

Healthy Start

A guide for retailers



HEALTHY START

Information in this leaflet is valid from 6 April 2011

Welcome to Healthy Start

Healthy Start is a UK-wide government scheme that helps pregnant women, new mums and young children in very low income families. It supports them at one of the most important times in their lives to eat healthily and develop good habits for the future. Healthy Start vouchers can be spent on milk, plain fresh or frozen fruit and vegetables, and infant formula milk at participating retailers.

How retailers become part of the scheme

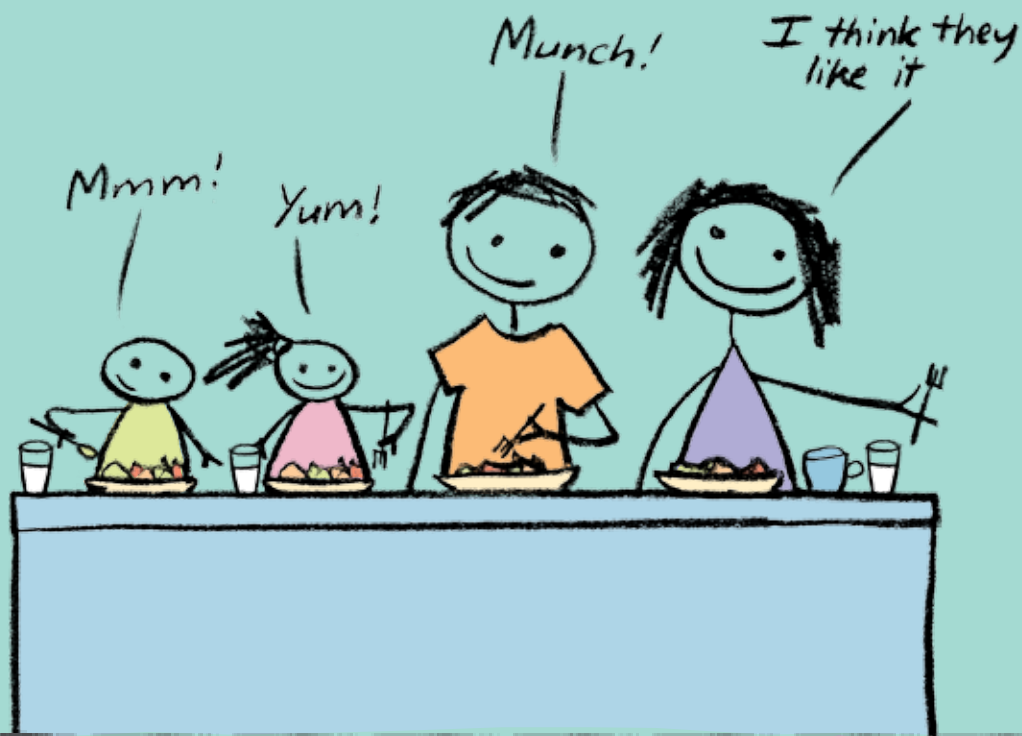
Retailers who register for the Healthy Start scheme will be paid the face value of Healthy Start vouchers that they accept towards the cost of Healthy Start foods.

This guide contains information and advice about the scheme, so please keep it in a safe place – you may need to look at it again. It explains:

- how customers can use their vouchers
- what checks you should make when accepting a voucher
- how to claim money back.

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What customers can spend Healthy Start vouchers on

Healthy Start vouchers can be accepted as payment or part payment for **milk, plain fresh or frozen fruit and vegetables, and infant formula milk**. There are more details below.

Milk

- ✓ Plain cow's milk – whole, semi-skimmed or skimmed. It can be pasteurised, sterilised, long-life or UHT.
- ✗ Customers can't spend their vouchers on flavoured milk, coloured milk, evaporated milk, condensed milk, goat's milk, soya milk or powdered milk – except infant formula milk.

Plain fresh or frozen fruit and veg

- ✓ Any kind of plain fresh or frozen fruit or vegetables, whole or chopped, packaged or loose.
- ✗ Customers can't spend their vouchers on any fresh and frozen fruit and veg which has added salt, fat, sugar or any other ingredient. They also can't spend them on pre-cooked, dried, or tinned fruit and vegetables, fruit juice or smoothies.

Infant formula milk

- ✓ Infant formula milk that says on the packet it can be used from birth.
- ✗ Customers can't spend their vouchers on infant formulas that aren't based on cow's milk, such as soya formula. They also can't spend them on follow-on formulas that are made for babies aged six months or older.

Your role

As a Healthy Start retailer you play a vital role in this public health scheme. The terms and conditions you have signed up to as a Healthy Start retailer set out your responsibilities. It is really important that you make sure the vouchers are only spent on the foods they are intended for so that the scheme is as effective as it can be.

