

The Life Channel is coming to Worcestershire



19 January 2009:

Worcestershire PCT has built up an exciting partnership with The Life Channel satellite TV network in an effort to get key health and well-being messages across to patients in the area.



The 2007 Health Survey for England suggests that 1 in 4 adults in Worcestershire is a smoker, and almost as many are obese. Primarily, The Life Channel's innovative network gives doctors' surgeries the unique opportunity to communicate directly to people most affected by these vital health issues, as well as to promote awareness of other local needs.

"[Worcestershire] PCT is committed to providing more and better information to patients to help them look after their own health," said Richard Harling, Director of Public Health for Worcestershire PCT. "We have commissioned The Life Channel to help us do this."

The Department of Health (DoH) uses The Life Channel extensively to support major initiatives such as NHS Choices and Change4Life. The Life Channel is a one-stop-resource and first port of call for all local and national government agencies to showcase and promote their messages and initiatives; supporting vibrant, sustainable communities with high impact content on its network.

A rigorous research study recently funded by the DoH confirmed that The Life Channel effectively communicates complex information nationwide to an estimated 5 million patients per month.



The Life Channel's Simon Johnson (left) and David Wilson (right) with Worcestershire PCT's Director of Public Health Dr Richard Harling (centre).

The Life Channel's programming is on a 90 minute loop, which can be supplemented at local level with targeted health promotion campaigns and information about a range of local services. In addition, programmes can be edited at local or practice level, giving doctors' surgeries, in essence, their own personalised TV channel.

The system is installed free of charge into doctors' surgeries, with the PCT incurring a cost based on the number of practices which sign up.

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Note to Editors:

Worcestershire PCT: www.worcspct.nhs.uk

For information, please contact PR Executive Diana Bradley

Tel: 01772 722 510 ext 226 • Email: diana.bradley@thelifechannel.com



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 4000 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.