



Putting Healthy Start on the map

Report from a pilot to promote maternal and infant nutrition and 'Healthy Start' in Falkirk

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ACKNOWLEDGEMENTS

CFHS and NHS Forth Valley would like to thank all the organisations and services that participated in 'Putting Healthy Start on the map' in the Braes area and Camelon. Your support, participation and commitment to the pilot is very much appreciated.

ABOUT CFHS



Community Food and Health (Scotland) aims to ensure that everyone in Scotland has the opportunity, ability and confidence to access a healthy and acceptable diet for themselves, their families and their communities. We do this by supporting work with and within low-income communities that addresses health inequalities and barriers to healthy and affordable food.

Barriers being addressed by community initiatives are:

Availability – increasing access to fruit and vegetables of an acceptable quality and cost

Affordability – tackling not only the cost of shopping but also getting to the shops

Skills – improving confidence and skills in cooking and shopping

Culture – overcoming engrained habits

Through our work we aim to support communities to:

- Identify barriers to a healthy balanced diet.
- Develop local responses to addressing these barriers.
- Highlight where actions at other levels or in other sectors are required.

We value the experience, understanding, skills and knowledge within Scotland's community food initiatives and their unique contribution to developing and delivering policy and practice at all levels.

ABOUT NHS FORTH VALLEY



The Nutrition and Dietetics Department provides a range of services to the total population of Forth Valley, both clinically and in terms of health improvement. Staff work closely with hospital staff, GPs, other members of the primary care team, local authority and the voluntary sector.

Community Food Development Workers are embedded in the Nutrition and Dietetics Department and together with Community Dietitians provide groups and individuals with practical advice and information on food issues, for example healthy eating, access to food, budgeting, funding, resources and practical food skills.

For more information visit www.nhsforthvalley.com/health-services/health-promotion/topics-and-settings/nutrition

BACKGROUND

The Scottish Government has developed a policy, 'Improving Maternal and Infant Nutrition - A Framework for Action'¹, to ensure that nutrition and health outcomes for pregnant women, parents and children under three are improved. The policy was launched in January 2011 and is aimed at a wide variety of organisations with a role in improving maternal and infant nutrition in Scotland.

“There are many partner organisations but, primarily, the NHS, local authorities, employers, the community and voluntary sector have the most opportunity to influence behaviour change. The Framework is aimed at policy makers within these organisations as well as frontline staff and volunteers.”

Improving Maternal and Infant Nutrition - A Framework for Action' introduction

“The outcomes cannot be achieved without effective and sustained partnership working between all statutory and voluntary organisations, so the actions that have been identified should be seen as relevant to all sectors.”

Shona Robison MSP, Ministerial foreword

“Promoting the Healthy Start Scheme including how to use the vouchers, what can be bought with them, encouraging uptake of vitamin supplements and local community initiatives providing practical food skills support that beneficiaries can access.”

Action plan: Practical support for parents and carers: 'Improving Maternal and Infant Nutrition - A Framework for Action' Activity: 5.7. p75.

The uptake of the Healthy Start² Scheme in Scotland overall is between 70 - 75% with even fewer utilising Healthy Start vitamins scheme. Community Food and Health

(Scotland) or CFHS wanted to pilot investment and support to a community focused Healthy Start activity that promoted an increase in awareness of Healthy Start and the use of the vouchers for fruit and vegetables. CFHS approached a Community Food Development Worker within the Department of Nutrition and Dietetics NHS Forth Valley and together with a Community Dietitian developed a pilot programme to promote Healthy Start. The partners involved developed an approach to integrate the pilot into areas where activity with parents and families with children under four years would already be happening.

Making use of local knowledge and experience, the two areas identified to deliver the pilot were in Falkirk: the Braes areas and Camelon (see community profiles page 7). Applying Healthy Start postcode data from the Scottish Government, these areas indicated a proportion of Healthy Start entitlement. As some early years activity was known to be taking place, these areas were perceived as conducive to developing a programme into existing infrastructure. The uptake of Healthy Start in Forth Valley is roughly the same as the Scottish overall uptake (70-75%).

The pilot also highlights how the community and voluntary sector is a key partner with the NHS and others to implement and deliver the Scottish Government 'Improving Maternal and Infant Nutrition' Framework and improve nutrition and health outcomes for pregnant women, parents/carers and children, including promoting Healthy Start.

The report

The aims of this report are twofold: to

- outline the work, activities and outcomes of the pilot; and
- provide some detail on the pilot's process for anyone wishing to learn from the pilot and develop similar activities with a community focus.