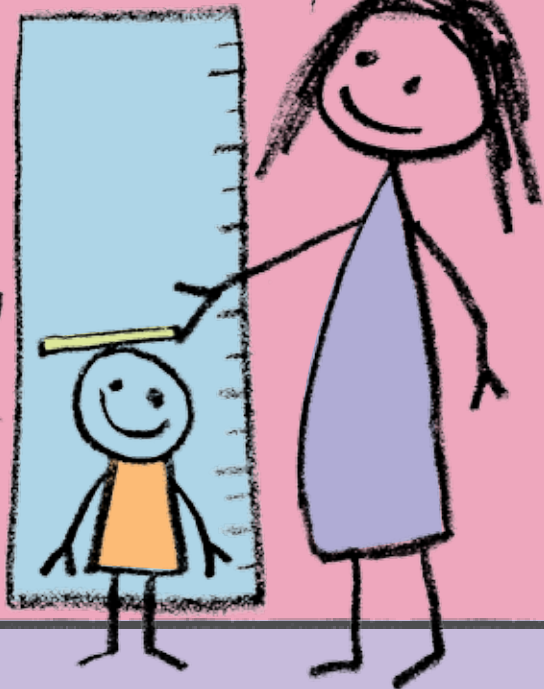
Frozen foods

Including plain frozen fruit and vegetables in the scheme from 6 April 2011 means that families on the scheme can spend their vouchers on products such as frozen peas or carrots as well as fresh fruit and vegetables and milk.

Plain frozen fruit and vegetables are being included to help low income families eat more fruit and vegetables by giving them more choice about the kinds they can spend vouchers on.

For more information about frozen foods and Healthy Start visit www.hsru.co.uk

Look how tall I am!



Accepting and checking Healthy Start vouchers

This section tells you how customers can use their vouchers and how you should check them. Keep the vouchers safe – you'll need to send them to us so we can repay you for them.

- Customers can use more than one voucher at a time as long as all are spent on foods included in the Healthy Start scheme.
- Customers can use a voucher in part payment for Healthy Start foods and pay the rest of the balance using cash/bank cards/a cheque etc.

Checking the vouchers

- Check Healthy Start vouchers carefully before accepting them – all vouchers have a watermark identical to the printed milk and fruit image on the front (see below), but fake vouchers won't have this watermark.
- Don't accept any Healthy Start vouchers that have been voided (VOID will be printed clearly).
- Don't accept vouchers that are torn or defaced. We can't pay for vouchers if the barcode can't be read.
- Make sure the vouchers are within their use-by date.

And also...

- Please don't write on the vouchers – it's particularly important that you don't mark or strike through the barcodes.

Important

We won't be able to pay you for fake vouchers, so you must check vouchers are genuine before accepting them.



Dos and don'ts

Customers can spend Healthy Start vouchers on any foods covered under the Healthy Start scheme. Here are some dos and don'ts – please read them carefully.

- ✓ **Do allow the customer to spend their vouchers on foods included in the Healthy Start scheme, to the full value of the voucher.**
- ✗ Don't allow customers to use Healthy Start vouchers to pay for anything not included in the Healthy Start scheme.
- ✗ You can't 'charge' customers for using their vouchers. The only reason they should give you money is if they're paying for Healthy Start foods that cost more than the value of the voucher and they're 'topping up' to the required amount with cash – or if they're buying other foods as well as those available under the Healthy Start scheme.
- ✗ Don't give change for vouchers.
- ✗ Don't buy, sell or trade Healthy Start vouchers or accept them from other retailers in payment/part payment for goods supplied to them

Please make sure you read the terms and conditions on pages 11–13.



How to claim for payment of Healthy Start vouchers

We sent you a **claim form** with your retailer pack when your application was approved. We'll send you a new claim form with every remittance advice (i.e. the note which we send you in the post to let you know that we've made a bank payment to you). But if you need another claim form in the meantime, call us on **0844 991 22 22**.

To claim payment for Healthy Start vouchers, fill in the claim form and send it with the vouchers to the Healthy Start Reimbursement Unit (HSRU) at this address:
HSRU Freepost (LE6004), Market Harborough, Leicestershire LE16 7BR.

Please note:

- it's a good idea to claim regularly rather than store up vouchers
- you must claim payment within six months of a voucher's use-by date – we won't be able to pay you for vouchers after this.

How to make your claim

1. Fill in the claim form.
2. Tear off the bottom portion and send it with your vouchers.
3. Put the vouchers and claim form in a suitable envelope or package. Don't staple or sellotape vouchers together – if there are a lot of them, secure them with rubber bands.
4. Address the package clearly to the Freepost address above and write your return address on the back of the package.
5. **Weigh the package and obtain a certificate of posting** at your Post Office (this is free).
6. **IMPORTANT:** write the package weight on the certificate of posting and keep this safely with the top portion of your claim form until you have received payment.

