



Yakult

Digest

Yakult Newsletter Winter 2017

Featuring all the latest News and Views from in and around the UK

Welcome

Welcome to the Winter 2017 issue of Digest. In this issue we hear about what happened during Science Week, the latest from some of our sporting partners, including Olympian Jazz Carlin's plans for 2018, and another chance to Run the Solar System... the App is Back!

Return of Free Fitness App

By popular demand the Run the Solar System free fitness app – first available during Science Week earlier this year – has been relaunched. So, if you didn't get an opportunity to try it then, now's your chance to walk, run or sprint around the solar system!

Science has always been at the heart of Yakult since it was founded in, 1935, by the scientist Dr Shirota. Hiroaki Yoshimura, Managing Director for Yakult UK, was delighted to note "we are excited to see that the App is back! This was a unique opportunity for Yakult to support both science and fitness, so it is great that it is available again to anyone, anywhere in the world, to explore the solar system and get fit at the same time!"

The registration site can be found here: runthesolarsystem.com

Runners anywhere in the world can download and take part in the virtual race, wherever and whenever they like. Dallas Campbell narrates your journey around the solar system and a leader board also allows participants to track their performance against one another.

Ivvet Modinou, Head of Engagement at the British Science Association, said: "We were amazed and incredibly proud of how well received Run the Solar System was. It engaged a group of people who don't ordinarily seek out science activities but who are interested in sports and running. It also provided a fun physical activity for science and space fans. It was fantastic to see runners taking part all over the world and enjoying the experience, which is why we wanted to extend the opportunity to people who would love to try it again or didn't get to the first-time round."



Jazz embarks on new challenge to make history!

Yakult is excited to share with you Double Olympic Silver Medallist Jazz Carlin's plans to make history by becoming the first female to win an Olympic medal in the pool and Open Water at the same Olympic Games.

Since 2015, Yakult has been working with Olympian Jazz Carlin, to help motivate the nation to get swimming. From October 2017, Jazz will begin competing in open water events, starting at the World Cup in China and Hong Kong.



2018 – Once in a lifetime opportunity for you!

Fancy embarking on your own new year challenge? In January 2018, Jazz Carlin will be working with Yakult on the #SwimWithJazz campaign, before she heads off to the Commonwealth Games in Australia. The campaign will change four peoples' lives forever and at the same time also encourage the great British public to get into the water. From 1 January 2018, Yakult will be seeking 4 people who cannot swim for a once in a lifetime opportunity to take up the challenge to learn to swim with support from Jazz!

To find out more visit yakult.co.uk/swim in the New Year!

"It is great to motivate the Nation once again to take up this great sport. I am genuinely excited to be able to play a part in this challenge to help people learn a life skill, changing their lives for the better, forever."

Jazz Carlin – Double Olympic Silver Medallist.

Getting out and about this Winter

Get out and about and explore a whole variety of places in the UK including:



© Paul Box

Westonbirt Arboretum, Gloucester

Attracting over 500,000 visitors per year, Westonbirt is known worldwide for its spectacular autumn colour and the spring rhododendron, azalea and magnolia displays. Popular events include the Forest Live concerts and the Enchanted Christmas illuminated trail.

forestry.gov.uk/westonbirt
0300 067 4890



Getting to know... Edinburgh

From the world-famous castle of Edinburgh, down the Royal Mile and to the postcard-perfect Arthur's seat, join a free walking tour and explore "Auld Reekie".

neweuropetours.eu/edinburgh/en/home#

Taking a ramble, Nationwide

The Ramblers run hundreds of walks each week – from short urban strolls to long walks in the countryside.

ramblers.org.uk
020 7339 8500



Lake District, Cumbria

England's largest National Park is now a World Heritage Site, home to Scafell Pike - its highest mountain, Wastwater - its deepest lake, and thriving communities like Keswick and Bowness-on-Windermere.

lakedistrict.gov.uk
01539 724555

For more inspiration and autumnal tips visit
yakult.co.uk/Autumn

Helen Czerski's Top 12

Dr Helen Czerski, (who incidentally has Run the Solar System!) is a physicist and oceanographer at University College London. She studies the surface of the ocean, the physics of bubbles, with the overall aim to improve weather and climate models. In addition, Helen is also a science presenter for the BBC and author of *Storm in a Teacup: The Physics of Everyday Life*. Helen took time out to speak to us.



