Additional file 1: Sequential explanatory mixed-methods study of Healthy Start vitamin take-up in North West England, 2012

Quantitative Healthy Start Issuing Unit (HSIU) quarterly take-up data to set context

- North West England, English regions, and England
- % take-up of Healthy Start vouchers for food, women's vitamins, and children's vitamins around the time of the interviews



Qualitative:

42 semi-structured interviews to explore perceptions and experiences

- North West England
- Mothers, health professionals, and commissioners
- About Healthy Start voucher take-up
- Explored reasons for the three main quantitative findings:
 - Why was food voucher take-up more than for vitamin vouchers?
 - Why was vitamin voucher take-up so low?
 - Why might vitamin voucher take-up be more in the universal area?