

Healthy Start food campaign

Can you help Hertfordshire County Council reach 5,000 families who are missing out on Healthy Start food vouchers?

The vouchers were increased from £3.10 per child to £4.25 from April following lobbying from England footballer Marcus Rashford, who has now teamed up with TV chef Tom Kerridge to help provide families with recipes to make the most of the vouchers. To access 52 great recipes, based on the voucher scheme, visit [Tom's website](#).

If you are at least 10 weeks pregnant or have a child under four years old you could be entitled to Healthy Start vouchers worth £4.25 per child per week (£8.50 if under 1) to spend on milk, plain fresh or frozen fruit and vegetables, and instant formula milk. You can also use them to buy pulses and canned fruit and vegetables so long as they have no fat, salt, sugar or other flavouring added. The vouchers can be redeemed at local retailers.

If you are entitled to Healthy Start vouchers you will also get free vitamins designed to help pregnant and breastfeeding women and growing children. To be eligible you should be in receipt of certain means-tested benefits. [Check your eligibility](#). Pregnant under 18 year olds qualify whether they are entitled to a qualifying benefit or not.

There are over 5,000 pregnant women and young children missing out on £221-£442 per child per year to spend on healthy food, so it's important to be aware of this useful source of support. Take-up of the vouchers is very low, around 45 percent of those eligible, so it is important to check eligibility as soon as possible to prevent missing out.

Application leaflets are available from GP's surgeries or baby clinics. Alternatively, a form can be obtained by calling 0345 607 6823 or by [downloading](#) and printing one.

To access free information about benefits and check your eligibility, visit the benefit-checker on [Hertfordshire County Council's website](#).