Barriers and Facilitators to Providing Children with a Nutritious Diet: Findings from an Evaluation of the Healthy Start Voucher Scheme

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1st December 2016
Background

- The Healthy Start Voucher (HSV) scheme, introduced UK-wide in 2006

- Provides low-income pregnant women and children under four with appropriate nutrition

- Eligible mothers receive weekly vouchers (£3.10) for milk, formula milk, fruit and vegetables

- And free vitamins
<table>
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<tr>
<th>Methods</th>
<th>Aim</th>
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<td>40 in-depth interviews mothers who:</td>
<td>Explore processes involved in take-up or non take-up of HSV, how vouchers are used, and the context they’re used in</td>
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<td>1. Receive HSV</td>
<td>Part of a wider evaluation of the scheme’s effectiveness and cost effectiveness</td>
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<td>2. Eligible for HSV but who do not claim</td>
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<td>3. Nearly eligible for HSV</td>
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<td>Growing Up in Scotland Parenting/community groups</td>
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Diet and nutrition

• Important
  *I think it's really important 'cause you want them tae have the best diet.*
  HSV06

• Effort
  *I do persevere with it, there are things that they’ll refuse, but I will... I just still, I’ll always put it on the plate and I’ll always encourage them to try it.*
  HSV14

• Resourcefulness
  *What I used to with the wee yins, is mash and mash the turnip and that in the mash so that they didnae know it was in it.*
  HSV13
Diet and nutrition

- Evidence of poor diets and limited knowledge
  *Squares bars for the morning... see if we're rushing in the morning. HSV07*

- Fussy eaters
  *Sometimes I’m cooking three different dinners. HSV13*

- Expense
  *Just I’ve never understood that, like water’s dearer than juice. I just, I don’t get that. HSV01*

- *Food ‘food going off’ and time*
Healthy Start Vouchers

• Valued
I can’t speak highly enough about it, know how. I feel it’s gave us, know how, or gave (daughter) know how a great start in life. HSV05

• Make a difference
Oh, they dae make a difference. Aye, they dae make a difference because you can only buy your fruit an' veg wi' it. So I get mair veg on my milk tokens week than I dae the rest o' them. HSV08
Interpretation

- Importance mothers place on providing nutritional diets
- Agency mothers employ to provide a healthy diet
- Challenges mothers face in trying to provide nutritional diets
- Importance of HSV in this context