

Press release: PHE and Disney UK launch Change4Life Train Like A Jedi programme

The new [Change4Life Train Like a Jedi programme](#) uses the excitement of Star Wars™ and its characters – alongside Double Olympic Gold medallist Jade Jones – to encourage children to Train Like A Jedi and is designed to increase levels of physical activity amongst children in England.

It is recommended that children do at least 60 minutes of moderate to vigorous physical activity every day, yet just 23% of boys and 20% of girls aged 5 to 15 years currently meet this recommendation.

This year marks the fifth year PHE and Disney have worked together to inspire children to move more, with an estimated 300 million minutes of activity inspired to date.

A new survey from PHE and Disney found that over 4 in 5 children (82%) would be inspired to move more if they saw their favourite characters being active. With Star Wars characters ranking as key favourites amongst UK children aged 7 to 11, the programme aims to make physical activity fun and inspire children to move more.

In addition, the survey from PHE and Disney looking at the factors that influence children to be more active found:

- 59% of children say they would be more active if exercise felt fun
- children (58%) and parents (55%) ranked friends as the most influential figure in encouraging children to be more physically active
- 99% of children say they enjoy doing physical activity or sports with their parent or carer

Building a new generation of 'Resistance' recruits, British taekwondo athlete and double Olympic gold medallist Jade Jones, alongside a special appearance from BB-8, leads children through a series of Jedi-inspired moves in an exciting new play-along video.

Taking inspiration from the traits of iconic Jedi such as Luke Skywalker and Rey, Train like A Jedi helps children learn and master 6 key skills – technique, strength, stamina, speed, agility and mastery. The sequence of moves has been specially designed to increase children's heart rates and benefit health.

The video is designed for children to play along anywhere – either in groups, with their friends, family, or by themselves – and will help children meet the daily recommended physical activity guidelines they need for healthy development and to maintain a healthy weight. The Train Like A Jedi activity can be done in 10-minute bursts throughout the day.

In addition to the video, the campaign will include regional events, advertising, social media activity and a free Star Wars themed pack with mini active challenges for the summer holidays. Packs will be made available through primary schools before the summer holidays.

Eustace de Sousa, National Lead for Children at Public Health England said:

Children's physical activity levels are alarmingly low and are having a major impact on their physical and mental health – both now and into adulthood.

Getting into the habit of being regularly active will have lifelong benefits. Our Change4Life Train Like A Jedi programme is a great way for children, their friends and the whole family to get moving throughout the summer.

Double Olympic gold medallist Jade Jones comments:

Inspiring kids to get active is something I'm really passionate about, so I was thrilled to get the opportunity to help kids across the country with Change4Life and Star Wars.

It was great fun to create the Jedi-inspired moves which can be done anytime and anywhere – both at school and home. I hope that through this new programme we can inspire a new generation to move more by showing kids that physical activity can be really fun.

Mark Hamill, the actor best known for his portrayal of Luke Skywalker, offered his support to children taking part with some video messages, saying:

If you want to become a Jedi like Luke Skywalker or Rey, then you need to be fit, healthy and strong.

This summer, Change4Life can help you Train Like A Jedi. May the Force be with you.

Marianthi O'Dwyer, Vice President, Healthy Living, The Walt Disney Company UK, comments:

Using Star Wars characters and storytelling, we can help encourage children to be active by making it fun. With the huge popularity of Star Wars amongst UK kids aged 7 to 11, we believe this campaign will encourage children to get out and move like Jedi!

This is another great example of Disney's healthy living commitment in action, where we use Disney's characters and stories to encourage families and children to be more active together.

Last year, PHE and Disney helped more than 2 million children aged 3 to 11 get active with the 10 Minute Shake Up programme. This year, the Change4Life Train Like A Jedi programme will build on this success with all-new ways of getting children's hearts pumping.

In the same way that mentorship plays a pivotal role for Jedi, schools have a major influence on children's physical activity levels. Change4Life will provide schools with curriculum-linked teacher resources, including a Train Like A Jedi training video, to encourage their pupils to learn the Jedi-inspired moves and be active both in and outside the classroom.

The [Change4Life Train Like A Jedi programme](#) is also supported by Sport England.

Public Health England press office

Email

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020 7654 8400

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020 8200 4400

Background

The Opinion survey for Public Health England and Disney questioned 1,263 parents of children aged 5 to 11 in England and 783 children aged 5 to 11 in England about their attitudes to physical activity and took place in April 2018.

About Change4Life

[Change4Life](#) is PHE's flagship social marketing programme which aims to help families to eat well and move more. PHE exists to protect and improve the nation's health and wellbeing and reduce health inequalities. It does this through advocacy, partnerships, world-class science, knowledge and intelligence, and the delivery of specialist public health services. [PHE](#) is an operationally autonomous executive agency of the Department of Health. Follow us on Twitter @PHE_uk.

