



Life
Education
Centres

Investing in a
**healthy
future**

LIFE EDUCATION CENTRES

ANNUAL REVIEW

2004



There has never been a time when there has been a greater need for health education, especially for children and young people.

The recent Wanless report "Securing Good Health for the Whole Population" highlights the importance of mobilising communities and organisations to raise awareness of health issues.

Our nationally accredited programmes combined with local community ownership make us an extremely cost effective organisation which is ideally placed to do just that.

I hope that everyone reading this Review will realise that we can all play a part in communicating healthy lifestyle messages for the benefit of the whole community. Whether you are in business, or a voluntary agency, whether you are an education professional or a parent wishing to understand more about health issues, I urge you all to get involved and support our work.

His Grace the Duke of Westminster
Honorary President of Life Education Centres

Contents



"Educating children from an early age is key to changing some of the serious issues we have as a society..."

Dr Peter Maguire,
Deputy Chairman, Board of Science, BMA

2 Community Health



"At the heart of my work is a deeply rooted belief in community involvement in health promotion."

Professor Mike Kelly,
Director of Evidence and Guidance
Health Development Agency

4 The Evidence Base



"All sorts of medical research now shows that what you start with in life is very important..."

Professor Robert Winston

6 What Has to Be Done to Influence Children's Health?



"The quality of the Educators is incredibly high and they are able to establish a fantastic rapport with the children."

Jack O'Neill, Head Teacher,
St Vincent De Paul School,
Westminster

7 Theory into Practice

"Businesses have a powerful role to play in community partnerships with voluntary agencies such as Life Education."

Peter Davies OBE,
Deputy Chief Executive,
Business in the Community



8

The Powerful Role of Business

"Children, parents and communities gain when early education and health and family support are offered together."

Naomi Eisenstadt,
Director, Sure Start



10

The Crucial Role of Parents



12

Reviewing the Year



14

Summary of Financial Activity



16

Investing in a Healthy Future

" Educating children from an early age is key to changing some of the serious health issues we have as a society. Consistent and positive health messages can encourage children to take responsibility for their own health and lay the foundations of knowledge and understanding they need to ensure future health and well-being"

Dr Peter Maguire,
Deputy Chairman of the Board of Science, BMA

Building partnerships that actively engage the whole community in promoting healthy lifestyle messages is at the very heart of the Life Education ethos.

The evidence of unhealthy lifestyles surrounds us on a daily basis. Children's attitudes are strongly influenced by their environment including what they learn at home and in school. Attitudes to health established in childhood set a pattern for life and can be perpetuated across generations. Education is the key to changing this cycle.

Community Health



The Wanless report "Securing Good Health for the Whole Population" defines public health as "... promoting health through the organised efforts and informed choices of society, organisations, public and private, communities and individuals."

In this Review you will find examples of what we have achieved so far and information on our future plans for work with parents, teachers, health professionals and businesses.

Our goal is to reach 2,000,000 children and their families by 2008.



Our aims are to encourage positive attitudes to health and promote the development of the life skills necessary to put healthy lifestyles into practice.

Our highly trained Educators provide flexible and tailored programmes which meet the individual requirements of schools.



"Life Education is at the forefront of educational philosophy in the way that we teach and work with children. It really is a very exciting environment in which to work because of the way the children respond so enthusiastically. It's a wonderful job to do."

Mita Gandhi, Educator, Life Education, Westminster



"There are a lot of external influences on children these days through TV and advertising. What I like about Life Education is that it can actually combat some of the negative publicity that affects children. They're surrounded by the learning experience and it has a lot more power than some of the external advertising."

"The quality of the Educators is incredibly high and they are able to establish a fantastic rapport with the children. The programmes are memorable because you've got a professional delivery with top quality resources, which in fact the school couldn't afford to buy."

Jack O' Neill, Head Teacher at St Vincent De Paul School in Westminster.

Our local groups already work in over 3,000 communities up and down the country.



the Evidence Base



"At the heart of my work is a deeply rooted belief in community involvement in health promotion."

Life Education's unique approach of actively involving members of the community is an effective way of promoting the importance of health education with the public at large".

Professor Mike Kelly,
Director of Evidence and Guidance,
Health Development Agency



We are committed to ensuring that all our work is firmly rooted in the evidence of what works most effectively.

As part of this process, we led a detailed consultation reviewing the evidence of significant factors which influence children's and young people's health-related decisions.

