

Sainsbury's backs pregnant mothers and kids health scheme

Sainsbury's is to top up the Government-funded NHS Healthy Start scheme by £2 in a move the supermarket said could help feed more than half a million pregnant women and children over the coming months.

It will be providing a £2 coupon every week for the third time over the next six months to customers using a Healthy Start card in Sainsbury's, starting this week on Wednesday October 12, until Tuesday April 11 next year.

The [NHS Healthy Start scheme helps to encourage a healthy diet for pregnant women, babies and young children under four from low-income households](#).

Customers in England who use a Healthy Start card when shopping at Sainsbury's automatically receive a printed coupon worth £2 to use towards fresh, frozen, and tinned fruit and vegetables during their next shop.

Sainsbury's first introduced the £2 top-up coupon in 2021, [helping families during February half term and beyond. The coupon was then reintroduced throughout the winter to provide extra help to those who may be struggling over the Christmas period](#).

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Ruth Cranston, director of corporate responsibility and sustainability at Sainsbury's, said: "We know that times are tough for millions of families across the country, and that the [rising cost-of-living is causing uncertainty for many of our customers, so today we've announced that we'll be topping up the Government-funded NHS Healthy Start scheme by £2 for the third time.](#)

"We believe that everyone deserves to eat well, and the cost of healthy food shouldn't be a barrier to this. We hope this additional support will ensure that good, quality food is accessible for everyone."