ahead

As this project comes to an end in its current form, we have been reflecting and looking ahead to how our learning can be used going forward.

Firstly, having looked at figures around eligibility and uptake of Healthy Start pre-pandemic and one year on, we discovered an increase in eligibility in Leeds of 10% (comparing February 2020 figures with February 2021 figures). This means an additional 1,275 people are now eligible. Out of those eligible there is a 62% uptake, meaning 3,531 people are missing out.

The local area to where our organisation are based saw an increase in eligibility of 40%. An additional 276 individuals became eligible for the scheme, with only a 50% uptake and 485 individuals missing out. We would now look to deliver a specific campaign targeting this area to increase awareness of the scheme, particularly as digitalisation of the scheme comes in and other changes to the scheme.

“ We were really keen to reach dads raising awareness of Healthy Start so it was fantastic partnering with a local men’s health organisation to work on this. To get a spot in their magazine was amazing. This went out to 3000 men in the cities most deprived areas.

Esther, FoodWise Leeds

April, for edible gardens to celebrate and prepare for the new growing season.

HEALTHY FOOD SCHEMES

HEALTHY START
CALLING ALL DADS AND CARERS IN LEEDS...
You qualify for the Healthy Start scheme if you are receiving means-tested benefits and have at least 1 child under 4 years old (or if you are a mother 10 weeks pregnant).
Each Healthy Start Voucher (worth £2.10) can be spent on fruit or frozen fruit or vegetables, tinned fruit, veg and pulses in water, dried pulses, milk or infant formula milk (available from birth).
More information can be found at healthystart.nhs.uk or call Zest on: 0113 248 4477 or email: admin@zestleeds.co.uk
Once you sign up to Healthy Start, and live in LS7 2 5/4/5/2/6/3/7/8, you can also apply for a Good Box, which contains £8 of veg, delivered to your door for free!
Call Zest Leeds or Lucy for more info: 0113 258 401

WASTE RAINBOW JUNCTION
RAINBOW JUNCTION is a PopUpYouthCo transformed into a Everyone is welcome! We take food that supermarkets and need to. Since March, we have been working with a community of...
We have incredible every week to our organised, that to deliver to those who total impossible for their and...
WE GROW IT
Fat Mann, who set up the Good Box scheme says wellbeing & sustainability are at the heart of everything he does:
What we eat everyday has a direct impact on our physical and mental health so it's really important we make the best choices possible. One of our favourite parties is by Nig + Rosie 'Let Food Be thy medicine' - all over 200 years old yet makes perfect sense, what we eat related illness is rapidly increasing. Now more than ever we need to inspire and support people to look after themselves and the planet.

We have also been creating a feature on Healthy Start in our *Building Food Resilience Toolkit*, which is currently in development. We would like to see Healthy Start being raised as a key question to ask families alongside Free School Meals. To have this embedded into the toolkit, which will be used across the city, and beyond, is an exciting prospect, one that we hope will raise the profile of the scheme and support workers with the information they need to support and engage families to apply.

A review of our Healthy Start Fruit and Veg Box Scheme has been conducted following a successful pilot, and following reflection and sharing ideas with other similar schemes across the country, we have passed the co-ordination of the scheme to the company supplying the boxes. We will still promote the scheme as we are able, however it is expected the scheme will work efficiently being managed in this way.

Our challenges and learning

It has been great piloting the Healthy Start Fruit and Veg Box Scheme. However, to have this directly managed by the provider of the fruit and veg boxes seems a more effective way to run the scheme. It's been a great scheme to participate in and really proud to have helped launch this, however it is now the right time to hand this to the business to co-ordinate. We will continue to promote the schemes within the communities we work in.

To have a 'point person' for Healthy Start in the city has been key to push the scheme and ensure key stakeholders in the city continue to be reminded of this important and valuable scheme and have the most up to date information on how the scheme is operating, particularly in light of the upcoming changes to the scheme. When delivering training to organisations about Healthy Start, there still appears to be some confusion about the scheme and what it is.

Working in partnership and having support of your local authority has been key. We have been backed up and supported by not only our local authority, but also third sector organisations and a whole range of relevant stakeholders. To identify who the key stakeholders are and connect with them in the conversation about Healthy Start has provided vital.

*“ Thanks for all the brilliant work you are doing to raise the awareness of the scheme.
GP within the Children and Families Team, Local Health Practice*

Our next steps

We now look to promote the digitalisation of the scheme and ensure communities and workers are familiar with the new branding for Healthy Start.

We want to use the statistics we have discovered, as outlined above, to shape a targeted campaign in the area of our city with the largest increase in numbers and proportion eligible now for Healthy Start.

Our key achievements and impact

- Established a good understanding of knowledge and use of Healthy Start vouchers in the city
- Developed a number of ways to promote and continue to promote the vouchers locally, particularly using our digital platforms, through bitesize training for teams and through regular e-bulletins to key stakeholders in the city.
- We hope this will lead to an increase in the take up rate of Healthy Start vouchers amongst residents in the coming months