

**Changing  
lives by  
changing the  
narrative**

**Why is this  
child riding  
his bike?**



**Why is this  
child riding  
his bike?**



**We all jump to  
conclusions.**

**All the time.**



**We don't see 'the system'  
unless it's in the picture**

**So we have to keep  
putting it in the picture!**

# The story shift

**People  
should  
just move  
more**



**We all  
have a  
role to  
play**

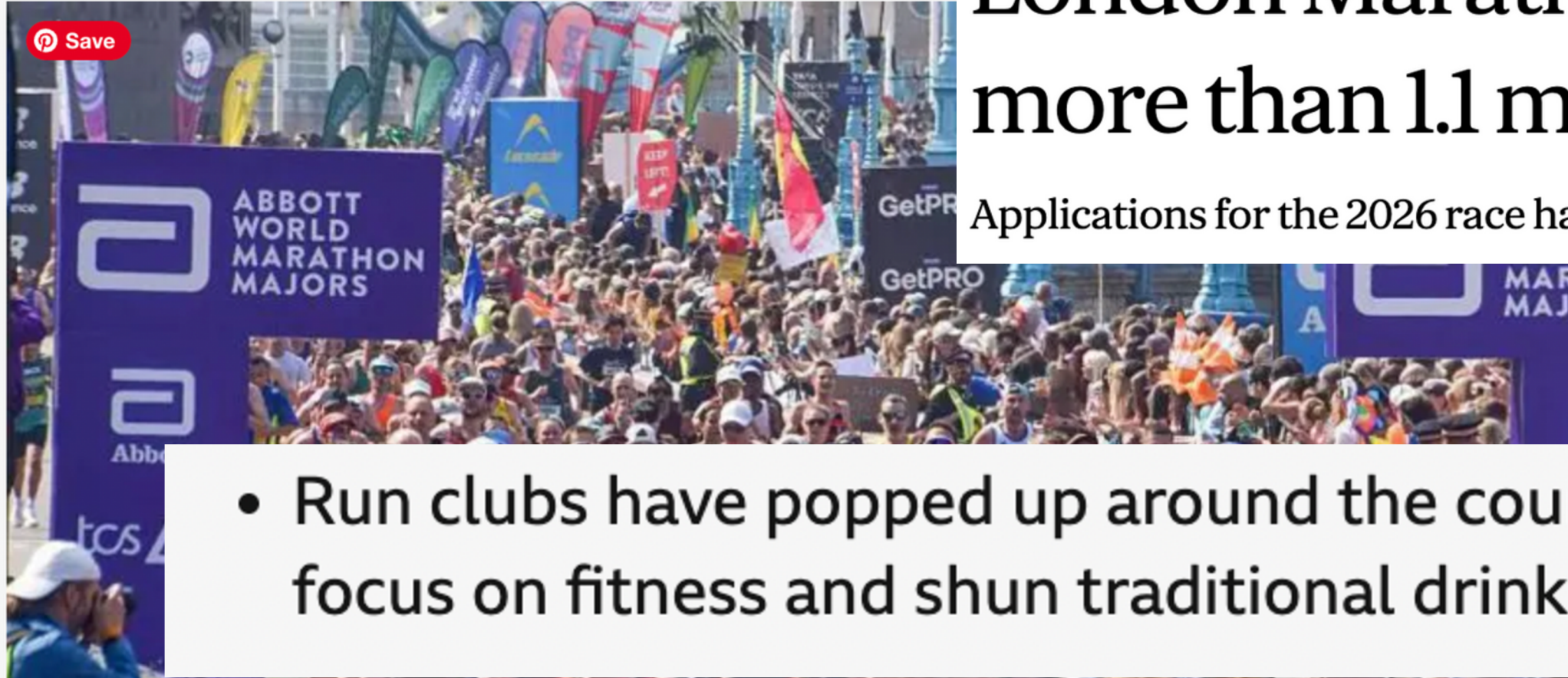
## SPORT

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# Has the UK become a nation of runners?

## London Marathon breaks world record with more than 1.1 million entries for 2026

Applications for the 2026 race have increased by 36% from last year, organisers said.



- Run clubs have popped up around the country as younger generations focus on fitness and shun traditional drinking cultures.



# So let's tell some stories

- We're going to tell stories of systems changing, that don't use the phrase "systems change."
- They should be really brief and simple.
- It can be real or imagined.
- Example to get you started:
  - "Our local council introduced a low-traffic neighbourhood around my daughter's school. Her and her friends now ride their bikes to school easily and safely - with or without us parents there."



# Changing the story

Nearly 1.8 billion adults at risk of disease from not doing enough physical activity

Demerita warning: Skipping exercise in middle years could set off 'cascade' of cognitive decline

Nearly a Third of Adults Fail to Meet Global Physical Activity Recommendations

# Write a headline from the future

- It's 2035
- The work you're doing (collectively) today has had huge and lasting positive impact
- Write a headline for a local, regional or national publication (or a social media post given the possible future of traditional media)

# Thank you!



**Workshop feedback**