Be determined in achieving your goals...

Dundee Social Enterprise Conference

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78 DAYS
2,659 MILES
THE
ULTIMATE
MARATHON MAN

SCOTLAND TO THE SAHARA
One man’s attempt to push the limit of ultra marathon running

As seen on BBC Scotland

A DONATION IS GIVEN TO THE
YAMAA TRUST WITH EVERY SALE
WWW.YAMAA TRUST.COM
No matter how slow you go, you are still lapping everybody on the couch.
Trends in male life expectancy: Scotland

Richest 20%

Poorest 20%
DINNY JUMP TAM.
YER ONLY 53. YOU'VE GOT
MONTHS AHEAD Ô YE.
Why poor health in Scotland?

**Lifestyle factors**

- Physical inactivity
- Smoking
- Eating badly
- Excess alcohol
Risk reduction associated with physical activity

<table>
<thead>
<tr>
<th>Chronic condition</th>
<th>Risk reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>All cause mortality</td>
<td>30% risk reduction</td>
</tr>
<tr>
<td>CVD, stroke</td>
<td>20-35% reduction</td>
</tr>
<tr>
<td>Diabetes</td>
<td>30-40% reduction</td>
</tr>
<tr>
<td>Hip fractures</td>
<td>36-68% reduction</td>
</tr>
<tr>
<td>Colon cancer</td>
<td>30% reduction</td>
</tr>
<tr>
<td>Breast cancer</td>
<td>20% reduction</td>
</tr>
<tr>
<td>Loss of function</td>
<td>30% reduction</td>
</tr>
<tr>
<td>Depression/dementia</td>
<td>20-30% reduction</td>
</tr>
</tbody>
</table>
We need to do things differently

• Preventing problems
• Intervening early
• Involve the right people
• Work with communities
Alienation......
“...It's the frustration of ordinary people excluded from the processes of decision-making,... hopelessness that pervades people who feel with justification that they have no real say in shaping or determining their own destinies.”
Assets approach

• Values what we have

• Values human relations

• Capacity building

• Growth
Assets approach

- Employment/ education
- Less power centrally
- Sense of control
- Ability to have a focus and make good choices, whilst contributing to the economy
Social Enterprise

• Generating profit whilst doing good

• Benefits across sectors

• Community focussed, innovation

• Helps SG with indicators/ £
Social Enterprise - Dundee

- Dundee SE strategy, partnership
- Capacity building, growth
- Outcomes - data
- Learnings
Elite Performance

• Aim high
• Clear focus
• Involve the right people
• Growth mentality
How can you

• Identify a focus

• Build your team and capacity

• Support a growth mentality
thanks

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