About Disney's Healthy Living Commitment

In 2006, The Walt Disney Company made a global commitment to support parents and create healthier families by using its stories and characters to make healthy living simple and fun. Since 2006, Disney has been offering different ways to support families to live more healthily. This includes introducing robust nutritional guidelines for food and drinks as well as their advertising, offering content that positively focuses on healthier lifestyles

such as Disney Channel's First Class Chefs, The Lodge and Aim High, and inspiring activity and healthier eating through programmes such as Change4Life '10 Minute Shake Up', PHE, Disney and Swim England 'Just Keep Swimming' Finding Dory programme, the partnership with the Football Association and Girls' Football Week, and Disney's #HealthilyEverAfter marketing campaign.

About The Walt Disney Company UK & Ireland

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise. Disney is a Dow 30 company and had annual revenues of \$55.1 billion in its last fiscal year (FY17).

The Walt Disney Company has operated in the UK and Ireland for over 80 years, employing more than 3,300 people, and is dedicated to creating innovative, entertainment experiences for children and families. The Disney brand is experienced in a number of ways across the UK and Ireland including in cinemas, on stage, via its streaming app DisneyLife, on TV screens with Disney-branded channels and through a wide range of consumer products that are sold at mass market retailers and in Disney Stores. Now in its fifth year, Disney's partnership with Public Health England and the '10 Minute Shake Up' campaign has seen over 2 million kids get active with an estimated 300 million extra minutes of physical activity being completed.

About Sport England

Sport England is a public body and invests more than £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active – like women, disabled people and people on lower incomes.

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[Press release: Be part of the fourth industrial revolution](#)

Could you create a road surface that heals itself to make it more resilient for the future? Do you have an idea or product that will help prepare the highways infrastructure for the coming of connected and autonomous vehicles (CAV)?

If you or your company has a solution which could help transform England's motorways and major A roads then Highways England wants to hear from you.

The company responsible for maintaining, operating and improving the strategic road network has today launched an ['Innovation Portal'](#) to help identify things that could make roads safer for motorists and road workers, improve how information reaches those travelling around or help deliver an ambitious programme of road schemes.

The online platform shows just some of the research and development being funded by Highways England through a special fund it has ring-fenced for innovation. These include an intelligent and connected construction plant

development to make excavation work safer and more productive, mobile safety equipment to protect our road workers and CAV test bed sites to prepare our network for future vehicles.



Paul Doney, Innovation and Continuous Improvement Director, Highways England (pictured). Credit: Highways England

Launching the portal, Paul Doney, Innovation and Continuous Improvement Director, Highways England, said:

This is a really exciting time to work in infrastructure and in a world with technology at our fingertips the possibilities for the future are endless.

At Highways England we have an ambitious roads programme and we want to harness the good ideas out there to help us build our future network.

The new Innovation Portal gives a two-way platform to connect on. It shows everyone the areas that really matter to us and the challenges we expect to face: improving safety for road users and our work force, customer service and delivering our ambitious road programme.

If you think you can help us and want to be part of this come and speak with us at Highways England.

The company is keen to engage with the industry, small and medium-sized enterprises, research organisations and academic bodies.

Highways England also wants people to understand the 'journey' their idea or product will go on. Solutions to problems are fed by the discovery stage of research, which Highways England is keen to support. Beyond that it's about developing new products and services and how innovation can be linked to what customers want; it also needs to deliver value for money. The big challenge is then to 'land' innovation and make it business as usual through standardisation.

A previous innovation which is now standard is the way Highways England models major improvement schemes. Historically a bespoke model would be built for each scheme, incurring significant cost and time.

The new models now provide the opportunity for the traffic model building process to "hit the ground running" with a much stronger information base helping Highways England to deliver projects in a shorter timescale and in turn providing the benefits sooner. Furthermore they have been used to provide information for models developed by a number of local authorities and Sub-Regional Transport Bodies, providing wider benefits to the country.

Another innovation in development is looking toward building a real-time simulation of our network using computer gaming technology to improve decision making when assessing the operational impact of incident management or changes to the road layout.

Highways England wants to use the new portal to reach outside of the company and show people what it will be like to work with them and maximise opportunities. This could be through funding or connecting idea owners up with others who may be able to work with them.

Currently Highways England is supporting over 95 projects across the country with investment from the £150 million [special fund for innovation](#). The portal shows the process for applying, as well as live research and innovation competitions. Anyone who wants to engage with the company should get in touch via the Innovation Portal.

Interview opportunity:

Paul Doney, Highways England, is available for interview on Wednesday 27 June (afternoon only) or Thursday 28 June, where he is attending the [Traffex Seeing Is Believing event](#). If you are interested in speaking to Paul, please call Kelly Barnes or Andy Broughton, Highways England Press Office on 0844 693 1448 (select Option 1).

