

To:
NHS Board Chief Executives
NHS Board Directors of Finance
NHS Board Directors of Pharmacy

Copy to:
NHS Board Healthy Start Leads
NHS Board Maternal and Infant Nutrition Leads
NHS Health Scotland
Community Pharmacy Scotland
AAH Pharmaceuticals
Alliance Healthcare
Phoenix Medical Supplies Limited
NHS National Services Scotland

1 March 2013

Dear colleague

DISTRIBUTION OF HEALTHY START VITAMINS

This letter is to advise NHS Health Boards of the establishment of a national 12 month trial scheme designed to encourage improved uptake by beneficiaries in Scotland of Healthy Start Vitamins. Boards are accordingly now required to invite all Community Pharmacies and Dispensing Practices in their area to participate in this trial for the supply and distribution of Healthy Start Vitamins to support the healthier nutrition of pregnant women and young children who meet the eligibility criteria.

The arrangements for the provision of Healthy Start Vitamins, as detailed in **Annex A**, require to be in place to begin supply on 25 March 2013. The arrangements will be for a 12 month trial period ending 31 March 2014 and the impact of the trial arrangements will be monitored.

Contractors (community pharmacies and dispensing doctors) who sign up will receive a £200 opt-in fee and should complete and return the relevant opt-in form attached at **Annex B** and **C** by 22 March 2013 to receive payment. On return of the opt-in forms PSD will inform Boards of participants in their area.

Contractors may also sell, at their professional discretion, vitamin packs to non beneficiaries, where stocks are available after the needs of beneficiaries are met.

Action

Health Boards are asked to note the contents of this letter and put in place the arrangements as detailed at Annex A.

Yours sincerely



JOHN FROGGATT
Deputy Director

HEALTHY START VITAMIN DISTRIBUTION

TRIAL ARRANGEMENTS IN SCOTLAND MARCH 2013-MARCH 2014

The objective of Healthy Start Vitamin distribution is to make the vitamins readily available to the target population in Scotland. It is estimated that around 33,745 children and 10,551 women across Scotland are entitled to Healthy Start Vitamins.

1. Eligibility

1.1 The UK wide Healthy Start Scheme provides for Healthy Start Vitamins (HSVs) for pregnant women, breastfeeding mothers and families, with children under four, on income related benefits. All pregnant women under the age of 18 are also eligible, regardless of income.

1.2 Eligible recipients are identified by the Department of Health across the UK and are then provided with Healthy Start Vitamin coupons.

1.3 Individuals who are eligible to access Healthy Start Vitamins receive a Healthy Start coupon in the post every 8 weeks to exchange for vitamins in a participating local community pharmacy/dispensing practice.

1.4 Those not eligible for the Healthy Start scheme who wish to access recommended vitamin supplements may purchase Healthy Start Vitamins, at the professional discretion of the pharmacist/dispensing doctor and provided stocks are available once the needs of beneficiaries are met.

2. Service Description

2.1 Contractors will order required amounts of Healthy Start Vitamins direct from wholesalers.

2.2 Arrangements to support the trial have been put in place with three wholesalers, through whom it is anticipated that all dispensing contractors will be able to access vitamin packs:

- AAH Pharmaceuticals;
- Alliance Healthcare; and
- Phoenix Medical Supplies

2.3 Individuals who are eligible to access Healthy Start Vitamins can exchange their coupon for required vitamins in participating pharmacies and dispensing practices.

2.4 Community pharmacy contractors claiming reimbursement for vitamins should do this by submitting a CPUS form. The CPUS forms should be completed detailing the type of vitamins provided, e.g. women's tablets or children's drops and should be returned to PSD with normal monthly prescription returns. The coupons should also be returned alongside the CPUS form.

2.5 Dispensing practices should complete the form attached at **Annex D** and return, with the coupons, to the address detailed on the form.

2.6 All contractors should mark the coupon with the beneficiaries' name, date of dispensing and their contractor code. This will enable the coupons to be reconciled with the CPUS form/claim form and supports payment verification arrangements.

2.7 NHS Boards who supply the vitamins to a wider group than Healthy Start beneficiaries (i.e. all pregnant women) can do so by ordering vitamins via existing routes, or by using the pharmacy wholesalers listed above.

