

North Yorkshire Infant Feeding Updates for Professionals supporting families with children under 4 years (April 2026)

NYC CRISIS INFANT FORMULA PATHWAY (Professional pathway not for public domain)

The pathway is designed to provide support to families with infants under the age of 1 who are experiencing financial hardship. Through the North Yorkshire Local Assistance fund (NYLAF) professionals can refer families for a food voucher to purchase infant formula. Information on how to refer can be found on NYLAF section on [Cost of living support | North Yorkshire Council](#). Pathway details are contained further down in this document.

Healthy Start Scheme



NHS Healthy Start helps families and pregnant women on low incomes with the cost of healthy food, milk, and vitamins. It is available for women from 10 weeks pregnancy and/or have children under four and in receipt of eligible benefits. **For pregnant women under 18 they do not need to receive benefits to be eligible.** Further details of who can apply and how to apply can be found at [Get help to buy food and milk \(Healthy Start\)](#)

If eligible, families can receive the following:

- £4.25 each week after the 10th week of pregnancy
- £8.50 each week for children from birth to one years old
- £4.25 each week for children between one and four years old

Healthy Start Vitamins can be accessed for **free** once enrolled on the scheme. Vitamins are available for pregnant women and children up to the age of 4. Vitamins can be collected in person from identified venues in North Yorkshire. Details of locations can be found on [Healthy Start scheme | North Yorkshire Council](#). There is also an option to purchase vitamins at some children and family's hubs if the family is not entitled to Healthy Start Scheme.

We have free posters to promote HSS where you work. If you would like copies, please email HASBusinessSupportCH@northyorks.gov.uk.

Breastfeeding Friendly Venues Award



The Breastfeeding Friendly Venues Award has been developed to identify welcoming spaces where mothers can feel comfortable breastfeeding.

The Equality Act 2010 provides legal protections for breastfeeding mothers, prohibiting discrimination in public and workplace settings. Although North Yorkshire breastfeeding rates are above the national average, they reduce by 15-20 % when infants are aged between 6-8 weeks. By promoting the scheme and encouraging more venues to take part this will support the confidence of mothers to feed when they are in public. Details of venues who are enrolled on the award can be found at [Breastfeeding | North Yorkshire Council](#). If you know a venue that would like to join the award, they can request an information pack by emailing HASBusinessSupportCH@northyorks.gov.uk. The process is very easy to complete, and they will be provided with a certificate and stickers to display in their venue.