Our continuing programme of research and evaluation means we regularly consult with health and education experts about the direction and impact of our work.

Our Parent Programmes have also been developed and tested with help from schools and experts in the field. This includes models both for universal application and those that can meet the needs of families in areas where health inequalities are prevalent.

This process of consultation not only informs the development of our work but can also be a useful reference for others interested in developing health and drug education projects.



"I have been impressed with Life Education's commitment to work within an evidence base, and to support good practice in health education by working in partnership with so many other agencies."

Louise O'Connor
Senior Research Fellow
University of Surrey
Roehampton



"All sorts of medical research now shows that what you start with in life is very important and that influence and environment is crucial. Education for children at an early age is vital to help them adopt the right healthy habits so that their health later on is going to be as good as possible. That's why I think the work of Life Education is so important."

Professor Robert Winston



What Has to Be Done to Influence Children's Health?

Factors that impact on the health of children come from a wide range of environments including: family background, social contact, community, school and the media.

These influences start from birth. Consequently we must begin to lay the foundations of knowledge and understanding so that from an early age children can make more informed choices about their health.

To address health issues effectively and maximise the overall impact of education it is essential that children receive

consistent messages. Communities must work in partnership to make this happen.

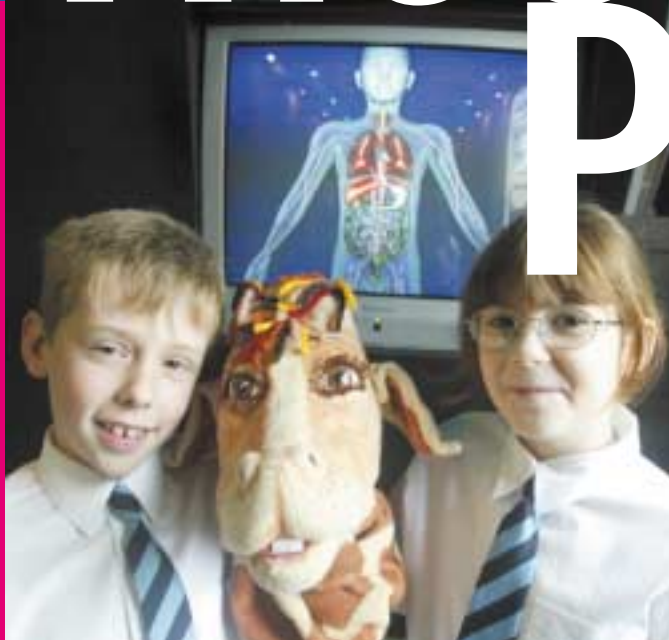
Life Education is the largest charity of its kind, building alliances across communities, acting as a catalyst to promote recognised best practice in health education.

Our highest priority is to develop connections which extend health education beyond the school and into the wider context of the home, business and the community as a whole.

We are developing partnerships with Health Education Agencies and voluntary organisations interested in promoting a positive change in children's attitudes to health.

Working with schools remains an integral part of the way we work. The programmes we use are based on a wide range of proven educational techniques and strategies and are carefully structured to encourage positive attitudes to health. Our Educators use interactive teaching methods to provide a stimulating and exciting learning environment, which helps children develop an understanding of well-being.

Theory into Practice



Parents are the primary influence in a child's life and involving them in our work means that the Life Education messages can have an even greater impact. Our Class Assembly Programmes encourage the majority of parents to see first-hand what their children have been learning with help from Life Education.

Parenting courses provide an important opportunity to help parents develop skills and understanding in relation to family health and well-being.

Our aim is to build more partnerships with business to raise community awareness of the importance of health education.

"Businesses have a powerful role to play in community partnerships with voluntary agencies such as Life Education. Working together, they can make a real impact in addressing some of the key challenges that society faces today. Collaborative action that involves the whole community has to be the most effective way forward."

Peter Davies OBE
Deputy Chief Executive, Business in the Community

Our work with BUPA is a successful model for a health promotion partnership. This delivers clear benefits by actively engaging employees and customers in supporting their own communities to build and maintain healthy lifestyles.

the Powerful Role of Business



BUPA 10K Run

On 23 May 2004, 16,000 runners from across the UK took part in the annual BUPA 10K run in Manchester. In conjunction with the 10K Run, BUPA held a family fun day for its employees in the area. The event provided an ideal opportunity for hundreds of their employees to visit the BUPA sponsored Life Education North West mobile classroom and learn more about our work. For some children it was a chance to show parents what they experience when Life Education visits their school; for some parents it was a time to appreciate the value that we could bring to their children.