3. Remuneration and reimbursement

3.1 Each contractor (community pharmacy or dispensing practice) who opts into the trial will receive a one off payment of **£200** for their participation in this national Healthy Start Vitamin distribution trial. This will be paid with the contractor's April 2013 dispensing payments or as soon as practical after the contractor opts in.

3.2 Contractors will be reimbursed for Healthy Start Vitamins dispensed at the following prices which have been agreed with the wholesalers involved in the trial.

- Healthy Start Women's Vitamin Tablets (containing folic acid and vitamins C & D) - £1.25
- Healthy Start Children's Vitamin Drops (containing vitamins A, C & D) – £2.31

4. Sale of HSVS Packs to non- beneficiaries

4.1 Community Pharmacy Contractors and Dispensing Practices may sell the vitamins provided through the Healthy Start Scheme to non beneficiaries. Contractors will wish to be aware that control prices are in place where non-beneficiaries obtain these products through alternative routes, such as clinics, at the cost price plus 10%.

5. Administration

5.1 Health Boards should invite contractors wishing to opt into this service to do so by 22 March 2013 at the latest. See opt-in forms attached at **Annex B** for Pharmacists and **Annex C** for Dispensing Doctors.

5.2 Opting in contractors should then place initial stock orders to ensure that stocks are available for the start of the scheme on 25 March 2013.

PROVISION OF HEALTHY START VITAMINS**COMMUNITY PHARMACY OPT-IN FORM**

Contractor Name: _____

Contractor Code: _____

COUNTER FRAUD DECLARATION

I confirm that I will comply with all the requirements detailed in the Scottish Government's letter of 1 March 2013 relating to the provision of the Healthy Start Vitamins.

I advise that the service will be available during the standard contracted opening hours of this community pharmacy.

I declare that the information I have provided is correct and complete. I understand that, if I knowingly provide false information, this may result in disciplinary action and I may be liable for prosecution and civil recovery proceedings. I agree that any overpayments identified through the post verification procedure may be recovered at a future date by the Common Services Agency for the Scottish Health Service.

Signed: _____

Name: _____

Company Position: _____

Date: _____

Contractors claiming the **£200** payment for provision of the Healthy Start Vitamins must return a copy of this completed form, either:

By post to

Moira Hanley
NHS National Services Scotland
Gyle Square
1 South Gyle Crescent
EDINBURGH
EH12 9EB; or

By email to NSS.psd-cp-claims@nhs.net

PROVISION OF HEALTHY START VITAMINS**DISPENSING PRACTICE OPT-IN FORM**

Practice Name: _____

Practice Code: _____

COUNTER FRAUD DECLARATION

I confirm that I will comply with all the requirements detailed in the Scottish Government's letter of 1 March 2013 relating to the provision of the Healthy Start Vitamins.

I advise that the service will be available during the standard contracted opening hours of this community pharmacy.

I declare that the information I have provided is correct and complete. I understand that, if I knowingly provide false information, this may result in disciplinary action and I may be liable for prosecution and civil recovery proceedings. I agree that any overpayments identified through the post verification procedure may be recovered at a future date by the Common Services Agency for the Scottish Health Service.

Signed: _____

Name: _____

Company Position: _____

Date: _____

Contractors claiming the **£200** payment for provision of the Healthy Start Vitamins must return a copy of this completed form, either:

By post to

Moira Hanley
NHS National Services Scotland
Gyle Square
1 South Gyle Crescent
EDINBURGH
EH12 9EB; or

By email to NSS.psd-cp-claims@nhs.net

DISPENSING PRACTICE CLAIM FORM FOR HEALTHY START VITAMINS

Month _____

Contractor Name: _____

Contractor Code: _____

	Quantity Supplied
Healthy Start Women's Vitamin Tablets	
Healthy Start Children's Vitamin Drops	

COUNTER FRAUD DECLARATION

I declare that the reimbursement claim is in respect of the provision of Healthy Start Vitamins purchased and provided through the arrangements set out in the Scottish Government's letter of 1 March 2013.

I also declare that in making the claim I understand that the information given must be correct and complete and I understand that if it is not then action may be taken against me, including referral to the Common Services Agency, Counter Fraud Services. I understand that, if I knowingly provide false information, this may result in disciplinary action and I may be liable for prosecution and civil recovery proceedings. I agree that any overpayments identified through the post verification procedure may be recovered at a future date by the Common Services Agency for the Scottish Health Service.