¹ <http://scotland.gov.uk/Publications/2011/01/13095228/0>

² www.healthystart.nhs.uk/

SUMMARY

'Putting Healthy Start on the map' pilot

- 15+ staff members have increased their awareness about Healthy Start and key messages about maternal and infant nutrition.
- Staff have cascaded their learning to colleagues, volunteers, parents/carers friends and family.
- 130+ parents/carers have increased their awareness of Healthy Start and maternal and infant nutrition through participating in activities delivered by organisations involved in the pilot.
- 50+ children have participated in food activities with parents/carers and families.
- CFHS/NHS Forth Valley have provided 20 'Putting Healthy Start on the map' resource packs to organisations involved in the pilot and others who could be involved in future Healthy Start activity.

The main **objective** of the pilot was to identify, engage and support existing community initiatives within the localities of the Braes area and Camelon in Falkirk to develop and integrate food activities that promote Healthy Start and maternal and infant nutrition within existing services. The main focus of activity was engagement and capacity building with community initiatives to enable relevant activities to be delivered to parents/carers and families.

As outlined in the background (page 4) CFHS and NHS Forth Valley developed a programme of activity to achieve the pilot's aims. Three workers from the partners involved were the key drivers of the pilot and worked together to develop a strategy that would drive activities:

- Community focused and engaging with community organisations.
- Focusing on improving maternal and infant nutrition and increasing awareness of Healthy Start.
- Focusing on promoting the Healthy Start scheme.

- Supporting communities to increase practical nutrition skills.
- Supporting food and health activities that local pregnant women, parents/carers and children under four could benefit from.
- Promoting activities that support the target group to increase their consumption of fruit and vegetables and how accessing Healthy Start vouchers can help cover some food costs.
- Promoting the importance of Vitamin D and Healthy Start vitamins and signposting organisations to information on where to obtain vitamins.

Activities to support the pilot

- Gather information on existing community initiatives.
- Engage local services in the work of the pilot.
- Engage with local strategic partners around the pilot.
- Develop and circulate resources to deliver the pilot.
- Build local capacity to deliver activities that engage and raise awareness of Healthy Start and maternal and infant nutrition.
- Support local food and health activities particularly those aimed at increasing awareness of Healthy Start, maternal and infant nutrition, and increased consumption of fruit and vegetables.

The pilot engaged with a range of community organisations delivering activities and supporting pregnant women, parents/carers and children. Staff and volunteers were invited to participate in training sessions to deliver key and consistent messages to increase their knowledge of maternal and infant nutrition and Healthy Start. Healthy Start resources were distributed to promote the scheme. Those who continued to engage with the pilot and attended the training sessions were encouraged to apply for funding from the pilot to deliver a food



activity. Six pieces of work were funded, which covered the costs of equipment and ingredients for food tasting and cooking sessions with parents/carers and children. Some facilities and venues were provided in kind by local services. A review meeting midway through the pilot updated partners and participants on how the pilot was progressing. Following the review meeting the pilot maintained engagement with organisations not fully involved at that point to encourage their participation. New initiatives were also approached to engage in the pilot.

Twenty 'Putting Healthy Start on the map' resource packs were distributed to the organisations involved and local community services where Healthy Start and maternal and infant nutrition activity would or could take place supported by NHS Forth Valley. The resource pack included Healthy Start materials and promotional items, relevant national resources from NHS Health Scotland, locally produced relevant resources from NHS Forth Valley and guidance on how to access further copies where possible. More details on the pilot process are outlined later in this report.

Some outcomes achieved from the pilot

- Increased awareness of Healthy Start within targeted communities.
- Improved local information available about Healthy Start.
- Organisations involved have accessed the Healthy Start website and resources.
- Development of new partnerships and networks.
- Improved integration of Healthy Start activity into existing work practice.
- Healthy Start used as a catalyst to engage with parents/carers.
- Healthy Start information cascaded by staff to work colleagues, friends and family.
- Key messages about the importance of vitamin D communicated to organisations and families.

The importance of Healthy Start vitamins was at all times promoted by the pilot. However, access to the vitamins by pregnant women/parents/carers in one of the pilot areas was limited by geography (Braes area: the Health Centre where Healthy Start vitamins are distributed from is on the very edge of the Braes locality and difficult for families to access) at the time of the pilot.

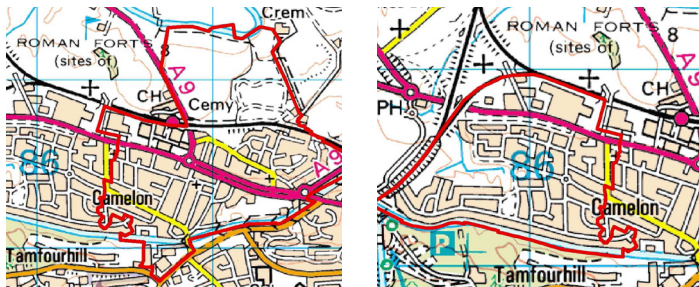


COMMUNITY PROFILES

Community profiles of the pilot areas³

Camelon East and West - Camelon East is ranked joint first in Falkirk with two out of the five data zones within Camelon East falling within the SIMD 2009 15% worst deprived areas. 63% of all housing in Camelon East is Council Tax Band A. This is an area of priority with maternity indicators showing that Camelon East has the highest rate of low birth weight at 65.22 per 1,000 births compared to Falkirk with 23.31 per 1,000 and Scotland with 24.13 per 1,000. There are also extremely low levels of breastfeeding in Camelon East, and double the Scottish average of smoking during pregnancy.

