



Healthy Start Vitamins - Service Specification

**Service Commencement Date: 1 November
2019**

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SERVICE SPECIFICATION

1. Context

1.1 National Context

Healthy Start is a statutory UK-wide government means-tested scheme which aims to improve the health of pregnant women and young children on benefits or low incomes. Healthy Start supports eligible low-income families with young children in eating healthily, by providing them with vouchers to spend on cow's milk, plain fresh or frozen fruit and vegetables, and infant formula milk. Women and children eligible for Healthy Start food vouchers also get vitamin coupons to exchange for free Healthy Start vitamins, which are specifically designed for pregnant and breastfeeding women and growing children. In this way, Healthy Start aims to improve and promote health in the families most vulnerable to poor diets.

To be eligible for the national Healthy Start Scheme a person must be at least 10 weeks' pregnant, or have a child under four, and be in receipt of:-

- Income Support, or
- Income-based Jobseeker's Allowance, or
- Income-related Employment and Support Allowance, or
- Child Tax Credit (with a family income of £16,190 or less per year)
- Pension Credit; or
- Universal Credit with no earned income or total earned income of £408 or less per month for the family. *(To find this refer to your Universal Credit award notice in the section "your take home pay for this month".)*

Applicants also qualify if they are under 18 and pregnant, even if they don't get any of the above benefits.

Healthy Start vitamins are important because:

- 8% of children under five in the UK don't have enough vitamin A in their diet¹
- families in lower-income groups tend to have less vitamin C in their diet²
- all pregnant and breastfeeding women and young children are at risk of vitamin D deficiency³ (teenagers, younger women and those from ethnic minorities are particularly at risk).

Vitamin A helps with vision in dim light and helps immunity, as well as supporting healthy skin. Vitamin C protects cells; helps keep them healthy and may assist the body to absorb iron from food. In a balanced diet most of it can be sourced from fruit and vegetables such as broccoli, oranges and kiwi fruit. However, a supplement will help ensure that children get enough – particularly as it isn't stored by the body. People who are not exposed to much sun, for example those who cover their skin for cultural reasons, who are housebound or stay indoors for long periods are also at greater risk of vitamin D deficiency. People who have darker skin, such as people of African, African Caribbean and South Asian origin, are also at risk of vitamin D deficiency because it takes their skin a longer time to produce as much vitamin D as it does for someone with lighter skin.

1

Scientific Advisory Committee on Nutrition (2008) *The Nutritional Wellbeing of the British Population*. London: TSO Cited in <http://www.healthystart.nhs.uk/for-health-professionals/vitamins/>

2

As 1 above

3 Scientific Advisory Committee on Nutrition (2007) *Update on Vitamin D*. London: TSO. Cited in <http://www.healthystart.nhs.uk/for-health-professionals/vitamins/>

Vitamin D has a number of important functions. For example, it helps to regulate the amount of calcium and phosphate in the body, needed to help keep bones and teeth healthy. Infants who don't get enough vitamin D can get softened bones which can lead to rickets. The best source of vitamin D is summer sunlight, but most people in the UK have limited exposure to it. Two bespoke Healthy Start branded products are available:

Healthy Start children's vitamin drops (containing vitamins A, C and D)

Healthy Start vitamins (tablets) for women (containing folic acid and vitamins C and D).

The Healthy Start scheme is run by the NHS Business Services Authority however legislation requires organisations which commission maternity services, or services for children, to make free supplies of these vitamins available to Healthy Start beneficiaries. NICE Guidance recommends improving access to *Healthy Start* vitamin supplementation.

This service specification pertains to the distribution of the Healthy Start vitamins only.

1.2 Local Context

The Public Health responsibilities in York Health are to promote and protect the health and wellbeing of people in the city. The local authority work with key partners and stakeholders to improve health in both our statutory functions and in addressing the social and wider determinants that affect the health of our population.

Current estimates for those eligible for the Healthy Start scheme suggest that there are approximately 1,800 women and children eligible for the scheme in York. Based on figures obtained from other local authority areas, it is estimated that 10% of the eligible population are likely to take up the scheme.

It has been suggested that increasing access points, better awareness and improved multi-agency working can significantly improve uptake. However, some local areas have made significant effort to raise awareness in recent years, with limited impact on vitamin uptake, which may, at least in part, reflect upon access from the outlets from which they were available.

This service specification enables the supply of Healthy Start vitamins across the City of York by Community Pharmacies. Specifically it sets out a model in which the service operates in accordance with the requirements and recommendations of both the Department of Health and NICE guidance. As a result, this service actively contributes to improving maternal and infant health outcomes, reducing health inequalities and working to ensure that every child has the best start in life.