© Alex Bremner

1. Who inspired/influenced you to work in the science field. Tell us something about them.

No one. I was just really interested in stuff, I grew up in an environment that encouraged me to be interested in everything and there was no one person, no one situation, that led to some kind of Eureka moment!

I think it's a bit of a myth that you need to be inspired by something or need some sort of special event in your life in order to 'do' science.

2. What are you currently working on?

I am currently planning a research trip to the Arctic for next Summer to study the bubbles in the water underneath the sea ice.

In addition, I am also filming a series for BBC Four, on Temperature, that follows on from two other series on Colour and Sound.

3. What's the best piece of advice you have been given, and by whom?

I think it was my Dad before I went to University...

"If you go to University and all you come away with is a degree, you've wasted half your time"

Such good advice. There's so much more to learn at University about life - living in a community, joining in teams, running societies - than just the technical side of what you are studying.

4. When you are not working – how do you relax?

I do a lot of sports, so I play badminton competitively, I run and I swim a lot. I also read and am always on the lookout for interesting things to do!

5. We all have favourites...what's your favourite (and why):

Actually, I don't really have favourites, I don't really rank things in life.... However,

Book

The best book I've read this year is *Anatomy of a Soldier* by Harry Parker. I think that it talked about something we aren't aware of in society, which is what it means for military personnel to be injured (in his case, very seriously). But arguably just as much mental damage is done to those who have to live with what they saw or what they did. I found the book very interesting because it talked about all of that.

Film

Inside Out – came out a few years ago – it is an animated 3D graphics film for kids. The film took a really encouraging look at how complicated it is to be a human being. And how your emotions affect your life.

Number

I think there is a number (110), that the Brazilian mathematician Alex Bellos identified when he did research into favourite numbers, that no one

chose. Maybe 110 should be my favourite number so at least someone has chosen it!

Song?

Sultans of Swing by Dire Straits – just because I spent a lot of time driving around America in the last year and it is absolutely the best driving song ever.

6. Why is science important?

Science is important because it makes things possible. You can only do things if you understand and to understand you have to deal with the world as it really is. You need the scientific method to do that because common sense doesn't always work and the scientific method is what lets you test what you think is common sense.

So the important thing about science is that it is the foundation of getting anything done.

7. How do you keep a healthy work/life balance?

I deliberately live a flexible lifestyle. If I need to take a morning off to do something or I need to work one evening, then I work around that, but, I always make sure the total number of hours I work has limits

8. What is the funniest thing that has happened to you recently?

Life is funny all the time, I always go looking for the silly stuff!

9. Name one thing about yourself that most people don't know.

It's probably that I paddle outrigger canoes – it's an unusual sport to do in the UK, but it's huge in Hawaii and Tahiti. So, I do this quite odd sport, which I enjoy immensely.

10. What was your favourite toy (or game) as a child, and why?

I used to love Technic Lego – a box of bits including cogs and motors that left it up to your imagination what you could create. Unfortunately, you can't get it any more as all the Lego sets seem to be for specific items. Bring back the best toy of my youth, Lego, so our imaginations can run wild!

11. Who would win a fight between Superman and Batman?

When they ask Wonder Woman to join the party, I might be interested. However, she would probably have better things to do than fight either of them!

12. And finally, ... Do you have a nickname?

No – I've never had a nickname! I quite like my name, there is a version of it in every language and everyone can pronounce it! Although these days I do occasionally get called 'Bubbles'!

Team Yakult

This issue features our sporting partners **Tranmere Rovers FC** and the work they are doing in the local community



Nicola Palios presents the Golden Boot for Top Scorer, Womens Euros to Jodie Taylor – a Tranmere Youth player aged 11-18.

Community Spirit

The Tranmere Rovers in the Community award winning initiative was established as a one-man team in the late 1980s and has grown ever since, engaging with thousands of people across the Wirral Peninsula each year.

Working across four core themes of social inclusion, health, education and sports participation, the community team's work has expanded from coaching in schools to a wide range of projects covering all ages and abilities.

More Than a Football Club

Tranmere Rovers in the Community is considered an integral part of the football club. The Chairman of the Club spoke about it saying it was "Just as important as the football since it not only engages local people and organisations to be involved in the club, it gives something back to the area which Tranmere is proud to call home".