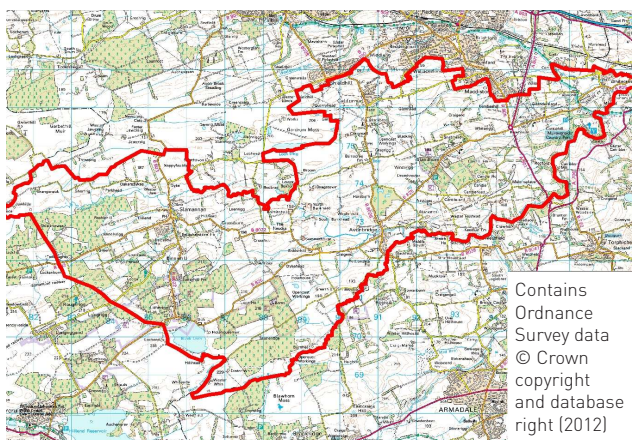
Camelon West is ranked third in Falkirk, with two data zones that are in the SIMD 2009 15% worst deprived areas. 28.9% of all mothers in Camelon West are teenagers. This is almost twice the Scottish rate of teenage pregnancy and is significantly higher than the Falkirk rate. 40.4% of all mothers continue smoking during pregnancy and less than a fifth are breastfeeding.



Contains Ordnance Survey data © Crown copyright and database right (2012)

Braes areas – Villages of Maddiston, California, Slammanan, Avonbridge and Whitecross. For this pilot, Shieldhill and areas linked to the Grange Community Centre were also included. The area profile shows that there is likely to be pockets of families receiving Healthy Start vouchers.

The Braes villages profiles are ranked 14th in Falkirk, and although there are no data zones within Braes villages that fall within the SIMD 2009 15% most deprived area, however almost half the housing (48.15%) is in Council Tax Band A. Research suggests a link between Council Tax Band A housing and inequalities.⁴



³ www.falkirk.gov.uk/services/corporate_neighbourhood/policy_performance_review/research_information/inequalities_profiles/health_inequalities.aspx Sept 2012

⁴ www.improvementservice.org.uk/library/download-document/3400-making-better-places-making-places-better-distribution-of-positive-and-negative-outcomes-in-scotland

THE PROCESS

This section outlines the process of how the pilot networked, engaged, built capacity and shared progress with partners, including service managers.

Engaging and mapping

An initial first stage of the pilot involved engaging with local frontline staff working with communities, to raise awareness of the pilot and the importance of Healthy Start and maternal and infant nutrition. A pilot brief was circulated to both staff and managers from both areas.

Visits were made to 15 organisations, including Community Learning and Development services, under fives support groups, family centre/nurseries, SPPA toddler and playgroups and others. Presentations about the pilot were delivered at relevant area team meetings, eg. Community Learning and Development teams.

Potential pilot participants that could be involved were sent questionnaires (see appendix 2) asking them for information about their groups, their activities and their awareness of Healthy Start. This produced information about the kind of services provided and level of knowledge/skills around maternal and infant nutrition and Healthy Start in the areas identified.

Twenty questionnaires were returned - six respondents stated they knew about Healthy Start, four of which were from one organisation.

Those that were aware of Healthy Start were not clear about the application criteria, who was eligible or what food items the vouchers could be used to purchase.

Networking

From the information collated, community organisations and other contacts were invited to two informal networking lunches to outline the pilot, the commitment involved and what support would be provided. Participants were:

- Senior Community Learning and Development staff for Falkirk West.

- Community Learning and Development workers from:
 - Camelon Community Education
 - Camelon Community Project
 - Camelon Nursery
- Home start (one-to-one and group support for parents/carers with children under five)
- Public Health Practitioner (Falkirk) (remit for Healthy Start)
- CLASP (Camelon, Larbert and Grangemouth Support to Parents) - Aberlour Child Care Trust
- Community Learning and Development workers from Braes area who cover: Slammanan, Shieldhill Maddiston, Whitecross, Avonbridge The Grange Community Education Centre, Polmont, Redding
- Senior Family Support Worker for the Braes area
- The Braes Family Centre staff

Enthusiasm for the pilot was high and everyone that attended recognised the importance of promoting maternal and infant nutrition in their communities. It was also acknowledged that staff providing, and communities accessing, local services would benefit from involvement in the pilot.

CFHS and NHS Forth Valley developed and organised training sessions to begin the process of building awareness and capacity to collaborate and deliver the pilot.