Benefits to distributing the Healthy Start vitamins via pharmacies include:

- Improved access to the vitamins (through location and opening hours);
- Pharmacies are best-placed to manage those aspects of storage and supply that are related to the Safe and Secure Handling of Medicines and client-specific eligibility criteria;
- Pharmacies are a trusted and well-used resource within communities, particularly in relation to the supply of medicines and associated products;
- Community Pharmacy staff are skilled at giving advice and guidance;
- Potential frequency of opportunity to raise the issue of Healthy Start due to other Community Pharmacy attendances/ potential purchases that are baby/child related;
- Opportunity to collate routine performance and monitoring data electronically via PharmOutcomes

2. Service Design

Improving maternal and child nutrition for those most in need in our communities is a key priority for reducing health inequalities and giving children the best start in life. The national Healthy Start scheme supports and promotes health and nutrition via their voucher exchange scheme, which enables eligible beneficiaries to redeem vouchers for food and Healthy Start vitamins, and so it is important that local delivery models support and help to facilitate this. This commissioning model is a new model of delivery which will see selected community pharmacy dispensing the Healthy Start vitamins to all eligible beneficiaries of the national Healthy Start scheme. It is proposed the new model will:

- Work in an integrated way to standardise the approach in the dispensing of Healthy Start vitamins, manage the quality of community interventions and improve care and outcomes.
- Take a strength based approach that builds upon existing good practice in community self-care.
- Deliver a person centred and whole families approach to the delivery of Healthy Start and all aspects of health.
- Work in partnership with wider health care professionals to promote maternal and child nutrition and increase take-up of vitamin supplementation via Healthy Start.

2.1 Aims and Objectives

Aims

The aims of commissioning the 'Healthy Start' vitamins via the Community Pharmacy Service are:-

- To remove or reduce barriers to uptake of Healthy Start vitamins in the entitled and eligible population of the City of York
- To establish clear, auditable pathways which facilitate the supply (and recording) of Healthy Start vitamins, to the following target groups;
 - All those eligible for the vitamins under the existing national government scheme (i.e. in receipt of centrally issued Healthy Start vouchers which include those for infant formula milk/ vegetables as well as a coupon for the

vitamins)

- To contribute towards improving the health of pregnant women and infants/children of families in York, particularly those in receipt of state benefits or on low incomes.

Objectives

The objectives of commissioning the Healthy Start vitamins via the Community Pharmacy Service are:-

- To substantially increase the number of locations where Healthy Start vitamins are available in York, targeting areas of greatest deprivation, and going beyond that to ensure widest distribution of the messages regarding vitamin D for maternal and child health.
- To increase the awareness of Healthy Start vitamins and availability thereof.
- To actively promote and thereby improve uptake of Healthy Start Vitamins to the targeted groups and record details of proactive interventions and responsive interactions (supplies) made using PharmOutcomes.

3. Service Description

3.1 Service Overview

The Healthy Start in community pharmacy service will operate within, and support the execution of, the requirements and recommendations of both Department of Health and relevant NICE guidance in actively contributing to improving local maternal and infant health outcomes and reduced health inequalities. Given the above, the service should be seen in the context of its contribution to the wider starting and developing well agenda.

Health professionals, community pharmacists and their staff can make a significant difference to the health of our local population, by making sure those people most at risk are aware of the implications of vitamin D deficiency, and most importantly what they can do to prevent it.

Service outcomes have been identified and are outlined below:

- This service will provide free Healthy Start vitamins to eligible beneficiaries of the national Healthy Start scheme, from selected pharmacies contracted with York City Council to deliver community pharmacy across the city.
- Facilitate the opportunity for a consultation with eligible beneficiaries of the national Healthy Start scheme on maternal and child nutrition and health.
- Facilitate dialogue to effectively signpost potential beneficiaries to Healthy Start via their registered healthcare professionals, Healthy Start vitamins will be offered for supply free at the point of access via a pharmacy registration process to beneficiaries of the national Healthy Start voucher scheme.
- Women and children from families eligible for the national 'Healthy Start' voucher scheme in accordance with national Healthy Start guidance 4

4.2 Service Approach

In order to successfully provide Healthy Start Vitamins to the eligible population in York, Community pharmacies must follow the approach outlined below:

