

# **Welfare Foods – a consultation on meeting the needs of children and families in Scotland**

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Scottish Government  
Riaghaltas na h-Alba  
gov.scot

# Background to Welfare Foods

- Originally war time rationing measure
- Targeted as the nation's diet improved
- Healthy Start & Nursery Milk Schemes
- Devolved to Scotland as part of the Scotland Act 2016



# Why devolve Welfare Foods?

We want to strengthen Welfare Foods:

- Increase uptake and choice for families
- Links with wider SG policies
- Reduce bureaucracy
- Focus on improving health outcomes



# UK Healthy Start Scheme

- Run by Department of Health & Social Care
- £3.10 weekly paper voucher to pregnant women and low income families
- For buying milk, infant formula, fresh or frozen fruit and vegetables
- Uptake around 70%
- Healthy Start Vitamins – pregnancy (all) and children (targeted)



# UK Nursery Milk Scheme

- Ran by Department of Health & Social Care
- Reimburses childcare providers
- Under 5s in childcare for 2+ hours per day are entitled to 1/3 pint of full-fat or semi-skimmed milk
- Under 1s entitled to infant formula
- Uptake c.50% but hard to measure



# Before the consultation

- Stakeholder engagement
- Short-term working group on Healthy Start and Nursery Milk
- Retailer engagement
- Data analysis from Department of Health & Social Care
- Evidence collection around nutrition



# Consultation

- Launched 5 April 2018 and available at:  
<https://consult.gov.scot/health-protection/welfare-foods/>
- 11 questions in total
- Closing date 28 June 2018
- Welcome responses!



# Best Start Foods

- Healthy Start Vouchers will become **Best Start Foods**
- Increase payments from £3.10 to £4.25 a week
- Stopping at 3 instead of 4
- £112 more over lifetime of benefit





# Best Start Foods

- New **smartcard**
- Application linked to Best Start Grant
- Remove retailer registration
- Available in all grocery shops



# Best Start Foods

More foods for families  
to choose from:

- Eggs
- Tinned fruit, veg,  
pulses
- Dried pulses



# Best Start Foods

- How do we improve uptake?
- How do we work with retailers?
- How do we best support families?



# Nursery Milk

- Maintain current offer
- Early learning and childcare expansion
- New childcare provider system?
- Healthy snack?



# Next steps

- Consultation analysis following closing date of 28 June 2018
- Continue engaging with stakeholders
- Transition arrangements
- Legislative timetable



# Thank you



# Contact details

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