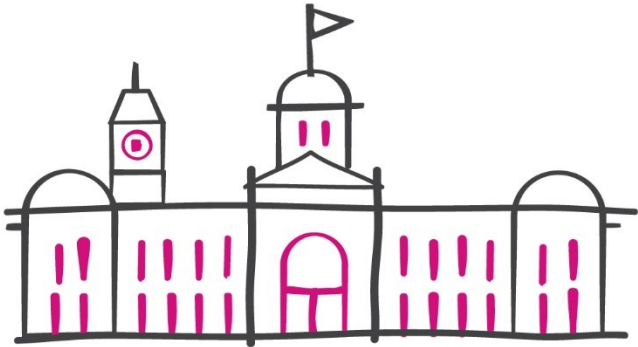


# Healthy Start

Birmingham Measurement Tools Webinar Series



 **RESET**

 **RESHAPE**

 **RESTART**

# Introduction



- Impact and outcome measurement should be a key part of any intervention.
- Measuring in the impact of what we do helps us demonstrate that what we are doing is making a difference. They help us demonstrate that an intervention is having an impact in a measurable way rather than using just stories.
- Using standard tools allows us to compare different interventions impact. Combining these standard measures with standard questions on people's identity helps understand if different interventions are more effective for different groups. We can also combine them with information on the cost of an intervention and the numbers of users to look at cost effectiveness.
- Without clear impact and outcome measurements it is difficult to support funding for interventions or to justify that the approach used should be continued or scaled up.

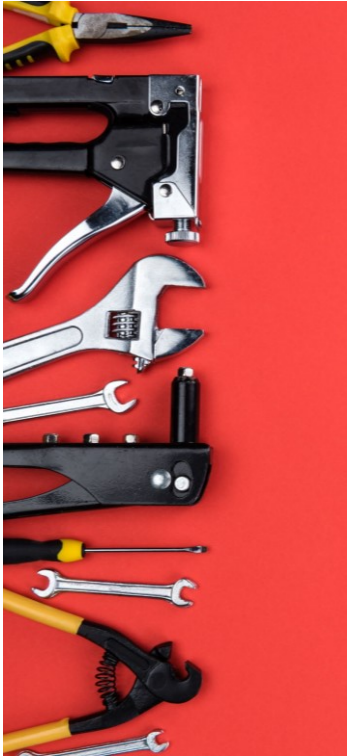


# Birmingham Public Health Measurement Toolbox

- The Birmingham Public Health Measurement Toolbox has been developed to standardise impact and outcome measures for interventions that are trying to improve health and wellbeing across Birmingham.
- The toolbox supports organisations when they are developing projects to build the appropriate measures into their service design.
- It provides clarity and transparency on how to clearly assess and measure interventions based on their focus, which can then be demonstrated clearly when applying for funding.
- It allows for accurate and meaningful comparisons between different programmes and interventions to help inform decision-making



# Contents



- The Tool Box is a developing set of resources to support measurement related to different areas of health and wellbeing, these include:
  - Physical activity
  - Smoking
  - Mental Wellbeing
  - Healthy Start
  - High Blood Pressure/Hypertensions
  - Long-acting Reversible Contraception
  - HIV and Hepatitis Risk Reduction
- For each section there is:
  - A description of the issue/topic
  - Links for local or national information on the issue/topic
  - A description of the tool
  - Information on any registration requirements to use the tool
  - Useful links to support behaviour change and evidence-based interventions related to the issue/topic
  - A case study example of using the tool in practice



# HEALTHY START TOOLKIT



# What is Healthy Start?



- Healthy Start is a national scheme that supports pregnant women and their families to eat a healthy diet and get the vitamins they need for healthy development.
- Eligible families register online (telephone registration available for those requiring language support)
- Families receive a pre-payment card (in shops accepting Mastercard®) to buy fruit, vegetables, pulses, cow's milk and infant formula. Plus, a Healthy Start vitamins scheme which provide healthy start vitamins to **ALL** pregnant women and **ALL** children under 4 years.
- The card is automatically topped up every 4 weeks



# Why do we need healthy start?

1 in 2 children in Birmingham live in poverty

78,000 are currently receiving free school meals

A further 30,000 children living in poverty are not entitled to free school meals

Healthy start provides a nutritional safety net and improves access to a healthy diet for low-income families.

