Sainsbury's backs pregnant mothers and kids health scheme

S
ainsbury'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.

Read More

- FTSE 100 Live: Bank of England doubles down on bond deals
- Chancellor U-turns to agree to Halloween publication of

economic vision

- How to be a CEO podcast: Advertising in a Digital Age, with Sir John Hegarty
- SPONSORED

Easy ways to travel greener in London

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."