"Directly after the fun day I contacted my child's school about how they could benefit from such a wonderful initiative. Thankfully they have now agreed to take Life Education classes next year."

BUPA employee, Salford Quays



Many companies are involved in Life Education work both locally and nationally, providing funds or other forms of practical support.

"From our Headquarters in Nottingham we have been very pleased to support Life Education's work locally for many years. We endorse the approach of promoting healthy lifestyles and respect for self and others from the earliest age. Our support for Life Education is not just financial though, as we provide practical support such as giving the mobile classrooms a place to park when not in use. I also share my time and skills through personal involvement on the local management committee, which is both personally and professionally rewarding."

Sarah Smith, Community Health Promotion Manager,
Boots PLC



"We've been working with Bristol Life Education for over four years now. By providing regular press coverage and the opportunity for them to raise their profile locally, we have been able to help them fundraise and maintain public awareness of their valuable work. I believe the media has a responsibility to the community to help promote awareness of important health issues."

Stan Szecowka, Deputy Editor, Bristol Evening Post



"BUPA is keen to support Life Education. We can clearly see the business benefits of getting involved in health education partnerships, in particular those that positively influence and impact on our customers, employees, their children and society as a whole."

Ray King, Group Finance Director, BUPA

Our programmes support parents in helping their children learn about the benefits of leading healthy lifestyles.

"Home-Start schemes are aimed at providing parents with the support they need to give their children the best possible start in life. Obviously this fits in very much with Life Education's philosophy of working with and supporting parents in communicating healthy lifestyles effectively."

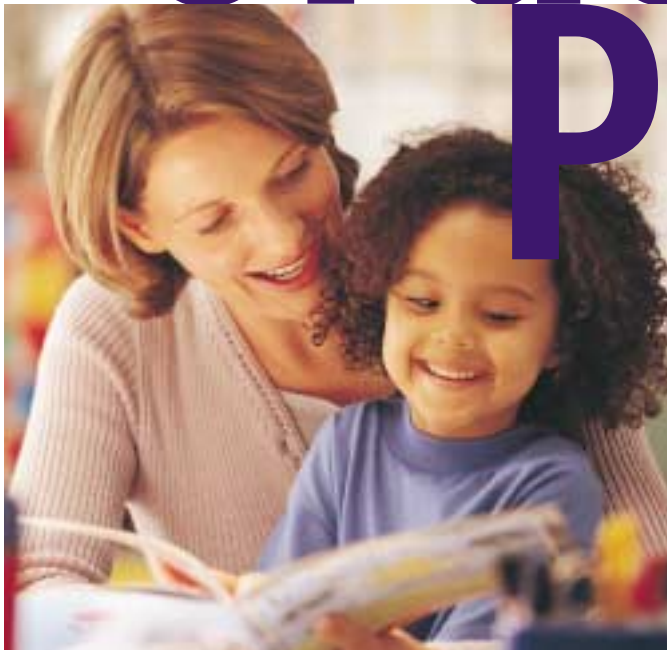
Sue Everitt, Director, Planning, Policy & Practice for Home-Start

Our work contributes to the public health agenda both locally and nationally and focuses on adding value to existing community health initiatives. We have developed partnerships with both Sure Start and Home-Start.

"Children, parents and communities gain when early education and health and family support are offered together. I am delighted that we already have a number of very successful partnerships with Life Education working around the country. Sharing information and best practice leads to a much more cohesive approach to health education issues - particularly valuable in supporting the crucial role of parents."

Naomi Eisenstadt, Director, Sure Start

the Crucial Role of Parents



We are working with Sure Start projects in a number of areas including Nottingham, Bradford, Cambridgeshire and the West Midlands.

In the Small Heath area of Birmingham 50% of the population aged 16-74 have no qualifications compared to the national average of 29.1% (Source: 2001 Census, ONS). Life Education parenting courses, soon to be accredited by the Open College Network, provide an opportunity for parents to begin the pathway into further qualifications and our evaluations have shown that many express a desire to do so.

Drugs: Guidance for schools (DfES 2004) highlights our Class Assembly Programme as a good practice model for successfully involving parents in their children's health education.