3,690 families not registered (this figure is per family not per individual)

£30,264 healthy start unclaimed



# Healthy Start eligibility



People are eligible for the scheme if they are more than 10 weeks pregnant or have at least one child under 4 years whilst in receipt of the following benefits/tax credits:

- Income Support
- Income-based Jobseeker's Allowance
- Pension Credit (must include the child addition)
- Universal Credit (only if family's take-home pay is £408 or less per month from employment)
- Child Tax Credit (only if family's annual income is £16,190 or less)
- Pregnant and under 18: qualify regardless of income level

## **No Recourse To Public Funds – Immigration Status:**

- At least one British child under 4 years old, and
- No recourse to public funds (benefits), and
- Family earns less than £408 per month after tax

You can check eligibility at [NHS Healthy Start](https://www.healthystart.nhs.uk)





Apply at [www.healthystart.nhs.uk](http://www.healthystart.nhs.uk) or apply by telephone  
0300 330 7010

Completes the online process and is successful

Receives the prepaid card in the post

Activate the prepaid card and receive PIN

Use the card in retailers that sell eligible healthy food and  
accepts Mastercard





# Why are Healthy Start Vitamins important?

**ALL** pregnant women, breastfeeding mothers and **ALL** children under 4 years are eligible Healthy Start vitamins **regardless of their income**. Healthy Start vitamins contain:

- Vitamin A: helps with growth, eyesight, healthy skin and helps to strengthen the immune system.
- Vitamin C: helps your body tissue stay healthy and helps maintain a healthy immune system
- Vitamin D: is important for all pregnant and breastfeeding moms and is needed for the absorption of calcium from the diet for strong bones and teeth. Adequate vitamin D supply in both mother and baby will help prevent the development of rickets in children
- Folic Acid: can help prevent birth defects, such as spina bifida. Folic Acid is also important in cell formation, especially red blood cells

**Vitamins can be obtained from various distribution sites across the City.**

**Use our post code checker to find your nearest distribution site:**

[Healthy Start vitamins | Healthy Start | Birmingham City Council](#)



# What are we aiming to measure in the tool?

We want to gain greater understanding of barriers/issues families experience and reasons for not registering.

We want to know:

- Are families aware of healthy start?
- Do they know if they are eligible?
- If eligible, have they registered, if not why not?
- Do families need support in the registration process?
- Do families know where they can use the healthy start pre-payment card?



# Measurement tool: Healthy Start Programme

Tool	Healthy Start
Weblink	Ask the following questions: <i>Do you know about the Healthy Start scheme ?– Yes/ No/ Not sure</i> <i>Are you eligible for Healthy Start? – Yes / No</i> <i>If you are eligible, have you registered and received your prepayment card? – Yes/ No</i> <i>If you have not registered, why not? – free text response</i>
Target population	<i>10+ pregnant or have a child under 4 years, claiming benefits/tax credits</i>
Frequency	Daily – every time you are in contact with members of the public
Ambition	Increase awareness and support families in the process of registering for Healthy Start. The aim is to improve health and access to a healthy diet for families on low income.
Benchmark Data	OHID Fingertips Child & Maternal Health Profiles



# Using the tool



*Making every contact count - ask these questions at every contact*



*You are the heart of the community and can help families trust the scheme - alleviate concerns about who sees the information; claiming healthy start does not affect any other benefits.*



*Reassure families this is not a handout but a right – reframe the word benefits to top up*



*Establish if IT/language are issues and direct where additional support can be offered*



# Specific risk and issues to consider

Digital poverty

Confusion over eligibility

Language and communication barriers

Misconceptions and possible negative message associated with receipt of benefits

Inconsistent messaging from health professionals.



# Case study

Identified an area where healthy start uptake was low. Approached local nurseries to help identify barriers/issues using toolkit questions.

As a result, nursery staff received healthy start training and discussed how they can support families to register.

As a result, nurseries felt they could support their families by signing up to become a vitamin distribution site.

Monthly reviews with nurseries identified a lack of knowledge of the scheme and registration process with both nursery staff and families.

Nursery staff asked families the questions in the tool and recorded the outcome



# Additional resources

- Healthy Start website: [Get help to buy food and milk \(Healthy Start\)](#)
- How do I check eligibility? [How to apply – Get help to buy food and milk \(Healthy Start\)](#)
- Healthy Start Card queries; Phone 0300 330 209 ( open 24 hours a day, 7 days a week)
- Translation support: Phone 0300 330 7010 (select option 3) ( 8am – 6pm Monday to Friday, except public holidays)
- [Frequently asked questions \(FAQ's\) – Get help to buy food and milk \(Healthy Start\)](#)
- List of local vitamin distributors? [Healthy Start vitamins | Healthy Start | Birmingham City Council](#)

