

LIVERPOOL'S

**GOOD**

**FOOD**

**PLAN**

# A Healthy Start for Liverpool

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Feeding  
Liverpool



**Goal 1: 'Good Food' at points of Crisis**

**Goal 2: Uncovering the True Scale of Food Insecurity**

**Goal 3: Enabling Food Citizenship**

**Goal 4: Shifting Policy and Practice**

**Goal 5: Connecting the Community**

# A Healthy Start for Liverpool

- Research report developed with parents, children's centres, GPs, midwives and Public Health colleagues (June – September 2022)
- Key Findings:
  - Significant gaps in knowledge amongst parents and professionals about the scheme (and changes to it)
  - Lack of local coordination or city strategy as Healthy Start is “no-one’s job”
  - The vitamin element of the scheme was the least well known and least promoted element
- Local and National recommendations



# What did we do next?

- 121 new Community Healthy Start Champions trained in 2022, with a further 50+ in 2023
- Integrated Healthy Start into community food spaces and Queen of Green's mobile bus
- Liverpool's Healthy Start working group established in December 2022 and led by Liverpool City Council Public Health team
- Leading to a city-wide communications campaign in April 2023





# Making every contact count

- Promotional materials at community food spaces, foodbanks, children's centres
- 10,000+ leaflets distributed to HAF families + via residents newsletter
- Local media promote Healthy Start
- Primary Care Network and Citizens Advice Liverpool incorporating Healthy Start into social prescribing team questions



# What next?

- Campaigning continues for automatic registration, investment and uplifting and expanded eligibility for those with NRPF (campaigns led by: Sustain and Feeding Britain)
- Locally we have secured funds for an 'alternative offer' for pregnant women and families who have No Recourse to Public Funds, or who are just above the threshold
- A PHD student starting in October 2023
- Training video and further integration with health services with the aim ensuring every contact counts



# Find out more

[www.feedingliverpool.org/a-healthy-start-for-liverpool-page](http://www.feedingliverpool.org/a-healthy-start-for-liverpool-page)

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