Parents of pupils at Kibworth Church of England Primary School in Leicestershire were invited to watch their children perform, in class assembly, presentations on the themes of health and well-being. The presentations helped parents to experience and understand some of the key messages around teaching children how to look after themselves in both a physical and emotional sense.



"Children want parents to be their first health educator. Life Education's commitment to involving and supporting parents in this role will help take us one step closer to realising this."

Simon Blake
Assistant Director
National Children's Bureau

"Attendance from parents was high. The Life Education teacher worked closely with us to discuss ideas for the assembly theme and provided the resources and support we needed to make the event a success. After the assembly the parents had the opportunity to take part in a Life Education workshop and were also offered the chance to participate in a seven-week parenting skills course later on."

Susan De Gaye, Head Teacher,
Kibworth Church of England Primary School

A Guide to Enjoyable and Effective Parenting

Our video guide to enjoyable and effective parenting shows how parents can lovingly take control of their children's behaviour.

Other support materials available provide further information about our work with parents and our Class Assembly Programmes.



We have made significant progress in growing and developing our services during the past 12 months. New Life Education groups have been established in Kerry, North Devon and the Wirral and our existing groups have expanded into 400 new communities. Three new fundraising groups were established in Hampshire, Lincolnshire and Kent.

Reviewing the Year



Our new strategy and community focused mission have played a major part in developing successful new partnerships with business, community organisations and government agencies.

We have built on important connections within Westminster and Whitehall, briefing and consulting with policy makers in all parties and with influential figures in Government. Considerable progress has been made in establishing partnerships with key representatives from the British Medical Association, the National Children's Bureau and the Health Development Agency.

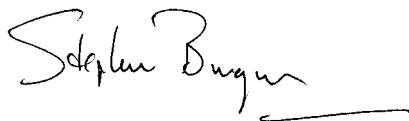
Life Education enjoyed an extremely successful year. Including our new branch network total income increased by more than 50% to £2,149,000. General Funds rose above £300,000 for the first time.

Our Class Assembly Programme and Parenting Skills Courses have been a resounding success and more than 120 programmes have been run up and down the country.

We continue to enjoy support from the DfES, Home Office and Department of Health and we were delighted that an example of our work was used in the latest DfES Drugs Guidance document for schools as a model of good practice.

BUPA has recently agreed to become a founding corporate partner for Life Education, demonstrating the value they see in working with an organisation that is fully engaged in the community. Our work depends upon the professionalism and skills of our Educators and we remain committed to the continued professional development of all our employees.

Life Education has a growing reputation in local communities for providing quality, evidence-based programmes. Our priorities for the forthcoming year will be to build on that and to work closely with our partners to promote the importance of effective health education for the whole community.



Stephen Burgess, National Director, Life Education Centres



Independent auditors' statement to the members of Life Education Centres

We have examined the summarised financial statements of Life Education Centres.

Respective responsibilities of the Trustees and auditors

The Trustees are responsible for preparing the summarised financial statements in accordance with the recommendations of the charities SORP.

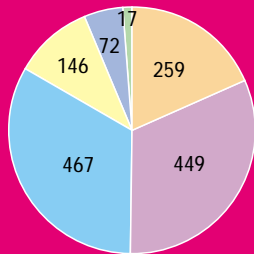
Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and Trustees' Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent mis-statements or material inconsistencies with the summarised financial statements.

Summary of Financial Activity

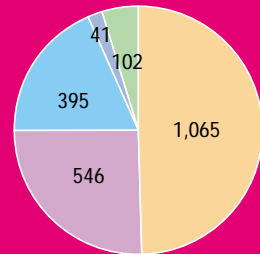


INCOME

(£000)	2003	2004
Services & Publications	259	1,065
Sale of Classrooms	449	546
Grants, Donations & Fundraising	467	395
Community Fund Grants	146	-
Sponsorship & Gifts in Kind	72	41
Interest & Miscellaneous.	17	102
TOTAL	1,410	2,149



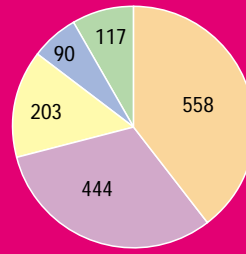
2003



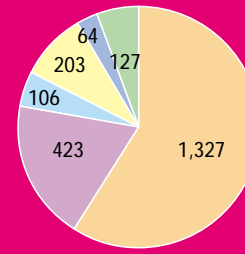
2004

EXPENDITURE

(£000)	2003	2004
Training & Services to Schools	558	1,327
Classroom Costs	444	423
Grants to Local Groups	-	106
Support Costs	203	203
Cost of Generating Funds	90	64
Management & Admin.	117	127
TOTAL	1,412	2,250