Please note that you will need to reactivate your registration if we do not receive a claim from you within 12 months of registration or at any time if you've not claimed for 12 months.

How we pay you

We make payments by Bankers' Automated Clearing System (BACS).

When we process your claim, we will send a remittance advice (a note saying that we've paid money into your bank account) in the post. If you wish to query the payment you must write to us within 14 days of receiving the remittance advice.

We aim to pay retailers within 10 working days of receiving your valid claim. You can check whether we have received your claim on our website: www.hsru.co.uk



Let us know straight away if your details change

To ensure payments to you are correct, tell us straight away if your bank account, contact details or other circumstances change. If you sell your business please call and let us know and also make sure you send back all your vouchers. The new owners will need to register themselves to be part of the scheme – they will not be covered by your registration. Call us on **0844 991 22 22** for a 'change of circumstance' form, or download one from our website:

www.hsru.co.uk

Items lost in the post

If your claim gets lost in the post on its way to us, we'll send you a form to complete and return with the certificate of posting, recorded weight of the package and any other evidence you can provide. We can only investigate lost vouchers if this information is available.

Check your claims online at
www.hsru.co.uk

Stolen, lost or damaged vouchers

Look after Healthy Start vouchers like you would banknotes. If they are stolen, lost or damaged while they are in your care, we won't be able to compensate you for them. So we recommend that you check that your business insurance covers this kind of loss, or else arrange specific insurance.

If vouchers are lost or stolen while in your care, please tell us, and the police. It'll help us ensure that stolen vouchers aren't used illegally – and you'll need to tell the police if you're claiming on insurance.

And if the lost vouchers turn up, tell us, and the police, as soon as you can.

Holding a customer's unused Healthy Start vouchers

Some customers may ask you to hold Healthy Start vouchers on their behalf. That's fine, but you are responsible for their safekeeping. Here's what you need to do – the following steps ensure that both you and your customer are protected:

- give the customer a receipt for the vouchers (including the serial numbers)
- allow the customer to exchange the kept vouchers for Healthy Start foods – or return the vouchers to the customer before their use-by date so they can use them elsewhere
- get a receipt from the customer (including the voucher serial numbers) if you return the vouchers
- if you lose or damage the vouchers while they're in your care, you still have to let the customer have the Healthy Start foods they would have been entitled to, up to the full value of those vouchers.

Healthy Start retailers' terms and conditions

You agreed to comply with the terms and conditions when you applied to accept Healthy Start vouchers. These are the current terms and conditions. Please keep this guide as you may need to refer back to them in the future.

By signing the declaration on the application for registration as a Healthy Start food outlet you agreed to be bound by these terms and conditions. If you fail to comply we may withhold payments to you, your registration may be removed, and enforcement action may be taken against you which could include prosecution.

If the Healthy Start scheme changes, these terms and conditions may also change. Any changes will be detailed on your remittance advice letters from the Healthy Start Reimbursement Unit (HSRU). Please read remittance advice letters carefully and keep them in a safe place.

Please refer to this guide for further information relevant to these terms and conditions by way of guidance.

1. You must be registered as a Healthy Start food outlet in order to claim payment for the supply of Healthy Start food in exchange for vouchers. Applications for registration must be made to the HSRU on its application form.
2. You will receive written notification of your registration as a Healthy Start food outlet. This notification will include your Healthy Start account number – to be quoted on all correspondence with the HSRU. It will also include a form on which to make your first claim for payment. From then on, a new claim form will be issued with each remittance advice letter.



3. You may only accept Healthy Start vouchers in exchange for, or payment towards Healthy Start food. Healthy Start food is described on the face of the voucher as: liquid cow's milk (but not milk to which chemicals, vitamins, flavours or colours have been added or removed), plain fresh or frozen fruit and vegetables (with no added salt, fat, sugar or any other ingredient), and infant formula milk based on cow's milk.
4. You must provide Healthy Start food to the full value specified on the face of each Healthy Start voucher that you accept.
5. You must claim payment for Healthy Start vouchers you accept within six months of the use-by date on the vouchers and must fill in a Healthy Start claim form for each claim you make (there is no limit on the number of vouchers that may be included with the claim).

You must obtain a certificate of posting for all vouchers you send to the HSRU, and keep with it a note of the weight of the envelope or package containing the vouchers.

The HSRU will make payment promptly by Bankers' Automated Clearing System (BACS). It is your responsibility to notify the HSRU of any change to your bank details to prevent payments being delayed.

If you wish to query payment, you should write to the HSRU within 14 days of receiving your remittance advice.

6. You are responsible for the safekeeping of vouchers that are in your care. You should make sure that your business insurance covers the cost of any vouchers lost or destroyed while you have them, as the HSRU is not obliged to make payment in respect of such vouchers.

