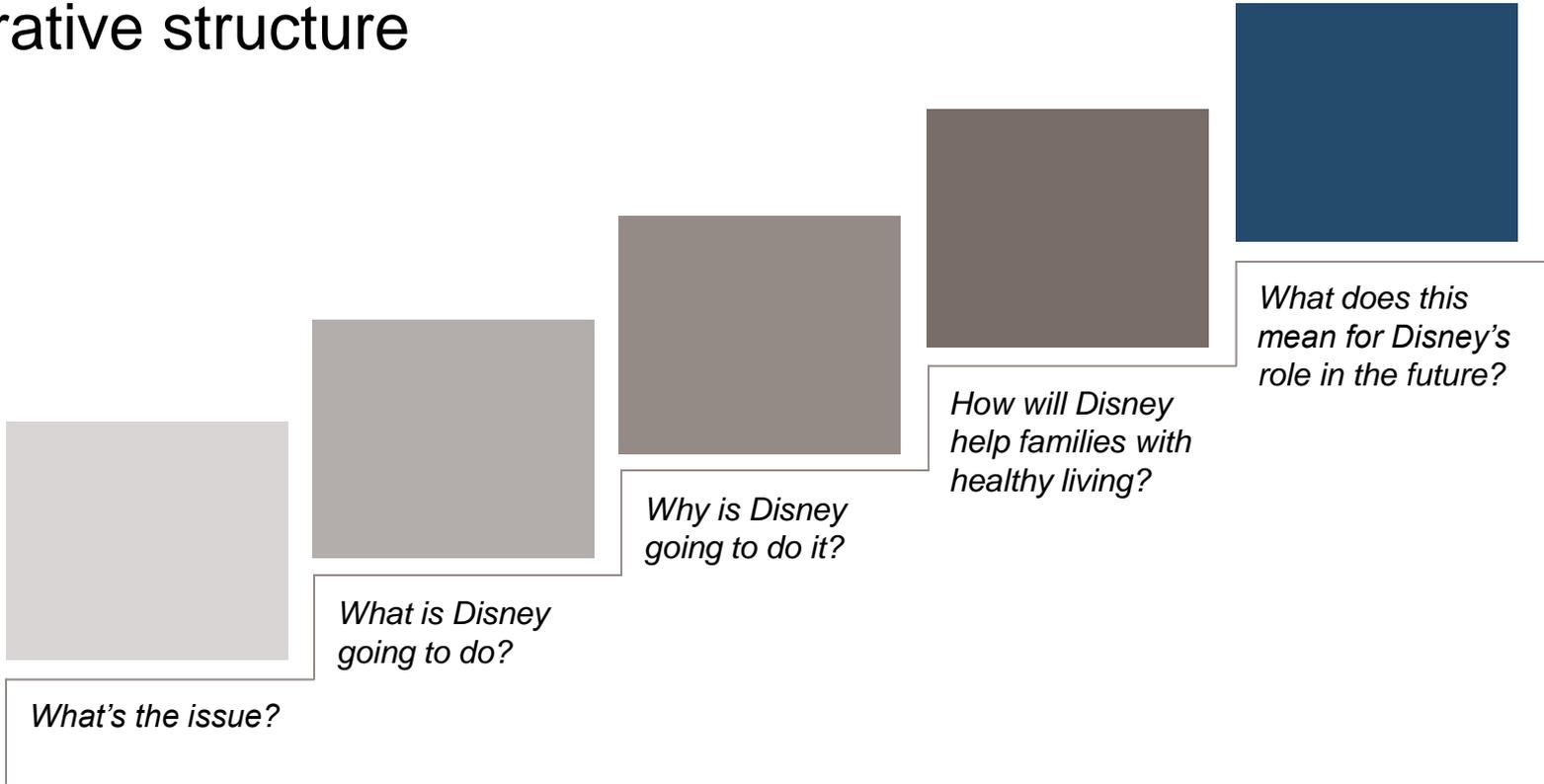


Narrative structure

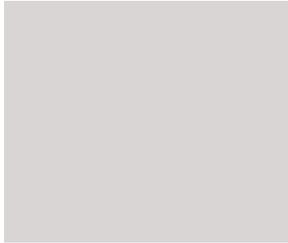


Narrative

Parents want the whole family to live healthily and have fun together.

Sometimes kids do eat the right things and run around, but there are other times when it's harder to get them being healthier, eating better or doing some exercise.

When parents are trying to get their whole family to live healthily and develop good habits for their children's future, we believe companies should be offering help where they can, to make healthier living fun and simple.



What's the issue?

Narrative

In the coming months and years, Disney will be offering more ways to help families live healthily.

We will be making more shows on our channels that encourage kids to live healthily, whether that's getting active, dancing and singing, or getting interested in cooking and where food comes from.

We know young children often pick foods with their favourite characters on so we will be offering new healthier choices, like rice cakes or dried fruit, all with Disney characters and themes on.

We will start organising mass participation events like Disney races in the UK.



What is Disney going to do?

Narrative

Parents tell us that one of the good things about Disney stories is that they can bring the whole family together.

And because Disney stories are watched and read by so many children, we believe we can be a bigger positive influence than most companies.

So if we are able to offer parents some help when they want it, we think that is what a responsible, family-friendly company should do.

Where that means changing the way we work, we have been ready to do so. For example, food companies must now meet strict rules on health and nutrition if they want to use Disney characters or advertise on Disney platforms.

We think this is the way things are going, with more and more interest in health and wellbeing, and we want to be one of the first companies that really adds value in this area.



Why is Disney going to do it?

Narrative

This isn't about a quick fix or a one-off event, this is about using the relevant parts of our business, over a number of years to find ways we can inspire children and families to live healthier lives.

We are basing our approach on three core principles:

1. We will activate this across all relevant parts of our business. This isn't a short-term marketing approach, we want healthy living to link in to how we run our business, from products to experiences and TV channels.
2. We will offer help where people want it. Disney is only going to get involved in areas where we think we can add value, for example, when Public Health England asked to use our characters in their campaigns, we said yes.
3. When it makes sense we will be ready to put our most valuable properties, our characters and our stories - on the side of healthy living.



How will Disney help families with healthy living?

Narrative

We are going to carry on entertaining the whole family, creating the stories that children and parents love.

At the same time, when we can help parents inspire their children to live healthier lives we will, whether that's about eating vegetables or getting the children up and active, we will be there more and more visibly.

This is the right thing for a company like Disney to do and, given how important healthy living is to families and society, it also makes clear business sense. That's why this is a long-term commitment to change our business for the better and in doing so help parents and children live healthier lives.



What does this mean for Disney's role in the future?