2003



2004

BALANCE SHEET

(£000)	2003	2004
Fixed Assets	327	309
Current Assets	537	511
Creditors	(402)	(459)
Total Net Assets	462	361
Restricted Funds	183	59
General Funds	279	302
TOTAL FUNDS	462	361

Basis of opinion

We conducted our work in accordance with Bulletin 1999/6 'The Auditors' statement on the summary financial statement' issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and the Trustees' Report of Life Education Centres for the year ended 31 March 2004.

Buzzacott
Chartered Accountants and Registered Auditors
12 New Fetter Lane,
London EC4A 1AG
10 June 2004

The Trustees confirm that the summarised accounts on this page are a summary of the information extracted from the full accounts which were approved on 10 June 2004. The summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity.

For further information the full annual accounts and the Auditors' Report and the Trustees' Report on those accounts should be consulted. Copies of the full annual accounts may be obtained free of charge from the charity. The summarised accounts do not constitute full accounts within the meaning of the Companies Act 1985 and the Charities Act 1993. A copy of the statutory accounts of the charity, upon which the auditors have reported without qualification, will be delivered to both Companies House and the Charity Commission.

Approved by the Trustees and signed on their behalf by:

Lord Russell of Liverpool
Approved by the Trustees on: 10 June 2004



Rising levels of obesity and increasing mis-use of drugs and alcohol paint a bleak picture. To have any real impact, we must encourage our children to make healthy choices from an early age.

It is clear that this cannot be just the responsibility of schools or health professionals alone. We all have a role to play and the most significant contribution to society that we can make either as individuals or as an organisation is to help shape the health of future generations.

Investing in a healthy future



Life Education is very much part of the community and our trusts and volunteers are ideally placed to meet the needs of their own local communities.

Business, community organisations, government agencies, parents and schools all have a stake in ensuring that the right healthy choice messages are delivered to children and young people.

We aim to act as a catalyst by bringing all of these stakeholders together to create a consistent and cohesive approach towards ensuring that children place health and well being as a high priority in their lives.

Employers are already recognising that better management of employees' health can reduce

sickness absence and increase productivity levels. This engagement in the health of staff also contributes to long-term health gains for the population. We want more Business partners to invest in our community health model so that we can expand our work into new regions and reach more children and their families.

The voluntary and community sectors are uniquely placed to provide a link between government, statutory bodies and communities in delivering important public health messages. We will establish more partnerships that create opportunities for promoting a better awareness of health issues, particularly in those areas where health inequalities are most prevalent.

All sectors of society, including businesses, have a responsibility to help individuals make better decisions about their health and welfare. We will expand our work to reach more parents and provide them with the information they need to be fully informed about their own health and the health of their children. Our work is all about investing in a healthy future for the children of today and those who will follow.

I suggest that we all consider not whether we need to support such initiatives but whether we can afford not to.



Simon Russell, Chairman, Life Education Centres



THE TEAM



Life
Education
Centres

Life Education Centres
County House
14 Hatton Garden
London
EC1N 8AT

Tel: 020 7831 9311
Fax: 020 7831 9939

www.lifeeducation.org.uk

HONORARY PRESIDENT

His Grace the Duke of Westminster

TRUSTEES

Lord Russell of Liverpool *Chairman*
Ken Medlock OBE JP DL *Honorary Secretary*
Professor John Henry

John Illsley *Founding Trustee of Life Education Centres*
David Peake *Chair of Finance Committee*
Malcolm Lacey *Chair of Strategy Committee*

Kay Lord
Dick Hazlehurst
Ian Beattie
Terry Earle
Tony Gamble
Harry Pickles
Ian Thomson
Chair of Education Committee

CENTRAL SUPPORT

Stephen Burgess *National Director*
David Burton *Operations Director*
Sue Cullen *Communications Director*
Jan Forshaw *Education Services Director*
Susan Kaplin *Research Director*

Auditors

Buzzacott
12 New Fetter Lane, London EC4A 1AG

Bankers

Coutts & Co
Strand Office
440 Strand, London WC2R 0QS

Solicitors

Bates Wells & Braithwaite
Cheapside House, 138 Cheapside,
London EC2V 6BB

Annual Review kindly sponsored by