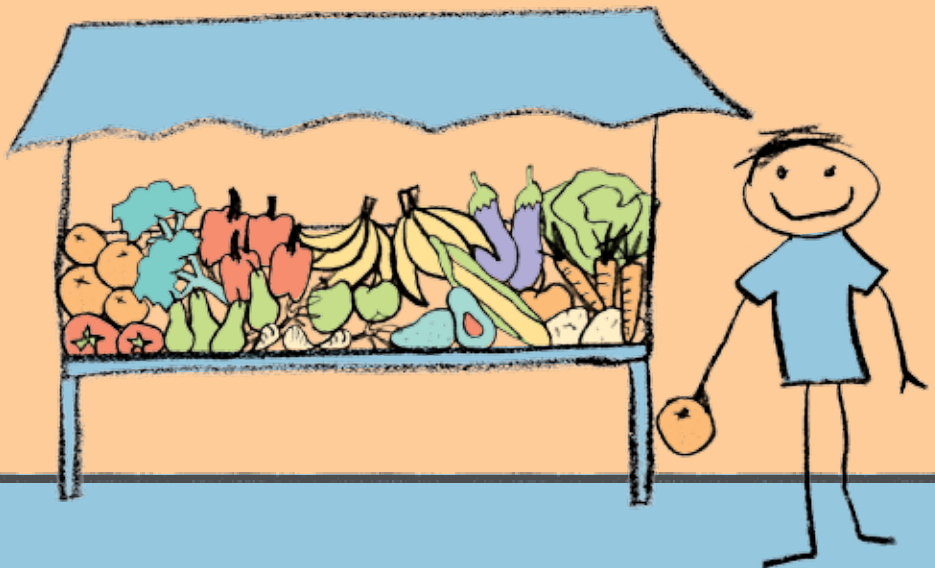
7. If you break the rules or do not follow the terms and conditions of Healthy Start, you can be prosecuted.
8. In order to prevent or respond to issues concerning suspected fraud against the Healthy Start scheme, you must co-operate fully with enquiries made by authorised agents.

The HSRU will not pay retailers in respect of any Healthy Start vouchers that are suspected or proven to have been forged, stolen, invalid, illegally traded or are more than six months past their use-by date.

For more information about the role of retailers in Healthy Start or to check the progress of your claims for payment visit **www.hsruc.co.uk**

For further assistance and more detailed advice on how to check if a voucher is genuine, contact the HSRU retailer helpline on **0844 991 22 22**.

If you believe that anyone may be breaking the rules of Healthy Start you can report this to the Healthy Start public helpline on **0845 607 6823** in the strictest confidence. All cases will be followed up.



Vitamins for new mums
and mums to be



Vitamin drops
for the kids



Frozen
summer
fruits

frozen
broccoli

Frozen
fruit
and veg

Milk



Fruit



Veg



Healthy Start Reimbursement Unit

The Healthy Start Reimbursement Unit (HSRU) registers and pays Healthy Start retailers on behalf of the Department of Health. If you have any queries, please write to us:

**HSRU,
Freepost (LE6004),
Market Harborough,
Leicestershire,
LE16 7BR**

or call us on **0844 991 22 22**.

If there are any changes to the Healthy Start scheme, we'll let you know by either adding a note on your remittance advice, or sending you a new retailers' guide.

For more copies of the guide, download them from our website, call us or write to the address above.

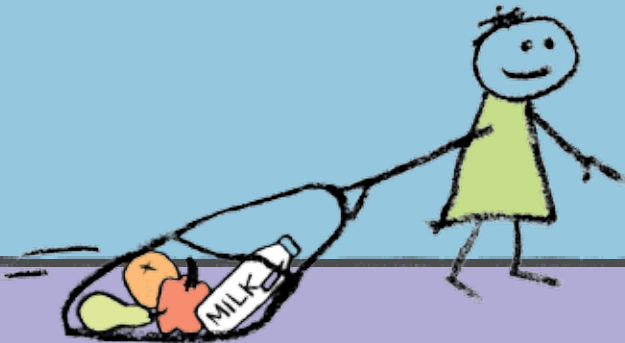
Healthy Start vitamins

Women and children on Healthy Start also receive green coupons that they can swap for free vitamin supplements. If a customer asks you where they can get Healthy Start vitamins, tell them to contact their midwife or health visitor who will be able to explain where they can pick them up locally – unless you have a specific agreement with a local NHS organisation or health board to provide vitamins.



Want to register as a Healthy Start retailer?

If you're reading this but you haven't yet registered to accept Healthy Start vouchers, call **0844 991 22 22** or visit **www.hsrु.co.uk** to get an application form.



HEALTHY START

Need any help? Call the Healthy Start
Reimbursement Unit on **0844 991 22 22**
www.hsrु.co.uk