

**Changing
lives by
changing the
narrative**

Checking-in

- Your name and role
- Share a time when being active didn't quite go to plan



A quick question

**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**

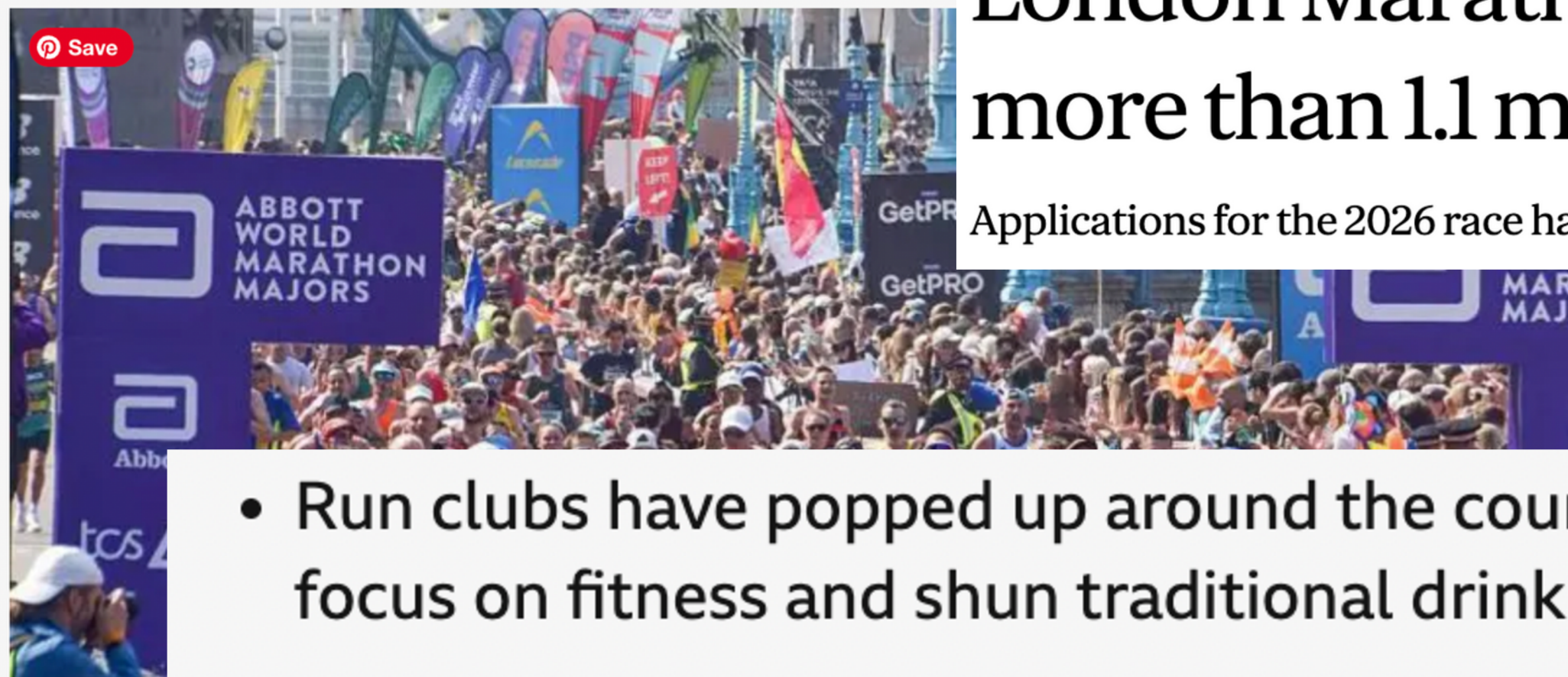
SPORT

[Home](#) | [Football](#) | [Cricket](#) | [Formula 1](#) | [Rugby U](#) | [Rugby L](#) | [Tennis](#) | [Golf](#) | [Boxing](#) | [Athletics](#) | [My Sport](#)[Athletics](#) > [Results](#) | [Calendar](#)

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