

# **Creating Everyday Heroes:**

## **The power of personal stories to inspire and persuade**

**“The numbers are telling you 20 million people got healthcare through the Affordable Care Act. But that’s not the same as a mom writing a letter saying:**

**‘My son got insurance. He got his first physical in a decade. They caught a tumour. It’s out. He’s fine’**





**It's how we decide to take action**

**It's not about YOU!**





**Gordon  
Aikman**





**I'm dying – and fast.**

**MND is a progressive condition that eats away at your body until you can no longer walk, talk, eat or breathe for yourself. There is no cure. Soon it will kill me.**

**I don't want pity.**

**All I want is for you to take action to help fund a cure and fight for better care for people with MND.**









# Control

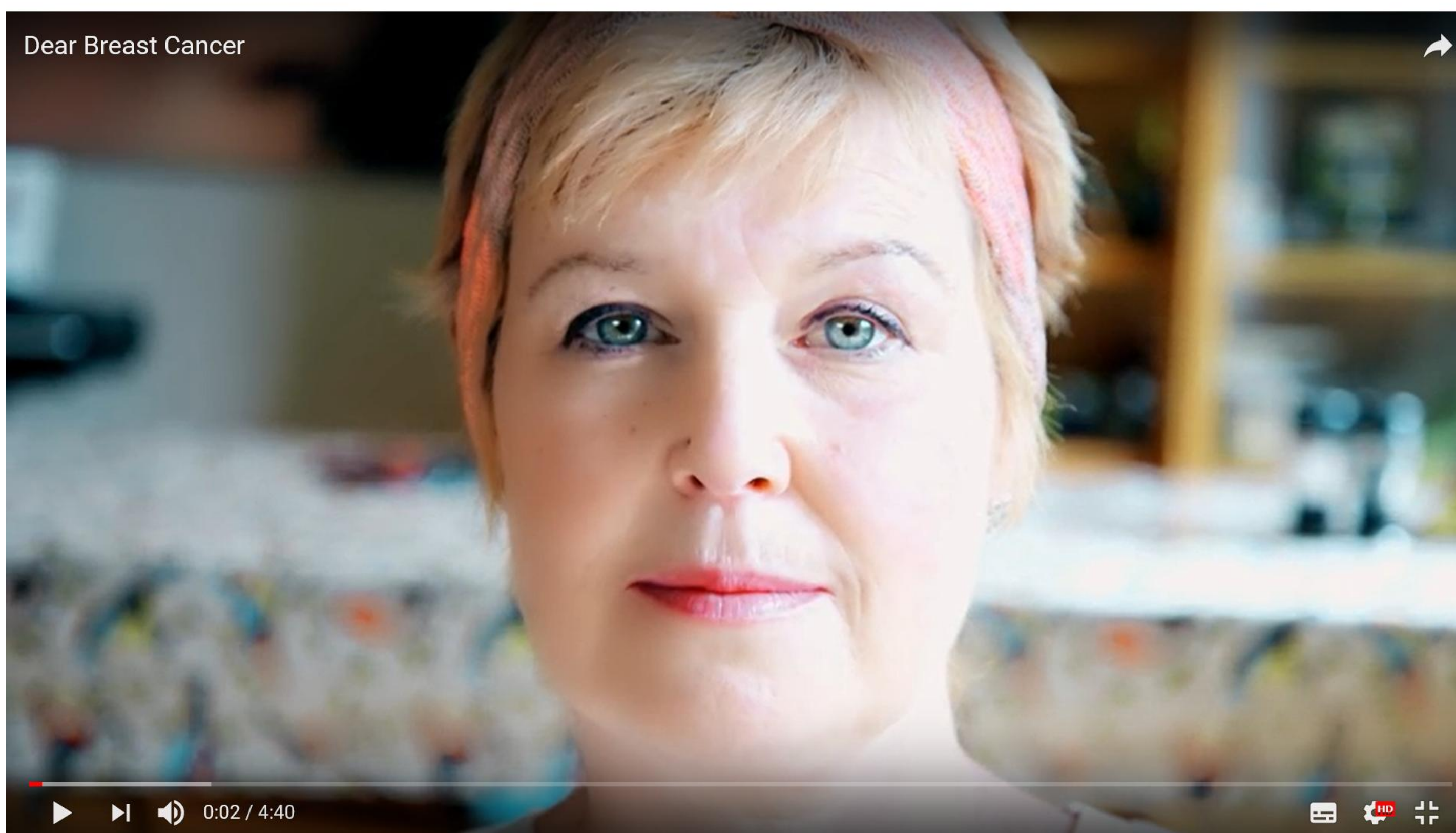


A portrait of a woman with short blonde hair, wearing a pink headband and a white t-shirt. She is smiling slightly and looking towards the camera. The background is a blurred indoor setting with a wooden shelf and a fruit basket.

**Lesley  
Stephen**

Photo: Breast Cancer Now









**Daily Record**  
NEWSPAPER OF THE YEAR  
**BOTTLED IT**  
DAILY RECORD CAMPAIGN  
**Who will hug me**



**Colleagues don't "get it"**



# Irene Smeaton









**£30,340  
raised in  
30 days**





# What can we do about it?



**COMPROMISE**





**Network**



# Simplicity



# Impact





**Build relationships**



**Keep asking “what’s  
next?”**



# Robert Baldock





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