Capacity building for organisations and frontline staff

Three Healthy Start and maternal and infant nutrition awareness sessions were held in the Braes area and Camelon. The training programme was aimed at empowering and encouraging organisations and staff to:

- Increase their knowledge about Healthy Start and maternal and infant nutrition.
- Share their learning with parents/carers.



- Provide information on Healthy Start.
- Increase their confidence and basic skills to provide consistent messages around this theme.

The awareness sessions were delivered by NHS Forth Valley and CFHS and covered:

- What is Healthy Start?
- What does Healthy Start mean to your organisation?
- What information do pregnant women and mums with a baby under 6 months; a baby 6 months to 1 year; a child 1 – 4 years need? (covering Healthy Start vitamins, maternal and infant nutrition relating to pregnancy, breastfeeding, safe bottle feeding, weaning and food for under fives)
- How the Healthy Start Scheme works
- What makes it easy/difficult for parents/carers to access and exchange Healthy Start vouchers?
- How can your organisation support mums with Healthy Start?
- Where can parents/carers exchange vouchers in your area?

All participants received a variety of Healthy Start literature, reference materials and early years resources that support Healthy Start activities. The following NHS Forth Valley resources were made available to all organisations who participated:

- A Guide to Weaning
- Getting Started – Quick and easy recipes for your family and baby
- Ten Tantalising Tastes for Tiny Tums
- Lettuce make a sandwich
- Snacks for under fives

Funding for Healthy Start activity

Organisations that participated in the training sessions were supported to put their learning into practice and deliver some awareness-raising and practical sessions with groups of parents/carers and children in their communities. Organisations applied

for funding, outlining who they were going to deliver activities to, what the activities would involve and how much funding they were applying for. Organisations could apply for £50 - £200 to cover the costs of equipment and resources needed. Community Food and Health (Scotland) awarded funding to the five organisations that applied to deliver food and health activities.

First round of funding

From the outset participants from Camelon were fully engaged in the aims of the pilot. There was support from senior level staff for organisations and services to be involved. There was recognition that the pilot activities were relevant and that communities involved would benefit significantly. There was consensus that being involved in the pilot would contribute to local and national priorities to improve maternal and infant nutrition and access to the Healthy Start scheme. When funding was made available organisations in Camelon applied for funding to put learning into practice by delivering activities locally.

Camelon Community Project Nursery*

promoted nutrition, raised awareness of Healthy Start and delivered cooking sessions using simple ingredients and recipes to parents and carers of nursery children and parents living locally.


Camelon Parent and Toddlers Group*

promoted nutrition, raised awareness of Healthy Start and delivered snack preparation sessions with parents/carers and children.

Camelon Nursery*

promoted Healthy Start to parents/carers and distributed an ingredients pack to children to make soup with parents/carers at home together.

*all three worked together to deliver part of their sessions



“Camelon Nursery found it easy to integrate activity into curriculum and home links with parents.”

Camelon Nursery

“Organisations used Healthy Start as a catalyst to engage with parents.”

Camelon CLD Worker

Halfway engagement and review networking event

As previously noted, the Camelon area was fully engaging with the pilot. Engagement from the Braes area was weaker. Having stated support for the pilot at an initial networking lunch, not all organisations attended a training session for the area. Additionally not all organisations that did attend the training followed up opportunities for accessing funding to deliver activities. As a result the pilot wanted to explore how to improve involvement from the Braes area.

A halfway meeting with all Braes area and Camelon partners, local services and organisations was arranged to share and capture progress and investigate the next steps. Senior members of staff and managers from services and organisations in the Braes area were targeted to attend to improve involvement in the pilot and communicate how Camelon partners were benefitting from their participation. This would be an opportunity to invite and engage with new partners to the pilot also. A progress report was disseminated and a presentation on the pilot so far was given. Strategic partners from NHS Forth Valley and the local authority also participated.

Issues discussed at the meeting:

Activity that the pilot still needed to do

- Ensuring that the right or key services are involved – identify who else needs to be on board and address weak links.
- Revisit services and organisations in Braes area to seek further commitment and involvement in the pilot.

What helped to engage people in the pilot?

- Informal networking meetings were useful to build awareness of pilot.
- Having a lead person attend training helped to cascade learning through organisations and co-ordinate Healthy Start promotion and related food activities.

What resources were important to deliver the project?

- Access to resources: information leaflets, venues, facilities and equipment.
- Access to additional NHS Forth Valley training opportunities, eg. cooking with groups, helped build confidence to deliver practical activities.
- Time and people are important to build confidence and skills of those in the position to promote Healthy Start – identify who to learn from.
- Access to some funding always helps, however funding requested at that point is showing that a little can go a long way (£50-£200).

Following the review the pilot attempted to re-engage with organisations in the Braes area. Engagement this time was more successful. The Grange Community Education Centre and CLASP attended an earlier training session but had not applied for funding to deliver activities. Following re-engagement they applied for funding.