- To manage the process of receipt, storage and supply of the Healthy Start vitamins within the pharmacy setting, in a suitably safe and secure manner and in accordance with principles of good pharmaceutical practice and wider clinical and organisational governance.
- To maintain suitable stock levels to avoid both waste and 'out-of-stock' situations, whilst maintaining availability.
- To register eligible beneficiaries of the national Healthy Start scheme on to the PharmOutcomes systems, in accordance with suitable standards for confidentiality and consent.
- Supply Healthy Start vitamins (free of charge and on a repeatable basis) in accordance with the appropriate eligibility criteria and protocols for eligible women and children and in response to patient presentation of a national Healthy Start vitamins voucher.
- To facilitate the on-going supply of vitamins for as long as the individual remains eligible under the terms of the national scheme.
- To record details of stock receipt, supply and associated interventions electronically using PharmOutcomes to ensure collation of data required for return to the Department of Health and additional local data requirements, as outlined in section 12 and as and when the commissioner requests it.
- To ensure appropriate communication with commissioners and/or general practice where necessary e.g. to inform about the general operation of the service and/or to support update of patient records related to any prescription interventions that are related to Healthy Start vitamins.

5. Eligibility and Population Covered

5.1 Eligibility

Eligibility to receive free Healthy Start vitamins under the national scheme is determined by Healthy Start. To be eligible for the national Healthy Start Scheme a person must be at least 10 weeks' pregnant, or have a child under four, and be in receipt of:-

- Income Support, or
- Income-based Jobseeker's Allowance, or
- Income-related Employment and Support Allowance, or
- Child Tax Credit (with a family income of £16,190 or less per year)
- Pension Credit; or

Universal Credit with no earned income or total earned income of £408 or less per month for the family. (To find this refer to your Universal Credit award notice in the section "your take home pay for this month".)

Applicants also qualify if they are under 18 and pregnant, even if they are not in receipt of any of the above benefits.

5.2 Population covered

There are three specific population groups covered by this service specification. All must be eligible for the national Healthy Start scheme and receiving vouchers:

- Pregnant women
- Women with a child under one year of age
- Children from birth to four years old. Please refer to schedule B

All pharmacies commissioned to deliver this service will be in the boundary of York Local Authority. To be considered for eligibility for free vitamins under the local scheme, pregnant women, new mothers and children from birth and up to four years of age, must be resident in the City of York.

Women will provide their own date of birth and their baby's estimated due date (and thereafter date of birth) to allow the last eligible date to be calculated.

Parents/carers will provide a child's date of birth to ensure clinical and protocol eligibility for the free supply of vitamins under the national scheme. Eligibility is for children from birth and until their fourth birthday, who meet the criteria specified by the Healthy Start children's vitamin drops decision tree; i.e. **children who are receiving less than 500ml (about a pint) of infant formula a day are eligible. Children receiving 500ml or more of standard formula milk a day do not need Healthy Start vitamins.** Pharmacies should check/remind parents/carers that children are not given prescribed vitamins, or other self purchased vitamins, at the same time.

If the baby is receiving mixed feeding and the parent is unsure whether their child receives 500ml or more of standard formula milk, the pharmacist should make the decision that the baby is eligible for vitamin drops. Babies should be given the vitamin drops from birth if they are mixed fed with less than 500ml of formula per day, as shown in the decision tree in Schedule B.

6. Care Pathways

6.1 Pregnant women (and thereafter, new mothers)

Healthy Start 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.

Pregnant women will receive an early intervention from a midwife regarding the importance of taking suitable vitamins throughout pregnancy. All pregnant women will be signposted to

participating pharmacies to register for their free vitamin supply, if they are eligible beneficiaries of the national Healthy Start scheme.

5 Note that if mothers did not take Vitamin D in pregnancy, it is advised that vitamin drops containing vitamins A, C and D should be given to exclusively breastfed babies from birth.

Pregnant women will present at a pharmacy, who will reinforce the importance of the vitamins, carefully explain the service and, with written consent, register them.

All pregnant women will be advised:

- that only participating pharmacies will be able to provide the vitamins free of charge.
- They should register with a particular pharmacy and preferably remain registered with them, usually for the duration of their eligibility for the vitamins, if received free of charge.

Whilst it is preferential for women to continue to exchange their vitamin voucher at the same pharmacy, it is possible for women to collect vitamins from a different pharmacy from the one she initially registered with, although there will be a requirement to re-register. Beneficiaries should be informed that they may need to provide further information should they wish to exchange their vouchers at an alternative pharmacy, however the aim of the service is to increase access and this should be accommodated and facilitated. This may occur if the woman has moved to different accommodation.

Where a woman has not taken Healthy Start vitamins or other vitamin D containing supplement during pregnancy, they should be provided with a supply until their child is 12 months old; unless they display symptoms of Vitamin D deficiency, as they should then be referred to their GP.

