

From:
To: [Vinay Manro](#)
Cc: [Liz Matthews](#); [Sean Pocock](#); [Laura Cutter](#)
Subject: ExternalRE: ExternalHealthy Start - Haydon Wick Parish Council
Date: 23 May 2024 10:11:17

Good morning Vinay,

Thanks so much for getting back to me about this as we are keen to spread the word about Healthy Start. Becoming a vitamin distribution point is fairly straightforward; the parish council would receive a small amount of vitamins for babies and mums that qualifying families could then collect at a time the office is open to the public. We are looking at small numbers to start with, until local families realise that the collection point is close by. We would send you a poster to display at a prominent location inside the building. It would then be helpful to promote the vitamin distribution via social media or perhaps your newsletter and there are a range of digital tools that can be utilised for this purpose. We would also like to promote the [Healthy Start](#) card in general, because some families do not know about it.

Regarding marketing tolls, these can be sourced here:

[NHS Healthy Start communications toolkit \(nhsbsa.nhs.uk\)](https://nhsbsa.nhs.uk)

I look forward to your reply.

Best wishes.

Emma.

From: Vinay Manro <vinaymanro@haydonwick.gov.uk>
Sent: 22 May 2024 21:02
To:
Cc: Liz Matthews <marketing@haydonwick.gov.uk>; Sean Pocock <CommunityandYouth@haydonwick.gov.uk>; Laura Cutter <deputyclerk@haydonwick.gov.uk>
Subject: Re: ExternalHealthy Start - Haydon Wick Parish Council

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Emma

It was a pleasure meeting you yesterday.
Let me introduce you to Sean and Liz who are councils community and marketing officers.

From a comms perspective and getting the message out they are both well placed to help.
I would like to explore becoming a collection point. Please let us have some more info.

Regards

Vinay

CLlr Vinay Manro

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Want to talk? Check my availability: <https://www.calendarbridge.com/book/GpEbuW>

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On 21 May 2024 at 18:48:13, Emma Sperring (esperring@swindon.gov.uk) wrote:

Good evening Vinay,

Lovely to see you this morning

It was good to catch up, especially as I have been working in partnership with other parish councils on an initiative targeting families with young children and Haydon Wick was on my list! I have been tasked with increasing awareness of the NHS Healthy Start scheme, particularly in areas of high deprivation but also other areas in Swindon, such as Haydon Wick. Basically, qualifying families with children under 4-years, can apply for a Healthy Start Card which then gives them money towards fruit, veg, formula milk and vitamins: [Get help to buy food and milk \(Healthy Start\)](#)

Can you or someone else from the parish help with this? We can send out posters and leaflets for you to display? There is also an opportunity to become a vitamin distribution point, where families can bring their card to, for example the Haydon Wick office, and claim their free vitamins? Is this something you would consider? Both Central Swindon North and South Swindon Parish have agreed to be distribution points, but I would like to see more parish council involvement so that we can widen the network across the whole borough. The following map demonstrates that there are some gaps in provision (Healthy Start highlighted as purple markers), particularly in North Swindon and West Swindon:

[Swindon Food Map \(padlet.com\)](#)

I have copied in a colleague, Lydia, who supports with the vitamin distribution.

Thanks so much Vinay – looking forward to hearing from you soon.

Best wishes.

Public Health Practitioner (Healthy Weight and Active Travel)

Public Health