

Rodborough pioneers The Life Channel Schools network in Surrey



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Rodborough, a Specialist Technology School, is the first educational institution in Surrey to take on The Life Channel Schools network - a bespoke television channel, broadcasting key messages of health and wellbeing to students, teachers and parents.

Launched by Tony Blair in 2007, The Life Channel Schools network is currently broadcast to over 1500 schools, with a network growing rapidly across the UK and Ireland. Strategically placed screens can be found in school reception areas, canteens and halls, as well as external areas such as playgrounds, giving schools and colleges the unique opportunity to communicate key messages of health and well-being directly to students, teachers and parents.

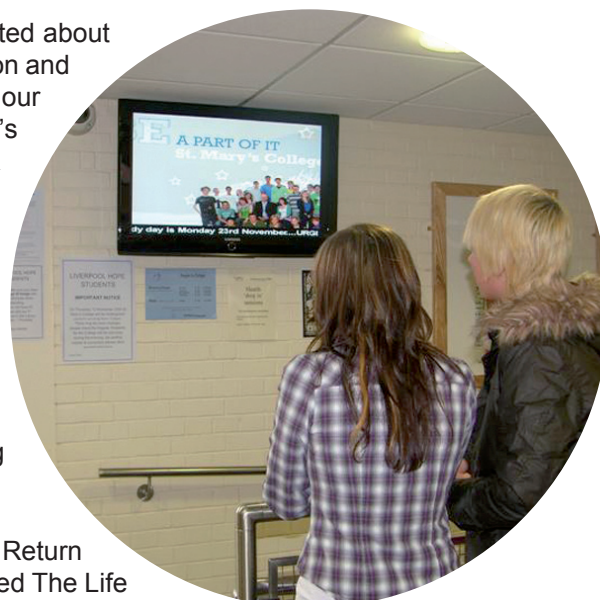
Underpinned in the UK by the Department of Health; the Department for Children, Schools and Families; and with programmes designed to follow The Children's Plan and Every Child Matters, the network provides interactive capabilities for school/college-specific programming, providing teaching staff, pupils, students and local authorities with a medium to broadcast their own content and effectively create their own bespoke in-school television channel.

Andrew Smith, Head Teacher at Rodborough, said: "We are very excited about the prospect of working with The Life Channel to develop the information and communications systems on our campus. It is an ideal compliment to our Specialist Technology project to stream messages and promote pupil's work around the school. The Life Channel gives us a structure to work within and, in addition, a constant, high quality and relevant information service for our pupils."

Much of the channel's content is produced in-house in response to teacher feedback and is also supplemented by appropriate third party programmes, including the Central Office of Information. Content includes eating well; having an active, fun-filled life; respecting oneself and others - with significant emphasis on bullying and peer mentoring; avoiding drink and substance misuse; helping others and inspiring aims through achievement.

A study conducted in June 2009 by independent research consultancy Return on Investment (ROI) Team, found that 47 per cent of pupils who watched The Life Channel showed an improved knowledge of health and well-being issues and 25 per cent changed behaviour in a positive way. 90 per cent of pupils believe the network benefits their school. More than two-thirds of primary and secondary parents regard the network as useful for their children and their schools, with secondary parents expressing confidence that the channel is causing change for the better, said the study.

Former Prime Minister Tony Blair said, "It is a really exciting prospect to extend The Life Channel into school life...Overall, I think [The Life Channel] will provide something of real benefit to young people."



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Note to Editors:

For more information, please contact The Life Channel's PR Executive Diana Bradley on 01772 722 510 or diana.bradley@thelifechannel.com

UNITING COMMUNITIES



The Life Channel was launched in 2004 and first implemented into GP surgeries throughout the UK. Today, The Life Channel network can be found in over 5000 fully contracted sites, including GPs, schools, colleges, pharmacies, opticians and children's activity centres, and is growing. Heralded as one of the best 'local community' and health-related communication platforms, The Life Channel is the largest practice-based healthcare TV network in the UK and Europe. With a unique audience of over 5 million patients per month, The Life Channel is a screen-based communications network that, unlike broadcast television, goes out of home to find its audience.

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