

Welcome to Startwell



What is Startwell?

- An NHS Early Years programme to help nursery settings promote healthy lifestyles with the overall aim of reducing childhood obesity across the city (Funding for the award only covers nursery provision)
- An award based programme
 - Valid for 2 years, settings complete actions & collect evidence against award criteria
- Allocated Startwell consultant provides individualised support
- Free Training is offered for all providers with children under 5
- Free access to website, newsletters, resources and social media for all providers with children under 5



Sundip - Nutritionist

Ladywood, Hall
Green, Northfield



Claire - Early Years Lead

Hodge Hill, Edgbaston,
Selly Oak, Yardley



Teresa - Nutritionist

Sutton Coldfield,
Perry Barr



Joe - Project

Support
Worker



Sarah - Team Leader

Erdington

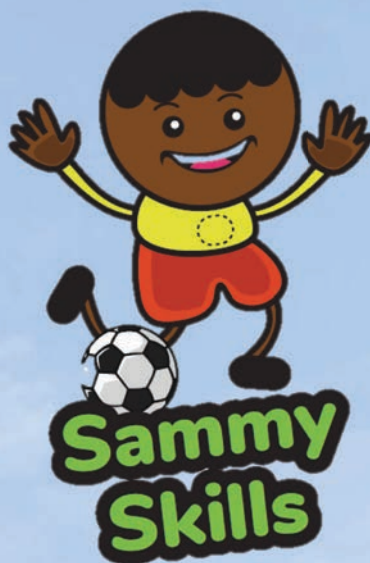


Becky - Physical
Activity Lead

Maternity Leave

Meet the Team

The Startwell 8 Key Messages Are:





The Importance of Linking to The Startwell Characters



- Research suggests that for children, linking health messages to characters leads to children remembering the health message more
- In turn this leads to a more effective behaviour changes:
 - Healthier diets, more physically active, healthier weights, great skill development, improved oral health to name a few
- Coventry University recently undertook a study which proved that Startwell settings had better knowledge about healthy lifestyles which offers children a better start in life.





Dental Decay

In 2019, the percentage of 5 year old children with experience of dental decay:

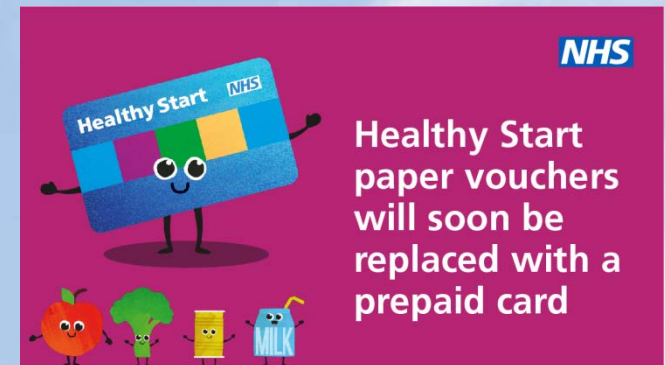
- ✓ **Birmingham (29%)**
- ✓ England (23%)
- ✓ West Midlands region (23%)



- Birmingham's water is fluoridated which helps protect our teeth.
- All surfaces of the teeth need to be brushed and children need to be supervised until they are 7.
- Brush your teeth for two minutes, twice a day with fluoridated tooth paste, before bed and at one other occasion from 6 months of age or as soon as the first tooth erupts.
- Don't forget to visit the dentist regularly.
- Watch out for sugary foods and drinks and use age appropriate drinking vessels!
- PHE Guidance and EYFS Welfare requirements state plain Milk and Water only to drink.

Healthy Start

- Healthy Start is a national scheme to improve the health of low-income pregnant women and families with children under 4 on benefits and tax credits.
- The voucher value increased in April 21 from £3.10 - £4.25
- This can be used to buy cow's milk, plain, fresh, frozen and tinned fruit and vegetables, fresh, dried, and tinned pulses and infant formula
- Vouchers will end on 31st March 2022. Families will need to reapply online for the digital card or their benefit will stop
- The current uptake for Birmingham is 57% (December 2020).



www.healthystart.nhs.uk

Healthy Start Vitamins

Birmingham Vitamin D Campaign

- In an effort to prevent rickets, Birmingham makes Healthy Start vitamins available free of charge to women from the start of pregnancy until their child is 12 months old, and for all children under five.
- Available from Health Visiting teams, some Health Centres, Children's Centres, some pharmacies and all Early Years settings can provide them to families that they work with.
- We will now be leading on the vitamins project for BFS.
- Settings working on Startwell need to promote the vitamins.