Note: the "Fourth Industrial Revolution" (see title of news release) is referenced in an independent report ["Made Smarter Review"](#) published by Department for Business, Energy and Industrial Strategy in October 2017.

General enquiries

Members of the public should contact the Highways England customer contact

centre on 0300 123 5000.

Media enquiries

Journalists should contact the Highways England press office on 0844 693 1448 and use the menu to speak to the most appropriate press officer.

[News story: Sellafield hits the road to grow local supply chain](#)

The company is taking its 'Tier 2' suppliers on a road trip around the county to build links with small and medium-sized enterprises (SMEs).

The aim is to get more local SMEs involved in Sellafield's £2bn a year decommissioning programme.

The first mission will take place on Monday, July 16 in Allerdale and Copeland.

It aims to take in 6 companies. SMEs are being urged to volunteer to be one of the destinations.

Similar events are also being arranged for Carlisle, Barrow, Penrith and South Lakes, and Warrington.

John Berry, Sellafield Ltd supply chain manager, said:

We want to make sure as many companies as possible, regardless of size or sector, benefit from the unique opportunities in the Sellafield clean-up programme.

Our trade missions are a chance for businesses to get their foot in the door of the multi-billion pound nuclear decommissioning market.

The unique twist here is that rather than those companies coming to us and our contractors, we are going to them.

They'll be able to show us around their premises, demonstrate their capabilities and talk direct to the people who manage these multi-million pound frameworks and contracts.

Emma-Jayne Gooch, Sellafield Ltd's head of supply chain and innovation said:

This is a really great way for us to showcase the excellence in our SME community.

We're also keen to dispel the myth that our tier two contractors are only looking to procure construction and engineering services.

In reality, they buy a full range of professional and ancillary services like training, hotel rooms, stationery – you name it!

We're delighted our tier two partners are supporting this; it's clear they share our passion for showcasing the brilliance of our local SMEs.

Businesses in Allerdale or Copeland wishing to express an interest in hosting a visit should email: supply.chain.enquiries@sellafieldsites.com before July 6.

PDF, 931KB, 1 page

If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please email info@sellafieldsites.com. Please tell us what format you need. It will help us if you say what assistive technology you use.

[News story: JFC celebrates the role of Reservists](#)

Today the UK Armed Forces celebrates the role that Reservists make towards the work of UK defence. The Reservist community is diverse, and they come from all parts of the community and all walks of life. They are deployed in operational theatres worldwide, undertaking different, diverse and sometimes dangerous roles. Across JFC, they make a daily contribution to UK Defence.

JFC employs a number of Reservists on a Full Time Reserve Service (FTRS) contract across the organisation. This is where a member of the Reserves is employed full time on a fixed term contract. One such person is Lt Cdr

Clarke, who has been a Reservist for 32 years. Initially joining the Royal Navy in Regular service, after leaving he decided to continue as a Reservist. Lt Cdr Clarke's work at JFC sees him providing support to the UK's overseas Permanent Joint Operating Bases, specifically Gibraltar, the British Indian Ocean Territory and the British Defence Singapore Unit. Lt Cdr Clarke has also served on deployment to Afghanistan, working closely with Regular and Reserve colleagues across Defence.

Some JFC Reservists are civilians who work as Reservists in their spare time. For example, in his regular job, Simon is a Major Trauma Nurse Specialist, working at University Hospital North Midlands NHS. When he is not working for the National Health Service (NHS), Simon is a Reservist with the Yorkshire-based 2nd Medical Brigade. When working as a Reservist, he is a Lt Col specialising in Battlefield Advance Trauma Life Support. In his time as a Reservist, Simon has deployed several times, working closely with his Regular counterparts, supporting operations in Iraq and Afghanistan. As a Reservist, Simon brings his experiences from working in a busy NHS hospital and provides an outside perspective to the way medical care is delivered in Defence.

There are also civil servants working in JFC who are members of the Reserves. Jo is a civil servant who works in the Future Health Care Team at the Headquarters Surgeon General, part of Defence Medical Services in Whittington. Jo has been training as a Reservist with the Royal Air Force for the last year. Based with 4624 Squadron at Brize Norton, she is currently training for a logistics role. In two weeks' time, Jo will have finished her training, and will begin working on operational flights. This could see her deployed across the world with the RAF, helping to support ongoing operations and activity.

Reflecting on the role of the Reservist, Commander Joint Forces Command, General Sir Chris Deverell said:

Specialists from across the public and private sector, and many different walks of life, play an important role as Reservists in JFC. Working alongside their Regular counterparts, both in the UK and across the world on operations, members of the Reserves provide JFC with a unique and outside perspective.

In return they gain valuable development, taking lessons they learn with the military back into their civilian roles. On Reserves Day we thank them for their contribution to JFC and Defence.