

Sellafield Ltd Backs Healthy Lifestyle Programme

The programme, which helps schools to create supportive environments for health and to engage with pupils and parents around key healthy eating and physical activity messages, has been running in Copeland for the past 2 years.

Now, with the help of this new partnership, it's set to continue for a further 3 years and will support 41 primary schools and 5 early years settings across Copeland.

Phunky Foods Programme

Stuart McCourt, Social Impact Team Manager at Sellafield Ltd said

We are delighted to be working with our partners to deliver this programme. Adult and childhood obesity levels have been high in our community for some time now and this will be a key part of a range of programmes which will address this at an early age.

Cllr Keith Hitchen, Chair of Copeland Local Committee said:

Having seen the scheme in action I was very impressed by the involvement of the children in the project and the support from the teachers. The programme is doing great things in Copeland. I've seen the results and I fully support the programme.

Over the past 14 years the Phunky Foods Programme has amassed a strong track record across the UK in delivering real health benefits without placing undue pressure on teachers or the curriculum and now Copeland schools can look forward to the continued benefits of the programme.

Copeland MP Trudy Harrison said:

This scheme is a vital one for school children and their families in Copeland to learn about healthy eating and lifestyle.

It's wonderful news that Sellafield Ltd has stepped in with generous financial support which will ensure that this programme of activities can continue to be provided free to schools for at least another 3 years.

Caroline Elliot, a teacher from St Bridget's C of E Primary School in Parton, West Cumbria said:

We are very conscious as a school of the importance of promoting healthy living; this scheme is a very good way of getting the children to appreciate that healthy food is very tasty.

Phunky Foods Managing Director Dr Jennie Cockroft said she was delighted that Phunky Foods now had the support of a company as influential in the local community as Sellafield Ltd, which will enhance the already well-established and successful partnership with Cumbria County Council.

She said:

Rapid increases in childhood obesity prevalence means that we must help empower children, alongside their families and communities, to take control over their wellbeing to enable them to live longer, healthier and more fulfilled lives.

It takes time to change behaviours, and ultimately lives; long-term funding opportunities like this are vital to support this important work in educational settings.

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Note to Editors:

Purely Nutrition's award winning Phunky Foods educational programme for primary schools attracts the support of a number of companies with international status. These have included McCain Foods and Two Sisters Food Group (2SFG), and currently include Nestlé UK and Sellafield Ltd.

Each supporter ensures the programme is linked back to its own core, corporate social responsibility programmes, and is bound by the programme's policies to ensure it remains impartial and unbranded.

Phunky Foods is grateful for this support which continues to make a positive impact on a health issue of national importance.

Purely Nutrition is a registered company in England. Company No. 5298499

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