Contact 0121 683 2303 for more info.





❖ Startwell Website/ Resources/ Newsletters



Character Introduction Song

Sung to 'Football Crazy' chorus

[Print Song Sheet](#)



**Smiley Shen
Healthy Teeth Game**

[Print Artwork](#)

180 Katie Crown

How to make your crown

Step 1 Cut out the paper crown and glue it to the back of the card.

Step 2 Cut out the paper crown and glue it to the back of the card.

Step 3 Cut out the paper crown and glue it to the back of the card.

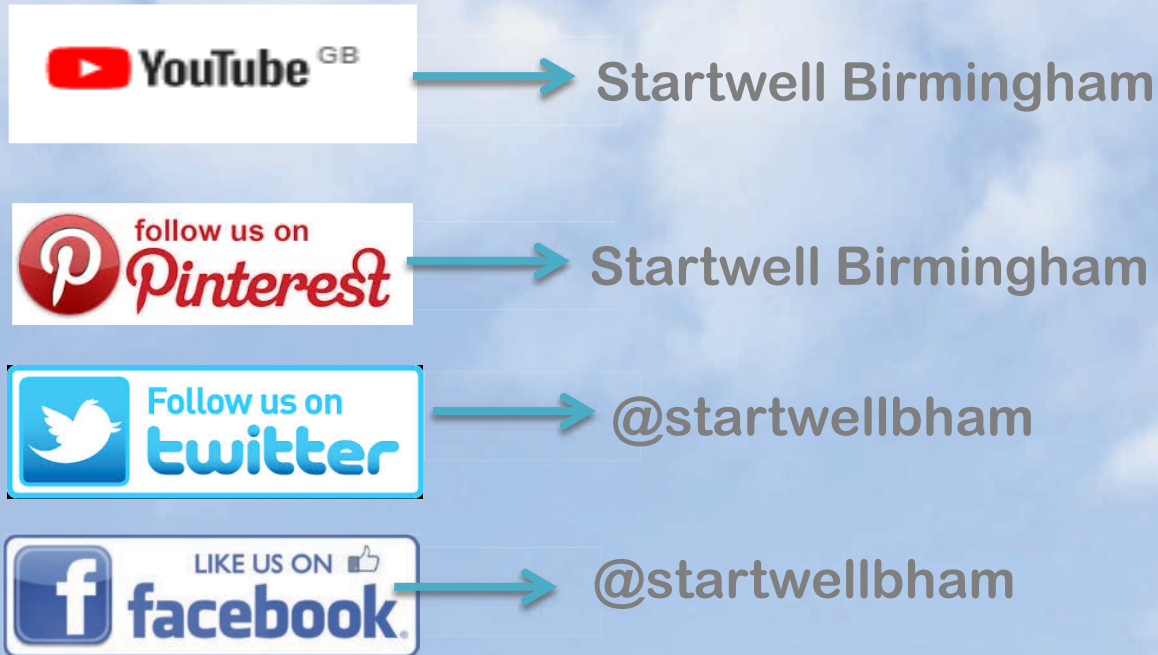
Step 4 Cut out the paper crown and glue it to the back of the card.



180 Katie

[Print Artwork](#)

Startwell Social Media



Stay in touch:

Website: www.startwellbirmingham.co.uk

Email: startwell@bhamcommunity.nhs.uk

Tel: 0121 683 2303

Startwell Training

- Character Training
- Weaning
- Baby Physical
- Music Movement and Maths
- Fussy Eating
- Physical 2 Year Olds
- Food and Mealtime Environment
- Physical Pre-schoolers
- Oral Health

To book on training go onto our website/email or Telephone :
www.startwellbirmingham.co.uk
Email: bchc.startwell@nhs.net
Tel: 0121 683 2303

If you have not explored the
Startwell website please watch the
following video –
[https://www.youtube.com/watch?
v=0fEAxJ7lUyQ](https://www.youtube.com/watch?v=0fEAxJ7lUyQ)