6.2 Children

Healthy Start children's vitamin drops

Children receiving Healthy Start vouchers qualify for free vitamin supplements from birth until their fourth birthday. The daily dose of five drops contains:

- 233 micrograms of vitamin A
- 20 milligrams of vitamin C
- 10 micrograms of vitamin D3

The parents/carers of babies and young children will receive an early intervention from a Health Visitor regarding the importance of taking suitable vitamins in early childhood. For families that are eligible for the national Healthy Start scheme (i.e. for the free vegetables and milk as well as vitamins), Health Visitors will continue to give them the information leaflet which enables them to register to Healthy Start, with the relevant authorisation completed.

Parents/carers of children eligible for the national Healthy Start voucher scheme will complete the relevant parts of the leaflet or form and send to the Department of Health to register their eligibility.

Additionally, Children's Centre outreach workers will enquire as to the Healthy Start status of parents/carers as part of their early help strength based family engagement, and will provide them with the necessary information and support to complete the required forms if required.

If parents/carers are eligible beneficiaries of the national *Healthy Start* scheme they will be signposted to go to participating pharmacies to register for their free vitamin supply.

However, they will be advised

- that only participating pharmacies will be able to provide the vitamins free of charge
- of the requirement to register with a participating pharmacy and preferably remain registered with them, usually for the duration of their eligibility for the vitamins

Parents/carers will present at their chosen participating pharmacy, where pharmacists will reinforce the importance of the vitamins, carefully explain the service, establish clinical and age eligibility, and with the consent of the parent/ carer, register the child.

Pharmacies will make the first vitamin supply, ensuring understanding of dose, frequency and need in relation to formula milk (see Schedule B).

Parents/carers will return to a participating pharmacy, with the *Healthy Start* voucher, to continue registration and receive vitamin supplies until their child is no longer eligible (up to their fourth birthday), or until they are not eligible under the national Healthy Start criteria.

7. Access & Distribution Process

7.1 Access

Pregnant women (from 10 weeks), new mothers and children from birth and up to four years of age can access the vitamins from selected community pharmacies throughout York, which are in the local authority area. Parents/carers need to register and should preferably return to the same pharmacy, with the Healthy Start voucher, to receive and continue to receive vitamin supplies, until their child is no longer eligible (up to their fourth birthday), or until they are not eligible under the national Healthy Start criteria.

Pregnant women will choose a suitable pharmacy to register with from a list of those commissioned. It is expected that people will chose to return to their registered pharmacy to collect their vitamins, but they may choose to collect their vitamins from other participating pharmacies.

7.2 Distribution Process

Pharmacies commissioned by City of York Council will supply Healthy Start vitamins to the appropriate Service Users as described in this specification, with the presentation of a national Healthy Start voucher (see schedule C). Healthy Start beneficiaries should present their Healthy Start voucher at each exchange to reflect they are still eligible for free vitamins under the national Healthy Start scheme.

Using the process and /or documentation specified, pharmacies providing the service will:

- Ensure all pharmacy staff (including locums) involved in providing Healthy Start review the Healthy Start presentation uploaded onto PharmOutcomes.

- Ensure adequate supplies of both women's and children's Healthy Start vitamins are in stock so that customers can always be supplied with vitamins if they present a voucher. Supplies should be ordered through the NHS Supply Chains requisitions point <https://www.supplychain.nhs.uk/mysupplychain/> which will be authorised by Public Health, and goods will be delivered direct to the pharmacy.
- On receipt of the vitamins, store the vitamins in a suitable place in accordance with good pharmacy practice and in such a way that sales or supplies will only be made in accordance with the terms of this commissioned service.
- Stock supplied by York City Council cannot be sold to people who are not eligible to receive free vitamins.
- Efficiently manage stock levels in accordance with demand and expiry dates of the vitamins.
- Keep good records (using PharmOutcomes) of supplies received, made, and any 'out-of-date' stock (including safe disposal thereof).
- All transactions to be recorded on PharmOutcomes within seven to ten days.
- Record an exception report via PharmOutcomes where a pharmacy is 'out of stock' at any time when a client presents.
- All data entries relating to interventions and supply will be recorded accurately and promptly in PharmOutcomes to facilitate real-time audit and pharmacy payment.

8. Acceptance Criteria, Exclusions and Thresholds

8.1 Acceptance criteria

Acceptance for free vitamins is based on whether a woman or child is eligible for the national Healthy Start scheme, they need to be registered and in receipt of a voucher, so that they can attend a registered pharmacy to access the vitamins.

Women and families who **are** eligible for the national scheme should be encouraged to obtain the vitamins, as well as the vegetables and milk, and to bring their national vitamin vouchers to the pharmacy if they are able. Women who are confirmed to be pregnant should be asked if they are on the scheme and made aware of Healthy Start.

