

Department of Health West Midlands

Report for Healthy Start Strategic Leads

1. Background

Healthy Start replaced the Welfare Food Scheme. It operates throughout Great Britain and Northern Ireland. The scheme:

- includes fresh fruit and vegetables as well as milk and infant formula milk
- supports breastfeeding
- encourages earlier and closer contact between health professionals and families from disadvantaged groups
- includes free vitamin supplements for children from six months until their fourth birthday, and free vitamin supplements for pregnant women and women with babies up to one year old.

See: <http://www.healthystart.nhs.uk/index.html>

2. West Midlands Ambition

In December 2009 we set a regional ambition of increasing take up of vitamin supplementation to 10% of all beneficiaries by March 2011, 25% by March 2012 and 50% by March 2013. This followed workshops and consultation with local areas and national DH.

In addition we asked each PCT to develop an action plan. Each plan identified a strategic and finance lead. Action Plans were received from every PCT and updates and progress reports were recently requested. Nine have been received so far. As a minimum plans must include details of local approaches to:-

- supply and distribution of supplements, particularly working with Children's Centres and community pharmacists.
- training provision for health and other professionals working with children and families
- promoting public awareness raising and alignment with Change4Life and sub-brands.
- performance management and data collection.
- financial arrangements for invoicing.

3. Performance Data

- See attached tables. The number of claims in the West Midlands and nationally has increased slightly over the past four quarters. The West Midlands has performed better than the national average but there is much more improvement to be made.
- All 17 PCTs submitted claims in Q1 2010/11. The West Midlands was the only region in the country to achieve a 100% return.
- There are significant variations in local performance. Solihull is the worst performing PCT making no claims for women's tablets over the past four quarters and claiming for children's drops for the first time only at 2010/11 Q1. Solihull has been visited to discuss this. Herefordshire have not claimed for women's tablets. Birmingham East and North have improved significantly and claims made each quarter. Heart of Birmingham PCT has consistently claimed at a higher level compared to the rest of the region. South Birmingham has begun to submit claims during the past two quarters which are now at a higher level compared to the rest of the region.

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Healthy Start Vitamin Take Up - West Midlands								
	Women's Tablets 2009/10 Q2 %	Women's Tablets 2009/10 Q3 %	Women's Tablets 2009/10 Q4 %	Women's Tablets 2010/11 Q1 %	Children's Drops 2009/10 Q2 %	Children's Drops 2009/10 Q3 %	Children's Drops 2009/10 Q4 %	Children's Drops 2010/11 Q1 %
B'ham East & North	0.7	0.5	2.3	12.5	0.8	1.0	0.8	12.7
Heart of B'ham	6.4	4.4	3.3	5.0	6.9	6.3	3.5	4.3
S Birmingham	0.0	0.0	1.3	3.3	0.0	0.0	2.0	4.1
Solihull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Sandwell	0.0	0.0	3.4	2.1	0.0	1.9	2.5	3.0
Dudley	1.3	0.2	2.6	2.7	0.8	0.9	2.6	2.8
Walsall	0.0	0.0	1.5	2.6	0.0	0.0	0.4	1.5
Wolverhampton	0.5	1.5	2.4	3.0	0.9	1.5	2.6	1.8
Coventry	0.0	1.2	3.1	3.4	0.0	2.8	4.4	3.5
Warks	0.0	0.1	0.4	1.3	0.2	0.8	1.2	1.2
Herefordshire	0.0	0.0	0.0	0.0	0.0	1.2	1.0	0.6
Worcestershire	0.3	0.2	0.8	2.2	0.8	0.5	0.5	1.0
Telford & Wrekin	0.0	0.0	1.1	7.3	0.0	0.0	4.3	3.1
Shropshire	46.6	14.3	8.2	2.1	5.3	6.9	5.7	1.2
South Staffs	0.1	0.7	12.6	3.8	0.3	0.4	3.0	5.0
North Staffs*	0.0	0.0	0.0	4.7	0.0	0.0	0.0	3.9
Stoke*	0.0	7.3	0.0	6.3	0.0	6.4	0.0	3.6
West Midlands	1.9	1.5	2.7	4.5	1.1	1.9	2.1	4.1
England	0.6	0.9	1.6	2.0	0.4	1.1	1.6	1.9

Women's Tablets are calculated as follows:-

women's tablets claimed for/total potential number of tablets if 100% uptake for women.

Children's Drops are calculated as follows:-

children's drops claimed for/potential number of drops if 100% uptake.

* North Staffs claims were submitted jointly with Stoke up until Q1 2010/11