

Information for Organisations Working with Families

What is the *Get a Healthy Start!* Project?

Inspired by the recent Goodie Box project run by Devon County Council, this project will see boxes of fruit and vegetables delivered directly to the doors of families, along with recipes to prepare the produce and information on the [Healthy Start](#) Scheme. Boxes will only contain ingredients which can be purchased with Healthy Start, to give people some inspiration about how the entitlement can be used.

About Healthy Start

You may already know about the [Healthy Start](#) scheme, where eligible pregnant women or families with children under 4 on low incomes can get financial support for fresh, frozen, and canned fruit and vegetables, cow's milk, infant formula, and free vitamins. This scheme can be a great support for families experiencing food insecurity and has been shown to enable increased spend on fruit and vegetables and improve nutrient composition of families' shopping.

Unfortunately, only about 48% of eligible families in Devon are currently receiving this important support. The scheme is set to go digital in the Autumn, and everyone will need to apply to receive it, even those already in receipt.

We hope the *Get a Healthy Start!* project can raise awareness of the scheme with eligible families and encourage them to sign up for the digital programme, support families in making the most of their Healthy Start entitlement and provide inspiration for nutritious meals based on main ingredients that can be bought using Healthy Start.

Why Are We Doing It?

The COVID-19 pandemic has brought a year of difficulty for many people. Recent research has shown that levels of food insecurity in Devon are shockingly high, and families with children are even more likely to be experiencing food insecurity; 47% of households with 3+ children and 25% with 1-2 children were experiencing food insecurity earlier this year. We hope this promotional project will help increase awareness of and sign up to the scheme to maximise the number of residents who are accessing the financial support they are entitled to, and also minimise the risk that those who receive Healthy Start currently will have their support stopped when digitisation takes place.

What will the box include?

Boxes will contain the following:

- Fresh fruit and vegetables
- Booklet containing recipes, information and support on Healthy Start and useful signposting information
- Healthy Start vitamins – for children or women, depending on option selected
- Fun 10 minute shake up games to help keep children active
- Breastfeeding support information

We hope the boxes will give families a chance to have fun cooking new recipes together, which are tasty, nutritious, and affordable.

There are also some great tips on how to stay healthy, prevent food waste and other support available that may be of interest.

Who can receive a box?

The project is open to any families eligible for Healthy Start, living in the Devon County Council area. The eligibility criteria is below:

Being pregnant or having at least one child under four

AND

Receiving any of the following:

- Child Tax Credit (only if your family's annual income is £16,190 or less)
- Income Support
- Income-based Jobseeker's Allowance
- Pension Credit (which includes the child addition)
- Universal Credit (only if your family's take-home pay is £408 or less per month from employment)

Families will also be eligible if one of the following applies:

- Under 18 and pregnant, even if not claiming any benefits
- Claim income related Employment and Support Allowance (ESA) and are over 10 weeks pregnant
- Receive Working Tax Credit run-on only (received in the 4 weeks immediately after you have stopped working for 16 hours or more per week)

There are a limited number of boxes available so this will be on a first come first serve basis. Orders will be accepted up until 24th September at 12 noon or until all boxes are allocated.

How do families order a box?

Families can order a box directly from devon.cc/getahealthystart

This form will close **when all boxes are allocated**, OR on 24th September midday at the latest.

We hope organisations will help us promote this directly with the families they are in touch with e.g., through direct contacts, email, text or social media.

Which recipes will the box contain?

Families will receive a box with some exciting new recipes to try along with the fruit and vegetables to make them.

The produce included in the box will enable families to make the following recipes:

- Singapore Style Stir Fry Noodles
- Mighty Minestrone Soup
- Garden Pie
- Tasty Tagine with Butternut Squash
- Easy Omelette Bites
- Creamy Rice Pudding with Autumn Fruit Swirl

Each recipe will have tips on:

- how to swap or add ingredients (including meat and fish)
- healthy eating
- how to introduce infants to solid food
- how to prevent food waste
- how to get children safely involved in preparation

How will boxes be delivered?

Boxes will be delivered directly to the homes of families by the suppliers Devon Norse / Total Produce. All boxes will be delivered between 18th and 31st October.

Shipping information will be provided directly to families, so up to date email addresses are helpful where possible.

What equipment will families need?

Oven
Frying Pan
Spatula / wooden spoon
Cutlery

Sharp knife
Chopping board
Saucepan
Ovenproof dish

Grater
Muffin tray (optional)

How will this be evaluated?

We will be seeking feedback directly from families, which can be provided using this form:

<https://forms.office.com/r/vLBsHAnw13>

Any families who send feedback will be entered into a prize draw to win £60 of supermarket vouchers.

Template Email for Sharing with Families

Dear *****,

Get a Healthy Start – Free Fruit and Vegetables with Easy, Fun Recipes when you sign up to Healthy Start

We are emailing with details of the *Get a Healthy Start!* promotion which may be of interest to you. This is free to anyone eligible for [Healthy Start](#) and living in the Devon County Council area. If you are pregnant or have children under 4 and are on certain benefits, you may be able to receive money towards fruit, vegetables and milk, and access to free vitamins. [Check the eligibility criteria for Healthy Start here.](#)

Get a Healthy Start! is a promotional project being run to raise awareness of the upcoming changes to Healthy Start, which is [due to go digital in the Autumn](#). It is hoped the contents will provide an opportunity to have fun cooking together as a family, give inspiration for different ways you can use and make the most of the Healthy Start entitlement, and encourage sign up to the digital scheme when it goes live mid-autumn.

What would I receive?

Families who sign up for *Get a Healthy Start!* will receive a box of fresh fruit and vegetables delivered straight to their door in October, as well as a step-by-step guide on how to cook simple and delicious recipes together as a family using the produce. The recipes are suitable for weaning age children and have modification suggestions to suit your tastes.

The recipes included are:

- Singapore Style Stir Fry Noodles
- Mighty Minestrone Soup
- Garden Pie
- Tasty Tagine with Butternut Squash
- Easy Omelette Bites
- Creamy Rice Pudding with Autumn Fruit Swirl

Boxes will be delivered directly to your door between 18th and 31st October – delivery information will be provided after sign up via email.

How do I sign up?

Determine your eligibility and order a box directly at devon.cc/getahealthystart

Best wishes,

Template Text for Sharing with Families

Pregnant or have children under 4, and receiving benefits? You might be eligible for [Healthy Start](#), where you can get free vitamins and money towards fruit, vegetables and milk. For inspiration on how to use Healthy Start, go to devon.cc/getahealthystart and order a free box of fruit and vegetables directly to your door, along with the recipes to prepare them.

Template Social Media Post

Interested in a free box of fruit and vegetables delivered directly to your door, along with family friendly recipes to prepare them? If you are eligible for [Healthy Start](#), you can order yourself a box as part of the *Get a Healthy Start!* initiative here: devon.cc/getahealthystart

This is designed to promote [Healthy Start](#), where pregnant women and families with children under 4 on benefits can get free vitamins and money towards fruit, vegetables and milk. This scheme is set to go digital this Autumn. Go to www.healthystart.nhs.uk for more information about Healthy Start.

For any queries about the scheme, email publichealth-mailbox@devon.gov.uk

Please see the Get a Healthy Start Privacy Notice here: www.devon.gov.uk/privacy/privacy-notices/privacy-notice-for-get-a-healthy-start