To be considered for eligibility for free vitamins under the local scheme, pregnant women, new mothers and children from birth and up to four years of age, must be resident in the City of York.

Registration information will be provided by women or parents/carers of children at the time they provide their consent for the pharmacy to hold their information, to allow free vitamins supplies to be given, and all data recorded electronically on PharmOutcomes.

In exceptional circumstances, where a Healthy Start vitamin product is unavailable on a given day when the pharmacy is approached to obtain a supply, the pharmacy must use the information provided by the commissioner or the Healthy Start website <https://www.healthystart.nhs.uk/> to signpost the client to the nearest available alternative provider UNLESS the individual prefers, after having been given the option, to wait until such time as their first choice pharmacy (with whom they should be registered) is able to supply, for example where there is a widespread low availability of children's vitamins. Pharmacies should ring ahead to check stock levels in the other pharmacy before signposting.

8.2 Exclusion criteria

The following criteria exclude certain individual(s) or groups from free vitamin supply under the national Healthy Start vitamin service:

Non York residents:

- Pregnant women, breastfeeding women or children from birth to 4 years old who live outside of the York City Council boundary will be excluded from free vitamin supply.

Not eligible by virtue of a child's age:

- Children four years old or over

Clinical note in respect of infants under 6 months old:

Note that **if** mothers did not take Vitamin D in pregnancy, vitamin drops containing vitamins A, C and D should be given to **exclusively breastfed babies** from **birth**; the mother should be provided with Healthy Start vitamins, which she should take for as long as eligible. Please refer to Schedule B.

9. Interdependencies with other services

The commissioned community pharmacy service provider will be required to use the commissioned wholesale distributor NHS Supplies for ordering and receiving of vitamin stock.

The commissioned community pharmacy service provider will be required to use PharmOutcomes to enter transaction data and return information on vouchers for validation and monitoring purposes, and for payment.

Midwifery and health visiting services in particular will continue to fulfil their duty to advise women and families about the importance of vitamins in pregnancy and the early years, promote the Healthy Start Scheme; they will advise on registration and signpost people to pharmacies to access the service to receive free vitamins where eligible.

Commissioners will promote the Healthy Start scheme to GPs so that they can signpost their patients to the pharmacy-led Healthy Start vitamin service to receive free vitamins where eligible.

As a result of wholesale supply restrictions, the bespoke branded Healthy Start vitamins have not been made available via the normal supply mechanisms (e.g. pharmacy wholesalers) for similar medicinal-type products i.e. they cannot be prescribed on FP(10) and are not routinely available for over the counter sales in a community pharmacy. NHS Supply Chain are currently responsible for contracting the manufacture of vitamin products, for processing orders, and for delivering stocks of the vitamins to distributing bodies.

Vitamins must not be sold to customers that are not eligible.

10. Remuneration

Pharmacies will be reimbursed for costs incurred for delivering the Healthy Start service to eligible clients, by following the below processes:-

- Commissioned pharmacies will be paid a single one-off fully inclusive fee of £125 on attendance at a training event which will be paid via PharmOutcomes.
- Pharmacies in the scheme will receive free promotional resources from commissioners, such

as posters and leaflets. Promotional information can also be downloaded from the Healthy Start website at <https://www.healthystart.nhs.uk/for-health-professionals/healthy-start-resources/>

- Pharmacies will be paid an additional £1.50 per voucher as a supply fee via PharmOutcomes for each time vitamins are dispensed (payment is dependent on the transaction being fully recorded on PharmOutcomes).

10.1 Fees Information

In order to receive payments all activity for eligible Service Users must be entered on to the PharmOutcomes system. Payments will only be made by City of York Council for clients who meet the eligibility criteria. Claims will be processed for payment in accordance with the following schedule:

Activity Period Last date for data entry Payment

Activity Period	Last date for data entry	Payment
1st November - 30th November 2019	9th December 2019	30 days from 9th December 2019
1st December - 31st December 2019	9th January 2020	30 days from 9th January 2020
1st January - 31st January 2020	9th February 2020	30 days from 9th February 2020
1st February - 29th February 2020	9th March 2020	30 days from 9th March 2020
1st March - 31st March 2020	9th April 2020	30 days from 9th April 2020
1st April - 30th April 2020	9th May 2020	30 days from 9th May 2020
1st May - 31st May 2020	9th June 2020	30 days from 9th June 2020
1st June - 30th June 2020	9th July 2020	30 days from 9th July 2020
1st July - 31st July 2020	9th August 2020	30 days from 9th August 2020
1st August - 31st August 2020	9th September 2020	30 days from 9th September 2020
1st September - 30th September 2020	9th October 2020	30 days from 9th October 2020

As above on a monthly basis for the duration of the current contract

11. Applicable Service Standards

11.1 National standards for pharmacy premises and clinical governance

The pharmacy provider will be operating to appropriate standards of clinical governance as detailed in the Essential Service Specification section of the national Community Pharmacy Assurance Framework (CPAF).

