

# The Introduction of the Best Start Foods Payment Card

A modern part of supporting families on low incomes

Dignity, Fairness and Respect

# History of Healthy Start Food Vouchers

- Old milk tokens
- Paper based voucher
- Restricted to registered retailers
- Stigma
- Uptake is lower than we would like
- Income maximisation

# The journey to where we are

- Smith Commission changes to devolve the powers for Welfare Foods to Scottish Government
- Public consultation on welfare foods and nursery milk provision
- Linking to other Scottish Government healthy eating strategies
- Working alongside colleagues in DHSC and Scottish Social Security Agency for implementation of BSF
- One cog in the gearing of new welfare reforms for early years interventions

# Payment Card

- Designed based upon the Mastercard Debit Card Platform
- Plain design to make it blend with other debit cards
- Provides freedom to citizens to shop wherever they can get good value for best start food products
- Supports retailers by reducing the bureaucracy of redeeming vouchers. Credit now at point of sale.
- Ensures that citizens can check their balance in a variety of ways and can retain funds to use over a period of time

# Citizen experience

- To reduce stigma
- Make the use of the card more accessible
- Increasing both the value on the card and the choice of products
- Milk (including 1<sup>st</sup> Infant formula), fresh frozen or tinned Fruit and Vegetables, Pulses and Eggs
- Relying on the Scottish Social Security Agency values
- Dignity Fairness and Respect

# What next

- Launch of BSF and Transition of HSV's to BSF
- Increase the uptake across Scotland to secure income maximisation
- Educate families on the use of BSF products
- Support the other government food strategies
- Evaluate the project
- Ask and learn from development through to what could be better

Any Questions?

[Welfarefoods@gov.scot](mailto:Welfarefoods@gov.scot)