



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
- 2nd largest ward and ranked as 2nd 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: <ul style="list-style-type: none">✓ 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. 
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For more information or to sign up: **Contact** admin@zestleeds.org.uk or call 0113 2406677

   

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!**



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 9th 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.

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

Outreach with Retailers

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

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.