

## Healthy Start Scheme

The NHS Healthy Start Scheme is for people who are more than 10 weeks pregnant, or have children under the age of 4, who receive certain benefits.

You get a free prepaid card that's topped up every 4 weeks to buy milk, fruit and vegetables

You can use the card in shops that accept Mastercard payments and sell at least one of these Healthy Start foods.

You can use the card to collect Healthy Start Vitamins at [Byker Sands](#), [Fawdon Children's Centre](#), [Galafield Centre](#), [Nunsmoor Centre](#), [Healthworks](#), [Riverside Community Health Project](#), [Geoffrey Rhodes Centre](#), [Kenton Centre](#).

2023 rates are:

- £4.25 each week of your pregnancy (from the 10th week of your pregnancy)
- £8.50 each week for children from birth to 1 year old
- £4.25 each week for children between 1 and 4 years old

Qualifying Benefits include:

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

Find out if you are eligible and how to apply on the [NHS Healthy Start Website](#). Please note vouchers are no longer available.

[Watch the video about accessing Healthy Start Scheme in Newcastle](#)

Last updated: June 13, 2025

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**Website:** <https://www.healthystart.nhs.uk>

**Helpline:** 0300 330 7010

*Press: 1 to activate your card, 2 to speak to an interpreter, 3 to speak to a member of staff*

**Email:** [healthy.start@nhsbsa.nhs.uk](mailto:healthy.start@nhsbsa.nhs.uk)

**Email 2:** [nhsbsa.healthystartdigital@nhs.net](mailto:nhsbsa.healthystartdigital@nhs.net)

**Website 2:** <https://www.healthystart.nhs.uk/how-to-apply>

**Twitter:** <https://twitter.com/NHSHealthyStart>

**Facebook:** <https://www.facebook.com/NHSHealthyStart/>

**Address:**

Healthy Start  
Bridge House  
152 Pilgrim Street  
Newcastle upon Tyne  
NE1 6SN

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