Signed: _____

Name: _____

Company Position: _____

Date: _____

To claim reimbursement for the provision of Healthy Start Vitamins a completed copy of this form must be returned with the received coupons to the following address at Practitioner Services Division.

Pharmacy Payments
c/o Moira Hanley
NHS National Services Scotland
Gyle Square
1 South Gyle Crescent
EDINBURGH
EH12 9EB

HEALTHY START VITAMINS Q&A FOR BENEFICIARIES AND OTHER PATIENTS

Q. What is Healthy Start?

A. Healthy Start is a UK wide government scheme which aims to improve the health of pregnant women and families on low incomes. Beneficiaries (people on the scheme) are sent vouchers that can be used to buy cow's milk, plain fresh or frozen fruit and vegetables, and infant formula milk, plus coupons that can be exchanged for free vitamins (for pregnant women, new mums and children).

Q. Who is entitled to Healthy Start?

A. Women more than 10 weeks pregnant, and families with children under four years old, qualify for Healthy Start if the family is receiving:

- Income support, **or**
- Income based Jobseeker's Allowance, **or**
- Income related Employment and Support Allowance, **or**
- Child Tax Credit (but not working Tax Credit unless the family is receiving Working Tax Credit run-on only*) **AND** has an annual family income of £16,190 or less in 2012/13.

Women also qualify for the whole of their pregnancy if they are under 18 when they apply, even if they don't get any of the above benefits or tax credits.

* Working Tax Credit run-on is the Working Tax Credit received in the four weeks immediately after a person has stopped working for 16 hours or more per week.

Q. How do I apply?

A. An application form is available from doctor's surgeries, Health Visitors and midwives. Applications can also be downloaded from the Healthy Start website (www.healthystart.nhs.uk). However all applications have to be countersigned by a registered midwife, nurse or medical practitioner.

Q. What do Healthy Start Vitamin beneficiaries receive?

A. Healthy Start Vitamin Coupons:

- Every eight weeks beneficiaries also receive vitamin coupons, which can be exchanged for vitamins in their local area. Their coupons will be valid for women's tablets and/or children's drops depending on their circumstances.
- Every pregnant women and new mother (with a child under the age of one) will receive a coupon for women's tablets.
- Every child (aged 6 months up to the age of four) will receive a coupon for children's drops.

Q. How do I get my Healthy Start Vitamins?

A. You should take your Healthy Start vitamin coupon (which is posted every eight weeks) to a participating Community Pharmacy, or your local Health service (details of who distributes the vitamins are available on the Healthy Start website).

Q. What do the vitamins contain?

A. Children's Vitamin Drops

Children receiving Healthy Start coupons qualify for free vitamin supplements from six months old until their fourth birthday. The daily dose of five drops contains:

- 233 micrograms of vitamin A
- 20 milligrams of vitamin C
- 7.5 micrograms of vitamin D3.

Babies who are having 500ml or more of infant formula a day do not need additional vitamins.

The vitamins are suitable for vegetarians and free from milk, egg, gluten, soya and peanut residues, and have a shelf life of 10 months from manufacture. They come in 10ml bottles, each of which contains just over 56 daily doses. Beneficiaries are entitled to one bottle every eight weeks.

Women's Vitamin Tablets

The daily dose is one tablet, which contains:

- 70 milligrams of vitamin C
- 10 micrograms of vitamin D
- 400 micrograms of folic acid.

They are suitable for vegetarians and free from milk, egg, gluten, soya and peanut residues. The shelf life is two years from manufacture. Beneficiaries are entitled to one bottle of 56 tablets every eight weeks.

Q. I am not entitled to Healthy Start. Can I buy the vitamins?

A. Yes. Healthy Start vitamins can be bought from Community Pharmacies.

Q. Why are vitamins important?

A. Healthy Start vitamins are important because:

- 8% of children under five in the UK don't have enough vitamin A in their diet
- Families in lower-income groups tend to have less vitamin C in their diet
- All pregnant and breastfeeding women and young children are at risk of vitamin D deficiency (teenagers, younger women and those from ethnic minorities are particularly at risk).