Grange Community Education Centre

held practical sessions to promote nutrition, Healthy Start and prepared healthy snacks with parents/carers and Grange Centre play group leaders.

CLASP - Aberlour Child Care Trust

held practical sessions to promote Healthy Start, nutrition and healthy snack preparation with two Parent and Toddler groups. Promoted Healthy Start, nutrition and prepare soup in one-to-one home support sessions with parents/carers.



Further engagement encouraged other organisations to come on board. Another training session was delivered and further funding to put learning into practice was awarded.

Scottish Pre-school Play Association (SPPA) (Braes wide area groups)

delivered practical sessions to engage with parent and toddler groups, playgroups, play workers and parents/carers and promote Healthy Start and nutrition in Braes area.

Resource packs

Twenty resource packs were distributed to organisations involved in the Healthy Start pilot and other organisations that could be involved. An outline of all the materials that were included in the resource is in Appendix 3.

- Grange Community Education Centre
- Camelon Community Centre
- Camelon Nursery
- Aberlour Child Care Trust - CLASP
- Scottish Pre-School Play Association
- Braes Family Centre
- Family Support Workers
- Homestart
- Day nurseries (in relevant areas)
- Community Education Resource base – East and West Teams



OUTCOMES

Increased awareness and local information of Healthy Start within targeted communities

Participating organisations are displaying resources to build communities awareness of the scheme. They also reported that community members who are not eligible are telling others in the community who might benefit from accessing the scheme.

SPPA encouraged playgroup leaders to attend the Healthy Start training so that as many as possible could start to introduce awareness raising of the scheme in the areas they worked in the Braes area.

“Healthy Start’ is now a common feature in conversations with a variety of literature on display.”

Camelon toddlers group

Organisations involved have accessed the Healthy Start website and resources

All organisations that participated are accessing the Healthy Start website to update Healthy Start knowledge. They also reported that they are returning to the website regularly as a result of ongoing changes to welfare benefits and entitlement to the scheme.

Development of new partnerships and networks

Camelon Community Project and Camelon Nursery are located in neighbouring buildings in Camelon. Prior to the pilot the nursery had no links with the project. The CLD worker who was delivering early years activities at Camelon Community Project linked with the Nursery and both developed a partnership to deliver activities, eg. practical cooking sessions in Camelon Community Project were attended by Camelon Nursery parents/carers.

The CLD worker at Grange Community Education Centre has plans to develop partnerships with local health professionals.

“Offer and deliver activities in partnership with local health visitors/midwives or any other health professional to increase knowledge and information given to parents in Braes Learning Community.”

Grange Community Education Centre

Integration of Healthy Start activity into existing work practice

Most of the groups involved reported that Healthy Start activity was easily integrated into existing practice with parents/carers, eg. Camelon Nursery linked the activity to health and wellbeing outcomes from Curriculum for Excellence.

Camelon Community Project use it to instigate conversations with parents around nutrition and health priorities.

As a result of its involvement in the pilot, CLASP now includes awareness of Healthy Start in its assessment procedures with families referred for support and also raises awareness with others as part of its main activities. CLASP also integrates Healthy Start discussions into one-to-one support with parents who access support in their own homes.



Healthy Start used as a catalyst to engage with parents/carers

The CLD team and Camelon Community Project used Healthy Start as a vehicle to engage parents/carers in discussions and activities around food and health in particular maternal and infant nutrition.

Grange Community Education Centre is using information collected in Healthy Start activities from participating families to developing future work and raise issues about food and nutrition.

“Healthy Start used as a vehicle to engage parents and to look at food and healthy eating.”

CLASP

Healthy Start information cascaded by staff to work colleagues, friends and family

All organisations that have accessed the training provided by the pilot are passing on information and knowledge in relation to maternal and infant nutrition and Healthy Start.

CLASP has cascaded training and information to all seven staff members. Staff have supported parents to apply for Healthy Start where they have not been registered with the scheme previously.

Key messages about the importance of vitamin D communicated to organisations and families

Discussions in the training sessions highlighted some lack of awareness in relation to the importance of Vitamin D particularly for pregnant women and breastfeeding women and other vulnerable groups. Consistent messages about Vitamin D were communicated as well as signposting participants to sources of further information and advice to share with relevant groups. Accessing Vitamin D through Healthy Start entitlement was emphasised.