The pharmacy will make a self-declaration on the Healthy Start vitamin Community Pharmacy Service self-validation documentation (via PharmOutcomes) submitted prior to service commencement.

The commissioner reserves the right to request that the pharmacy provides confirmation from NHS England of satisfactory assessment performance in the most recent CPAF exercise. Pharmacies should be aware of GPhC premises standards and be operating to those standards.

Pharmacies should protect patient confidentiality and handle sensitive information within the constraints of the usual Caldecott principles, and legislation including the Data Protection Act, and NHS and GPhC principles of good practice in relation to confidentiality and consent.

Staff should be aware of, and operate within, policies and processes which support safeguarding.

11.2 NICE Guidance

Maternal and Child Nutrition <https://www.nice.org.uk/guidance/qs98>

Antenatal care <https://www.nice.org.uk/guidance/qs22>

11.3 Other Guidance

Annual report of the Chief Medical Officer 2012: Our children deserve better: prevention pays <https://www.gov.uk/government/publications/chief-medical-officers-annual-report-2012-ourchildren-deserve-better-prevention-pays>

Department of Health (2012). Vitamin D - advice on supplements for at risk groups - letter from UK Chief Medical Officers *Healthy Start* <https://www.gov.uk/government/publications/vitamin-d-advice-on-supplements-for-at-risk-groups>

Healthy Start <https://www.healthystart.nhs.uk/for-health-professionals/your-role/>

11.4 Applicable Local Standards

One pharmacist and one member of counter or dispensary staff from each pharmacy must be identified as the Service Governance Leads for the Healthy Start Community Pharmacy scheme. The lead pharmacist will be responsible for establishing the systems and processes in the pharmacy within the constraints of the commissioned service. Standard operating procedures should be in place to support this and ongoing service delivery to suitable standards.

The identified lead staff member for service governance will support the cascade of training and documentation protocols to the remaining pharmacy staff. In accordance with good pharmacy practice and accepted principles and standards of clinical governance, staff delivering the service must be suitably trained, and have appropriate qualifications, knowledge and skills to undertake their own specific tasks, roles and responsibilities in relation to this service. All frontline staff should be competent or developing competencies in using behaviour change techniques, strategies and interventions towards 'Making every Contact Count'. This supports the proactive and not just responsive approach required of this service.

A consultation room to national standards should be available; however the need to use the consultation room should be assessed at each Service User/s visit, taking the individual's needs and preference into account. Where a consultation does not take place in a confidential space, the provider should ensure that suitable levels of privacy are maintained in accordance with the supply of the *Healthy Start* vitamins. This may be of particular relevance during the registration process when personal information is collected and consent to hold that data is obtained.

If a woman informs the pharmacy that she is pregnant whilst obtaining other products, staff should ascertain whether the woman is receiving Healthy Start vitamins and encourage her to register if she is not already.

Pharmacies should complete and submit (via PharmOutcomes) a self-validation/ assessment document for the service before the service commences. This will include reference to a suitable declaration, and on policies and processes in place for managing risks, incident reporting and the handling of complaints.

Complaints and incidents related to the service should be resolved locally within the pharmacy or any wider parent organisation where possible. It is helpful if the commissioner is kept informed of any incidents to be able to understand and manage any risks/ share any learning with other providers.

12. Performance and Quality Monitoring

PharmOutcomes will be the main tool for reviewing the demand, reach and cost effectiveness of the service within the locality, and this will be done on a regular basis, aligned to the PharmOutcomes payment schedule. To ascertain the efficiency and effectiveness of the service delivered at each pharmacy, commissioners will look in particular at high levels of wastage and low take up.

As a new service, ongoing feed-back to commissioners from pharmacies, partners and health professionals is expected, and an evaluation of the service will be carried out.

Evaluation and monitoring will include consultation with beneficiaries, using focus groups to identify any barriers to receiving the service.

The data on PharmOutcomes will be used to help inform service delivery in terms of where the scheme needs further active promotion to encourage take-up of eligible beneficiaries.

13. Training standards

A face to face training session will be organised and provided on behalf of the commissioner. At least one individual will attend a face to face training session prior to the service commencing.

As many places as possible will be made available so that the pharmacy may send as many staff as they wish, and to provide resilience in case of staff movement or absence. Any training will need to be cascaded throughout the staff of the pharmacy to ensure all members of the team understand their roles and responsibilities in delivering this service. Please note that face to face training isn't necessary to deliver the service but is an offer to pharmacies to support the Healthy Start scheme and attendance is encouraged as a matter of good practice.

