

The Life Channel Schools network to present at ICP Singapore 2009



13 May 2009:

The International Confederation of Principals (ICP) will see The Life Channel Schools television network present at its World Convention, held at Singapore's Suntec International Convention and Exhibition Centre, 6-10 July 2009.

1600 educators and principals from around the world are brought together by the biannual convention in a special community of practitioners to share and learn new developments on leadership trends and insights. Luminaries like Sir Dexter Hutt, Professor Andy Hargreaves, Professor David Perkins, Mr Michael Furdyk, Professor Kishore Mahbubani, Dr Gene Carter and Professor Yong Zhao will lead the convention in exploring important issues in the new educational landscape.



Barbara Smith, The Life Channel's Northern Ireland Regional Schools Coordinator, will represent the network at July's convention.

Representing The Life Channel Schools network will be its Northern Ireland Regional Schools Coordinator, Barbara Smith.

Launched by Tony Blair in 2007, The Life Channel Schools network is currently broadcast to over 1000 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.

David Triggs, CEO of Academies Enterprise Trust, Principal of Greensward College, Associate Head teacher of Specialist Schools and Academies Trust, and National Leader of Education with the National College of School Leadership, said: "The Life Channel is proving to be an excellent tool for getting across key messages to our students whilst giving us the space and opportunity to use the channel to enhance our internal communications. We believe The Life Channel to be an excellent investment."

Underpinned in the UK by the DH, DCSF, and with programmes designed to follow The Children's Plan and ECM, 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 TV channel.

Much of the content is produced in-house in response to teacher feedback and is also supplemented by appropriate third party programmes, including the COI. 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.

An informal research study carried out by The Life Channel found that 88 per cent of schools installed the system to communicate key health and well-being messages to students; 81.5 per cent of schools with The Life Channel Schools network agreed it helps educate young people about nutrition. The Life Channel Schools network promotes school-to-parent communication and wider community engagement, on local and international levels.

Based on the successful implementation of the service in Europe, the development of The Life Channel Schools network into Africa is part of a planned expansion. In connection to this, the network is promoting global partnerships through its unique platform between St Thomas More RC School (Specialist Sports College) in North London and The Solomon Mahlangu Freedom School in Pretoria, South Africa.

Mike Darcy, The Life Channel's Chief Operating Officer, said, "We are so proud of the fact that Barbara, a member of our staff, will be speaking at this prestigious convention."

ICP Singapore Convention's tagline, "Many Minds, One Heartbeat", encapsulates the universal work of educators with their myriad challenges to bring about a better world.

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Note to Editors:

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COMMUNITY ENGAGEMENT THROUGH OUT-OF-HOME TELEVISION

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.

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