LEARNING FROM THE HEALTHY START PILOT

- Community organisations are in a good position to relay and provide information about maternal and infant nutrition and Healthy Start.
- Raising awareness of Healthy Start can easily be integrated into existing programmes of work.
- Community organisations can make use of other opportunities to introduce maternal and infant nutrition and Healthy Start as part of existing group activities.
- This type of intervention has an empowering effect on organisations to find out more about Healthy Start for themselves once engaged.
- Senior level support as well as frontline worker enthusiasm are both crucial to making a difference.
- The operational drivers to promote Healthy Start at community level require prioritisation and senior level support to champion and drive motivation and momentum.
- Small amounts of funding enabled organisations to deliver and engage with vulnerable families in a practical way which only required small amounts of financial resources.
- There appears to be a gap in knowledge of the existence and the need for Healthy Start vitamins and enhanced vitamin D for at risk groups.
- Community organisations involved in the pilot were supported to access local and national resources in order to deliver consistent messages around maternal and infant nutrition.
- Organisations in other areas might find it difficult to access similar resources if they are not aware of them or are not linked to health board support.

- Learning from the pilot raises the issue that local health boards have a role to market resources that support community organisations to deliver activities that support local and national priorities.

In relation to the final two learning points above, local organisations can register with their local health board Health Information Resources Library to access copies of resources or can ask for them through health promotion staff. Organisations may have to make a case as to why they are required.

The website developed by NHS Forth Valley, which provides access to locally developed resources is a positive example of both effective promotion and access to local and relevant information and guidance. Resources are available to download providing easy and repeat access. (Visit www.nhsforthvalley.com/healthpromotion - click on 'Nutrition' and then scroll down to 'Resources' on left side menu).

National resources that support parents/carers and families, eg. Ready Steady Baby⁵ are given to parents/carers to support their learning and knowledge through ante natal appointments. Hard copies of national resources to use as consistent reference material can be more difficult for community organisations to access, as these resources are allocated at a national level and have a cost implication.

⁵ www.maternal-and-early-years.org.uk



What elements made the pilot more successful from the start in Camelon rather than the Braes area?

- Clear infrastructure to engage and involve local organisations (groups in Camelon were less disparate whereas in Braes organisations appeared to be more isolated from each others).
- Staff buy-in and enthusiasm - the right person to champion to others (staff promoted pilot to seniors and other colleagues).
- Timing of project – acknowledging that at the time of the pilot this intervention might have been on the agenda, however it might not have been a priority for other organisations in other areas.
- Partnership working – groups recognising that linking together to deliver activities/ sessions within activities, eg. Camelon Community Project and Camelon nursery, would be beneficial and have a greater impact.
- Senior management support and leadership appeared to have a bearing on involvement in the pilot (senior CLD staff in Camelon recognised benefits to community of being involved).
- Using Healthy Start as a tool to engage parents/carers around maternal and infant nutrition.
- Individual staff interest in finding out more and going with it!

“Integrating Healthy Start into an organisations overall activity with posters, information leaflets, simple activities to create conversations and signposting to other activities.”

Camelon Community Project

What CFHS and NHS Forth Valley did that supported the impact of the pilot overall

- CFHS and NHS Forth Valley had consensus about our vision and what outcomes we wanted to achieve.
- The staff members from CFHS and NHS Forth Valley were the main drivers in getting the pilot off the ground.
- Having local knowledge and awareness of the communities established a good base for developing and delivering the pilot.
- CFHS involvement and presence at meetings with NHS Forth Valley highlighted the significance of the pilot and gave it recognition within the departments involved.
- Clarity of purpose that the pilot was focussed at community level.
- CFHS and NHS Forth Valley were clear that the activities of the pilot needed to be relevant and practical to those who support women and families in communities.
- It was acknowledged that engaging organisations in the pilot and delivering the pilot would take time. Dedicated time was agreed by all partners.
- CFHS and NHS Forth Valley worked as a team, recognising the strengths of each partner and abilities to engage with local communities, build links, deliver knowledge and skills, provide guidance and ensure the pilot was strategically driven.
- Partners ensured that service managers and strategic partners were informed about the pilot’s progress and kept onboard.
- As the pilot developed, the focus on engagement was increased and the partners were flexible to respond to that need.
- Partners continually reflected on the pilot as it progressed and learned how to do things better.

NEXT STEPS

The experiences from the pilot will be shared with partners and networks so that others can learn about and develop programmes of work that promote maternal and infant nutrition and Healthy Start. The learning from the pilot has made the case to support the continuation of this work by all partners in recognition of its strategic value and contribution to Scottish Government and local priorities to achieve outcomes from 'Improving Maternal and Infant Nutrition: A Framework for Action'.

NHS Forth Valley

Partners from NHS Forth Valley are aiming to increase and embed key messages about Healthy Start within relevant activities that engage pregnant women, parents/carers and children under four years of age. They will also be using strategic engagement and learning from the pilot to roll out further activities to promote Healthy Start/maternal and infant nutrition within communities across the three council areas Falkirk, Stirling and Clackmannanshire. Healthy Start postcode data from the Scottish Government will be used to identify areas to engage in the roll out as well as local knowledge and links to existing infrastructure.