It is anticipated that the training will provide an opportunity for knowledge-based learning and to support safe and effective operation of the service from 1 April 2018 onwards. Further training, learning updates or contract changes will be shared with pharmacies via PharmOutcomes.

Pharmacies should include the need to regularly read and act upon PharmOutcomes messages as well as enter service data accurately and promptly. All training will be delivered in conjunction with and support from the Community Pharmacy North Yorkshire.

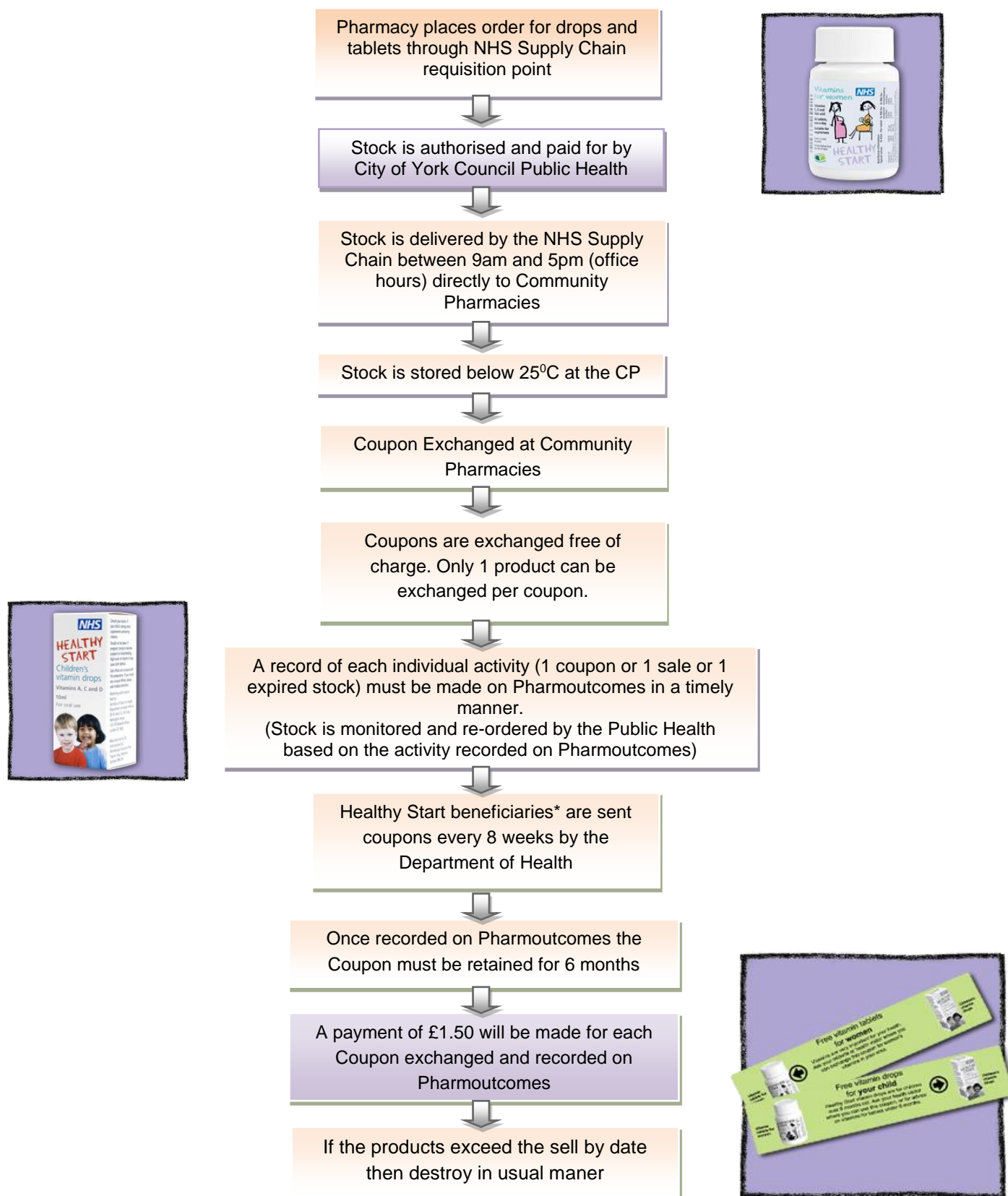
14. Location of Provider Premises

Specific pharmacies across the City of York will be commissioned to provide this service.

A up to date list of providers will be maintained on PharmOutcomes.

