



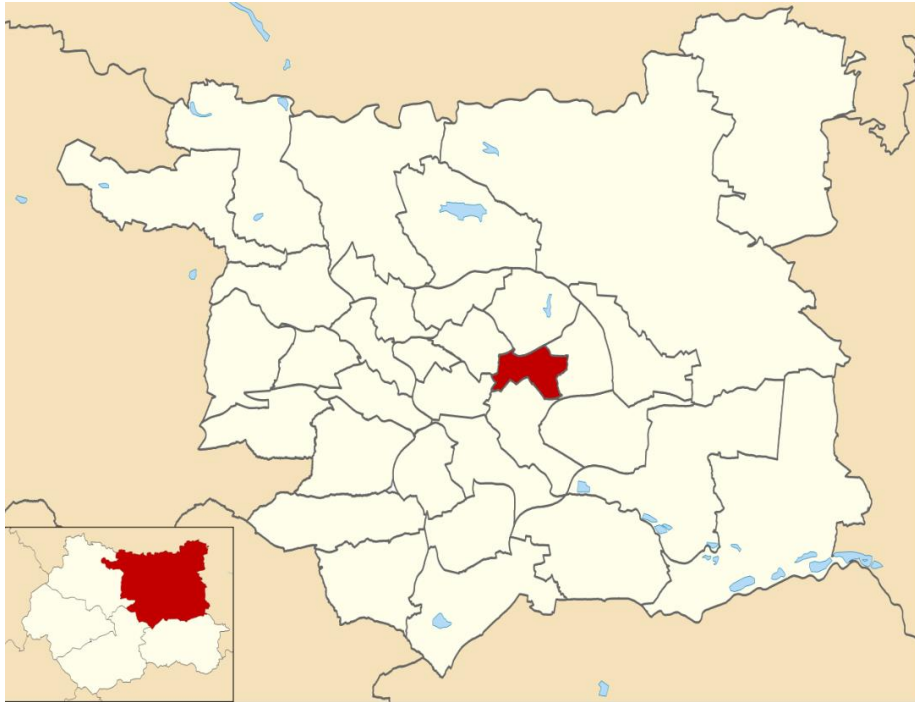
# A Healthy Start for All

a local campaign to increase awareness and uptake in  
Gipton and Harehills 2021–2023

Resilient Food Systems Workshop  
11.07.23

**Sonja Woodcock**

# Why Gipton and Harehills?



- LS8 and LS9
- Low income, diverse
- Population of 40,541
- 2<sup>nd</sup> largest ward and ranked as 2<sup>nd</sup> most deprived community in Leeds
- Many more children – 1/3 population under 19 and far fewer elderly people
- Zest & FoodWise are based at the Old Fire Station

# Healthy Start Campaign 2020



## Healthy Start Fruit & Veg Boxes



Would you like your fruit & veg delivered straight to your door?

The scheme is open to families receiving Healthy Start vouchers:

- ✓ Healthy food for you and your family
- ✓ Larger boxes available for 2 Healthy Start Vouchers
- ✓ Taking orders for families in LS7, LS8 & LS9
- ✓ Sign up for one off delivery, or for regular deliveries
- ✓ **Delivery is FREE**

Families signing up to the scheme will receive a box full of fresh fruit & vegetables to their doorstep in exchange for a Healthy Start Voucher.



For more information or to sign up:



**Contact**  
[admin@zestleeds.org.uk](mailto:admin@zestleeds.org.uk)  
or call  
0113 2406677



HEALTHY START



# Feb 2020 to Feb 2021

- Leeds
  - 10% increase in eligibility
  - An additional 1,275 eligible beneficiaries, with a 62% uptake
  - 3,531 beneficiaries missing out
- LS8 – Harehills
  - 40% increase in eligibility
  - An additional 276 eligible beneficiaries, with a 50% uptake
  - 485 beneficiaries were failing to benefit from the scheme
- LS9 – Gipton
  - 15% increase in eligibility
  - An additional 182 eligible beneficiaries, with a 64% uptake
  - 511 beneficiaries having not applied and registered for the scheme.



**Not only were the statistics alarming  
but the scheme was going digital!**



**Healthy Start  
paper vouchers  
will soon be  
replaced with a  
prepaid card**

# Campaign Group

- Formed July 2021
- Initial members: local Children's Centres managers, the local Councillor and members of the Public Health Localities team along with Healthy Start Development Worker and Sustainable Food Places Coordinator.

The group's purpose was:

***'To raise awareness of the Healthy Start Scheme and support families to register at the inception of digitalisation of the scheme, within the Gipton and Harehills ward'.***

- Additional members: Leeds City Council's Digital Inclusion and Financial Inclusion team members, a G.P. with a remit around Children and Families, along with a Patient Ambassador from a local G.P practice, and a local voluntary sector organisation, working primarily with women

# Key objectives, September 2021

Inform local families of the Healthy Start Scheme and provide local information on how they can register.

- Ensure local retailers are aware of the changes to the scheme affecting their business and display marketing material provided by Healthy Start national team
- Train key local partners, working with families, to be Healthy Start Digital Champions
- Increase access to digital thereby supporting families to register for the scheme

# Activity

## Additional Funding

- £2000 in funding through the Children and Families Department.
- This covered the cost of printed banners and posters and other needed resources for the project.





# Events

## Launch event

- The Compton Centre, local community hub in Harehills, on Thursday 9<sup>th</sup> June 2022.
- Hosted at the same time as the Baby Bank
- Just under 500 individuals, significantly more than average 200
- Vaccination/immunisation opportunities along with information about local organisations and advice from a Community Midwife. Three Covid vaccinations were given on the morning



# Events were the way forward!



# Other Activities

## Healthy Start Digital Champions Exploratory Training

The training was delivered in partnership with 100% Digital Leeds, September 2021, and had 29 attendees. This session was later recorded as a webinar, which is hosted through 100% Digital Leeds, and can be viewed for free at any time. To date (5/8/22) it has had 101 views. This resource can also be used as a resource beyond Leeds.

## Outreach with Retailers

Spoke with retailers along Harehills Road making them aware of the digitalization of the scheme, provided posters in various languages.

## Information Cascade

Engaged with national campaign and provided regular updates to scheme via mailing list and news stories.

Became '[single point of contact](#)' for Healthy Start in Leeds

# What Next?

**Despite Leeds having an uptake of 68%, higher than the England average of 65%, over 3,000 eligible individuals in Leeds are missing out on the benefits of Healthy Start.**

**This is a loss to the Leeds' economy of more than 1 million pounds per year that could be spent on healthy food for some of our most vulnerable residents.**

During the Gipton and Harehills local campaign, there was an **increase in uptake of Healthy Start of 3.64% in LS8 and 1.42% in LS9.**

During the same time period **uptake in LS6 fell by 17.38% and by 4.59% in LS7.**

**FoodWise recommends a citywide approach based on the success of the Gipton and Harehills pilot.**

The calculation for Leeds is £ 1,047,393 total money unclaimed per year, which is based on NHSBSA average payments to NHS Healthy Start claimants of £6.34.