NHS Forth Valley planned activity:

- Deliver awareness-raising sessions widely to communities and partners.
- Develop and circulate briefing information and engage colleagues within Nutrition and Dietetics (including Community Food Development Workers and Oral Health Teams) as well as participants in the roll-out around Healthy Start and embed maternal and infant nutrition messages in all activities with relevant groups.
- Develop and deliver training and awareness sessions to colleagues and participants.
- Distribute mini Healthy Start resource packs containing:
 - Healthy Start flow chart and Vitamin D information (to be developed)
 - Local Healthy Start poster (where to access vitamins within NHS Forth Valley area)
 - Healthy Start application information and leaflet
 - Resource leaflets – key maternal and infant health messages and practical cooking information and guidance
 - Ten Tantalising Tastes for Tiny Tums – NHS Forth Valley booklet with quick and easy non-cook recipes
- Provide access to mini funding grants of up to £25 for a food activity that promotes Healthy Start and increasing consumption of fruit and vegetables.



Community Food and Health (Scotland)

CFHS supports, values and promotes the community and voluntary sector role in contributing to implementing local and national policies. The experiences from the sector in delivering food and health activities are gathered, collated and shared widely through our network, within publications and best practice guidance and through seminars and workshops. Experiences are also shared with policy makers and funders to influence the planning and development of future actions through informed practice.

CFHS is exploring further investment in supporting similar and new activities that promote maternal and infant nutrition and Healthy Start. These include:

- Developing work that uses learning from the pilot and supports activities in other areas of Scotland.
- Training opportunities through CFHS learning and development programmes.
- Expanding work around maternal and infant nutrition that particularly focus on minority ethnic communities.
- Sharing research and effective practice through collecting evidence and examples of community activities.
- Mapping the impact of community initiatives delivering activities that support maternal and infant nutrition.
- Maximising opportunities to disseminate all our learning from investment in and support to community initiatives, with funders, partners and our network.



APPENDICES

Some additional information has been provided in the appendices.

Healthy Start Pilot flow chart of progress, engagement and activity



APPENDIX 2

Putting Healthy Start on the Map in Falkirk, July 2011 Pre Questionnaire

NHS Forth Valley and Community Food and Health (Scotland) are working with local partners within the Falkirk localities of Camelon and the Braes areas to pilot a programme which promotes and increases the uptake of Healthy Start vouchers.

Community initiatives and all relevant individual workers within the localities of Camelon and Braes area will be supported to improve maternal and infant nutrition and support pregnant women and parents with children aged 4 or under to access 'Healthy Start' vouchers.

1. What kind of service/activity do you provide, eg nursery, toddler group, family support, young mums group? _____
2. Do you know about the Healthy Start scheme? Yes No
If yes, how are you involved with the Healthy Start scheme? _____

3. Do you know how pregnant women and parents apply/access the vouchers?
 Yes No Not sure
Comments _____

4. Have you specifically ever given any information on Healthy Start? Yes No
If Yes, what? _____

5. As part of your involvement with Healthy Start, do you provide any food activities for pregnant women and parents, eg, buying or cooking fruit and veg? Yes No
If Yes, please tell us briefly what you do _____

6. Do you do provide any other food activities with, pregnant women, parents or young children to increase their knowledge or skills about nutrition?
 No Yes, occasionally Yes, routinely
If Yes, please tell us briefly what you do _____

7. Would you find it useful to have an awareness information session about Healthy Start? This would include nutrition for pregnant women, babies and young children, vitamin supplements and breastfeeding. Yes No

Any other comments you would like to make?

APPENDIX 3

'Putting Healthy Start on the map' resource pack

Community Food and Health (Scotland) and NHS Forth Valley Department of Nutrition and Dietetics have promoted Healthy Start within the Braes and Camelon areas of Falkirk. The resources below have been given to community initiatives to help them to support pregnant women, parents with children aged four or under to access the Healthy Start vouchers and develop food and health activities with a Healthy Start focus.

Resource	Target Group	Format / Content	Available from
'Healthy Start application leaflet' (for free milk, fruit, vegetables and vitamins).	Pregnant women including teenagers, parents and carers (Please make leaflets available for staff and potential beneficiaries.)	Booklet that informs parents if they are eligible for the scheme - includes an application form.	www.healthystart.nhs.uk to download or order copies.
'Healthy Start - Quick guide for under 18s'	All pregnant women under 18 years old.	Leaflet about the Healthy Start scheme.	www.healthystart.nhs.uk to download or order copies.
'Breastfeeding welcome' sticker.	Breastfeeding women and general public.	Adhesive sticker for display in public places to support 'Baby Friendly Initiative'	www.healthystart.nhs.uk to order stickers.
'Healthy Start vitamins and why you need them'.	Pregnant women including teenagers, breast feeding mothers, infants and children under four years old.	Leaflet highlighting the importance of vitamins for target group.	www.healthystart.nhs.uk to download or order copies.
'Healthy Start poster pack'.	Pregnant women including teenagers, parents and carers.	Posters in the shape of a fruit, vegetable and milk bottle.	www.healthystart.nhs.uk to order copies.
'Shop Cook & Eat' pregnancy leaflet.	Pregnant women especially young and vulnerable women.	Leaflet with key nutritional messages.	NHS Forth Valley Dept of Nutrition and Dietetics
'Folic acid' leaflet	Women planning to become or have recently become pregnant.	Fold out z card highlighting the importance of taking folic acid.	Health Information and Resources Services or download from NHS Health Scotland*
'Vitamin D' leaflet for professionals Reference copy 'Vitamin D and you' leaflet	Staff, pregnant, in particular teenage women, breastfeeding women, babies and children under five years.	Leaflet highlighting the importance of vitamin D and supplements.	Health Information and Resource Services or download from NHS Health Scotland website*
'Ready Steady Baby'. Reference copy	Pregnant women and parents to be.	Book, providing information about pregnancy, birth, and looking after a baby.	All first time pregnant women get a copy from midwife. Or download from NHS Health Scotland website*