Schedule A

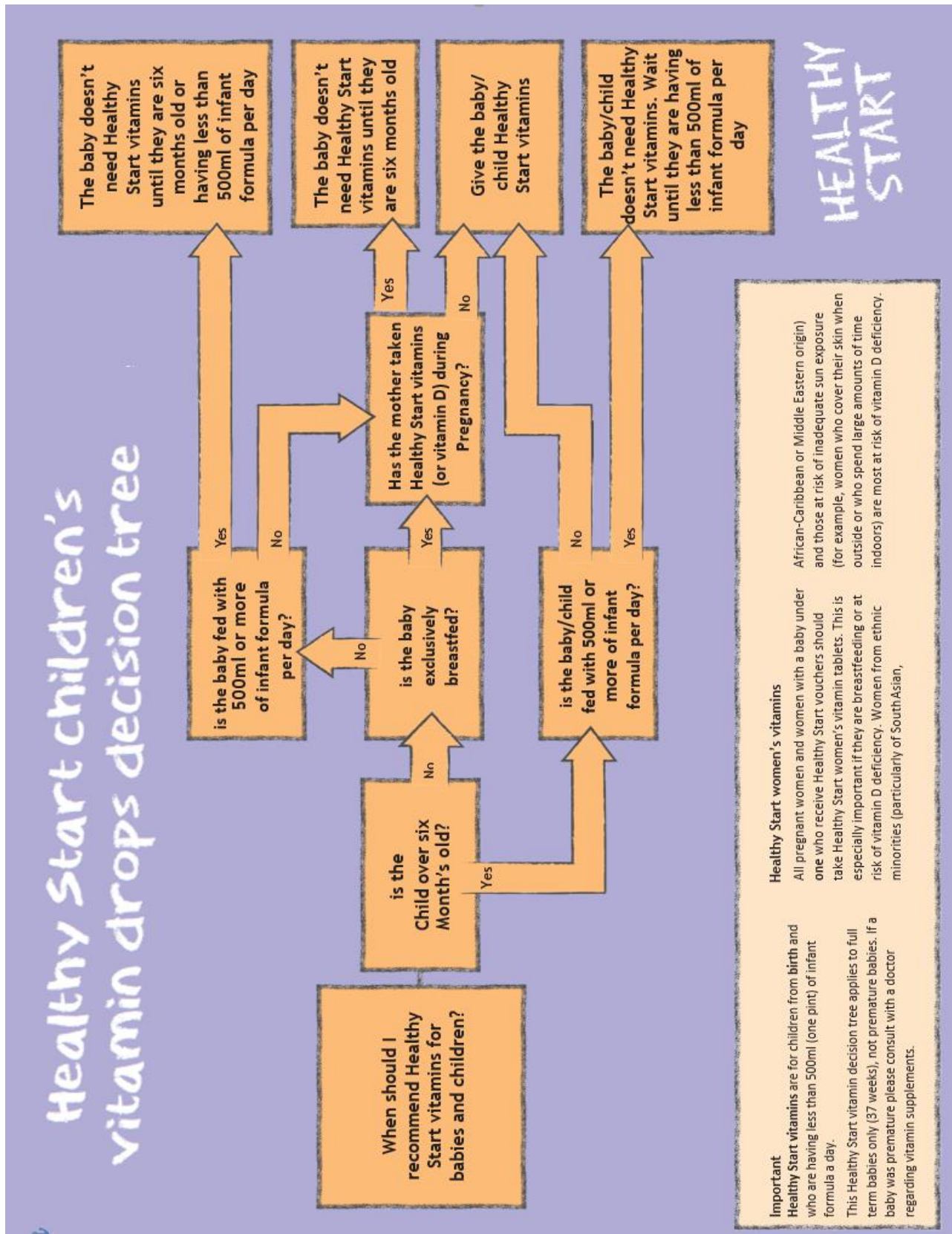
Healthy Start Process Flow



*For more details on the scheme visit www.healthystart.nhs.uk

Schedule B

Health Start children's vitamin drops decision tree



Schedule C

Health Start Vitamins Voucher



Schedule 1

Commercial Schedule

[INSERT PRICING SCHEDULE/BUDGET/FEES TABLE/TARIFF/RATE CARD OR OTHER METHODOLOGY
FOR CALCULATING PRICE]

&

[ONLY IF APPLICABLE) DETAILS OF PAYMENT PROFILE IF YOU'RE NOT USING A MONTHLY
PAYMENT PROFILE (SEE CLAUSE 16 OF THE KEY PROVISIONS)]

COMMUNITY PHARMACY

The Provider confirms for the purposes of this Agreement it may provide Healthy Start Vitamins to Service Users at the Community Pharmacy/ Pharmacies listed below: