

## NEWS RELEASE

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### **Humana welcomes the Government's Change4Life scheme**

**London, UK – 11 November 2008:** Humana Europe today welcomed the Government's move to encourage the population to lead healthier, more active lifestyles through the implementation of the Change4Life scheme.

Commenting on the scheme, which makes provision for towns to help residents take more exercise and eat healthily, Humana Europe's Chief Executive Dr Jack Lord said, "We very much support the government in encouraging individuals to take responsibility for their own health and wellbeing, an area which Humana has worked on extensively, and we look forward to continuing our work with Primary Care Trusts to improve health and wellness in their local population".

Humana's current health and wellness work includes a successful weight management programme with Stoke on Trent PCT (recently nominated for an HSJ award) featuring web-enabled pedometers and telephonic health

coaching, and an incentivised workplace wellness programme for employees at Birmingham East and North PCT.

**END**

**Notes to Editors:**

1. The Change4Life scheme was implemented by the Department of Health in order to encourage the population to lead healthier, more active lifestyles. The "Healthy Towns" – Dudley, Halifax (Calderdale), Sheffield, Tower Hamlets, Thetford, Middlesbrough, Manchester, Tewkesbury and Portsmouth – are part of a new coalition called Change4Life which is backed by Government, food retailers, charities and community groups. The nine towns will share a £30 million pot from Government to encourage healthy lifestyles through increasing the opportunities for their population to be more physically active and make healthy food choices. Further information can be found at

<http://nds.coi.gov.uk/Content/Detail.asp?ReleaseID=383835&NewsAreaID=2>

2. Humana Europe is a leading provider of commissioning services and support to the NHS in England. We specialise in all the elements required for world class commissioning, including health needs assessment and risk stratification, contracting and provider performance management, demand management and care coordination, patient and public engagement, and health and wellness programmes. For more information please visit [www.humana.co.uk](http://www.humana.co.uk)