Resource	Target Group	Format / Content	Available from
'Off to a Good Start' Reference copy.	Staff and breastfeeding mothers. Should be used to complement guidance from infant feeding advisors.	Book providing information on how to successfully breastfeed.	All pregnant women get a copy from midwife or download from NHS Health Scotland website*
Formula Feeding - How to feed your baby safely. Reference copy.	Staff, parents/ carers who choose to bottle feed.	Booklet providing information on how to bottle feed safely.	All pregnant women get a copy from midwife or download from NHS Health Scotland website*
Preparing powdered formula feed information sheet. Reference copy.	Staff, parents/ carers who choose to bottle feed.	Information sheet providing a step-by-step pictorial guide on how to prepare infant formula.	Department of Health website.
'A Guide to Weaning' Reference copy.	Staff, parents and carers who are planning to or are weaning their baby onto solid food.	Pictorial flip chart providing information on when, how and what to wean a baby.	NHS Forth Valley Dept of Nutrition and Dietetics or download from NHS Forth Valley website (see below for web address).
'Fun first foods'.	Parents and carers.	Booklet providing information on weaning, includes photos and recipe ideas.	Parents get a copy from Health Visitor or download from NHS Health Scotland website*
'Ready steady Toddler'.	Parents and carers of toddler children.	Book providing information on how to parent a toddler.	Parents get a copy from Health Visitor or download from NHS Health Scotland website*

Activity Resources

'Getting Started' Reference copies.	Staff, parents and carers who are planning family meals.	Pictorial step-by-step recipe book to promote home cooked meals for the whole family.	NHS Forth Valley Dept of Nutrition and Dietetics.
'Ten Tantalising Tastes for Tiny Tums' Reference copies.	Staff, parents, carers and preschool children.	Booklet with quick and easy non-cook recipes.	NHS Forth Valley Dept of Nutrition and Dietetics.
'Lettuce make a sandwich' Reference copy.	Staff small groups of parents, families and children.	Interactive flip book with sandwich based meal ideas.	NHS Forth Valley Dept of Nutrition and Dietetics.

www.nhsforthvalley.com/healthpromotion - click on 'Nutrition' and then scroll down to 'Resources' on left side menu or contact scottfindlay@nhs.net

Contact details for NHS Forth Valley Dept. of Nutrition and Dietetics are available on website.

www.communityfoodandhealth.org

www.maternal-and-early-years.org.uk - NHS Health Scotland*

RESOURCES AND SOURCES OF INFORMATION

Improving Maternal and Infant Nutrition: A Framework for Action (2011)

The Framework is aimed at a variety of organisations with a role in improving maternal and infant nutrition. There are many partner organisations but, primarily, the NHS, local authorities, employers, the community and voluntary sector have the most opportunity to influence behaviour change. The Framework is aimed at policy makers within these organisations as well as frontline staff and volunteers.

<http://scotland.gov.uk/Publications/2011/01/13095228/0>

Healthy Start – this is scheme operated across the whole of the UK. Eligible pregnant women and parents can apply for free vouchers every week to spend on milk, plain, fresh and frozen fruit and vegetables, and infant formula milk. You can also get free vitamins. More information is available on their website as well as how to order resources.

www.healthystart.nhs.uk

The Maternal and Early Years website – the website is for everyone in the early year's workforce in Scotland. The website keeps practitioners of every level up to date with relevant information, key resources and support.

www.maternal-and-early-years.org.uk

Eatwell website – this website is managed by the **Food Standards Agency Scotland** and has information about the 'eatwell plate', quizzes, and games and a wealth of information on food safety and nutrition including nutrition myths, allergies and ages and stages.

www.eatwellscotland.org

NHS Forth Valley Nutrition resources: scroll down to Breastfeeding, Infant and Early years nutrition

www.nhsforthvalley.com/health-services/health-promotion/topics-and-settings/nutrition/resources



**community
food and health**

(scotland)

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