

The New Healthy Start Scheme

Healthy Start is an NHS scheme that helps women who are pregnant or have young children and are receiving benefits, buy foods such as milk or fruit



You can use your card to buy:

- plain liquid cow's milk
- fresh, frozen, and tinned fruit and vegetables
- fresh, dried, and tinned pulses
- infant formula milk based on cow's milk

How to apply

Applying online

If you get Universal Credit, you can apply online if:

- you're at least 10 weeks pregnant or have at least one child under 4 years old
- your family's monthly 'take-home pay for this period' is £408 or less from employment

If you get Child Tax Credit, you can apply online if:

- you have at least one child under 4 years old
- your family's annual income is £16,190 or less
- you do not get Working Tax Credit

To apply, you'll need your:

- name
- address
- date of birth
- National Insurance number
- baby's due date (if you're pregnant)
- benefit award letter if you're over 18 – make sure you enter the exact details shows on your benefit award letter

Make sure that your details are up to date with HMRC or DWP – you may wish to contact them to check or update your details before you apply.