The Wirral Peninsular is a borough of contrasts, in both physical and demographical aspects. Compared to the rest of the North West and England, the area has a higher number of people indulging in risk-taking behaviour such as alcohol abuse, drug use and self-harm, in addition to the increasing problem of social isolation and the increased rate of preventable deaths in the elderly (liver disease, obesity, respiratory disease etc.) The Club is in one of the most deprived areas of the North West.

With such diverse living standards, football is a powerful tool to help engage positively with the local population. Since the end of the 16/17 season, Tranmere Rovers in the Community has been delivering numerous diverse projects using football, to people aged from 3-80!

"We use the hook of football to deliver sessions to vulnerable people, to increase individuals' confidence, build friendships and learn life skills such as teamwork and communication, in addition to benefiting their physical wellbeing. We deliver to those with mental health issues, disabilities, walking football for people aged 45+ as well as the homeless. We also deliver football, dance and multi-skills sessions to schools across the Wirral.

On the educational side, we run the hugely successful Tranmere Rovers College. It enrolls young people who are not engaging in mainstream education. At the end of the course, students achieve a BTEC in either Sports Coaching or Construction and are provided with suitable pathways into employment or university. Tranmere also delivers adult learning courses to vulnerable and 'at risk' people to enable them to also transfer into employment".

For further information see:
tranmererovers.co.uk/community
Twitter: @TranmereFITC

British Science Week 2017 supported by Yakult – some facts and figures

The British Science Association (BSA) believes that everyone should be involved in science – it should be part of society and culture, not something separate, but 'owned' by the whole community. Earlier this year Yakult teamed up with the BSA to support this belief during British Science Week with the Run the Solar System App and event at the Queen Elizabeth Olympic Park. We thought you might be interested in some facts and figures about British Science Week 2017.

- 🌀 The Run the Solar System App had **4,962 registrations** in its first week
- 🌀 **17,215 visitors** had visited runthesolarsystem.com
- 🌀 **Over 2,300 events** reached almost **900,000 people** of all ages across the UK
- 🌀 **500 fizzy rockets** were fired (as part of the National Day Nurseries Association mass participation experiment)
- 🌀 **750 science demonstrations** were run in secondary schools
- 🌀 **23,314 students** participated in the schools' poster competition
- 🌀 **50,000 penguins** spotted as part of Penguin Watch
- 🌀 The British Science Week website had **over 130,000 visitors** in the lead up to and during the Week
- 🌀 A survey of **1,000 UK adults** found that average total awareness of British Science Week, had **increased from last year to 20%**

It's all about the Science

Yakult's Science Team now update you on what they have been up to, including introducing some recent winners of the awards that we support. Also, find out how you can grow your own fabric at home.... with the help of bacteria!



And in other news ...

'Grow' Your Own Fabric

Like us, you may start your day off by drinking a little bottle full of bacteria, and now you could even be wearing it too! Suzanne Lee, the founder of BioCouture, creates fabric for clothing using bacteria. By mixing Kombucha cultures in green tea and sugar, a fine natural material that's been named 'vegetable leather', is produced.

For a step-by-step guide on how to create your own 'leather', visit ecouterre.com/grow-your-own-microbial-leather-in-your-kitchen-diy-tutorial



RCNi Patient's Choice Award, Joanne O'Toole (centre)

team, they have truly transformed services for patients with a range of nutritional complications. For further information about the awards, visit nutrition2me.com/cn-awards.

Our congratulations also go to this year's winner of the RCNi Patient's Choice Award, Joanne O'Toole. Joanne was a children's nurse for over 38 years and most recently worked as a children's respiratory nurse specialist at Royal Manchester Children's Hospital. Yakult is proud to have supported this award for the third year running, as it provides such a unique opportunity for patients to nominate their very own nurse, and to celebrate the incredible work force of nurses who are going above and beyond their duty of care every day. For further information about these awards and to nominate your own nurse, please visit rcni.com/nurse-awards

Congratulations extend to not only the winners, but also all the nominees of both the CN Awards and the RCNi Awards.

Healthcare Professional Recognition

At Yakult, we are passionate about supporting healthcare professionals, researchers and students, and for many years we have sponsored a series of awards at universities, institutes and other organisations throughout the UK.

In 2017, Yakult is proud to have supported and sponsored a number of healthcare professional awards, including the Complete Nutrition (CN) Clinical Nutrition Professional of the Year Award and the RCNi Patients Choice Award.

We would like to congratulate Professor David Sanders, who is this year's winner of the CN Clinical Nutrition Professional of the Year Award. David is a Professor of Gastroenterology at the University of Sheffield and a NHS consultant in the Sheffield Gastroenterology Team at Royal Hallamshire Hospital. He has made huge contributions to research, and his work is recognised internationally. Alongside his research, he is very grounded in his clinical care, and together with his

Competition Time

Test your knowledge - read this issue of Digest to find the answers and complete the crossword.

Then email your answer to question 3 to info@yakult.co.uk by 1 March 2018.



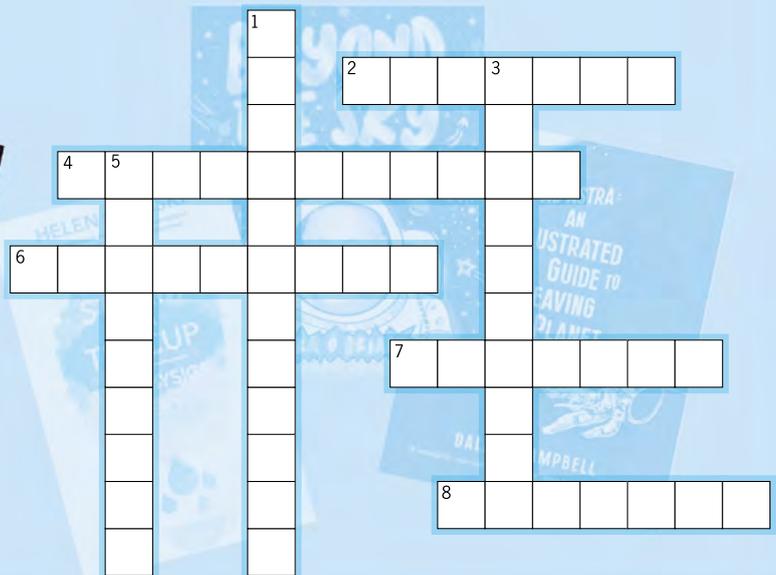
Down

1. Where is Scafell Pike?
3. What company did Suzanne Lee found?
5. What new event is Jazz Carlin competing in?

Across

2. What is Helen Czerski's nickname?
4. Which Tranmere Rovers youth player received the Golden Boot award?
6. What University does Professor Sanders work at?
7. Run the Solar System is the name of the free ____ App
8. 50,000 of what bird was spotted during Science week?

Win 1 of 5 bundles of books containing: **DARA O'BRIAIN'S** *Beyond the Sky*, **DALLAS CAMPBELL'S** *Ad Astra – an Illustrated Guide to Leaving the Planet* and **HELEN CZERSKI'S** *Storm in a Teacup: the Physics of Everyday Life*.



Terms and conditions (applicable to competitions featured in Digest Winter 2017 edition)

1. Competition open to all UK and Ireland residents except employees and their families of Yakult UK Ltd and its subsidiary companies, their agencies and anyone professionally connected with this competition; 2. No purchase necessary; 3. Five winners will be selected at random by the promoter from entrants who answered correctly; 4. Winners will each receive one bundle of 3 books; 5. The promoter reserves the right to substitute the prize for another prize of equal value without notice; 6. The closing date for receipt of entries is 1 March 2018; 7. All winners will be notified by 8 March 2018; 8. The promoter reserves the right to withdraw this offer at any time and without notice; 9. Prizes are non-transferable, non-negotiable and no cash alternatives will be offered; 10. The promoter's decision is final and no correspondence will be entered into; 11. By entering, entrants agree that they are willing to participate in publicity and that Yakult UK Ltd. shall be entitled to use entrants' names, competition entry photographs, ages and regional locations (though not full addresses) in publicity throughout all media, in perpetuity and free of charge; 12. A list of competition winners' names and county of residence will be made available on request; 13. By entering, competitors agree to be bound by these terms and conditions. Promoter Yakult UK Ltd, Anteros, Odyssey Business Park, West End Road, South Ruislip, Middlesex HA4 6QQ, UK