

Health Equals Spokespeople Brief

Health Equals are launching a campaign focused on inequalities in life expectancy across the UK called 'Lives Cut Short'. We're looking for people to tell their story about why lives are being cut short depending on where you live, and what changes need to happen to help people live longer, healthier lives.

The world around us shapes our health and the well-being of society overall, from quality homes that are warm and safe, to stable jobs, clean air, neighbourhoods with green space, and social connections. These things, known as the 'building blocks of health', all play a crucial role in how healthy we are. But right now in the UK, not all of us have equal access to what we need to live long and healthy lives, holding us back from good health.

That's why Health Equals are campaigning to reshape the conversation and push for change, so everyone has the best chance of good health, no matter who they are or where they live and work.

Media Trust are working with Health Equals to recruit and train storytellers who want to be part of reshaping our national conversation about health and life expectancy. If lack of access to the building blocks of health has impacted the health of you or your community, we want to hear your story.

The campaign will launch in June and aims to raise awareness of how inequalities in living standards impact life expectancy and health across the UK.

We'll be training you to safely and effectively share your story with the media and influence change. You'll be part of a group of storytellers all feeding into Health Equals' national campaign on health inequalities and life expectancy.

Who we're looking for

We're looking for people of all ages and backgrounds who can paint a picture of how access to the 'building blocks of health' has impacted their health and that of their community. This might mean you have:

- Had your health negatively affected by living in damp, cold or mouldy housing
- Been affected by poor air quality/ pollution or a lack of access to green space
- Had your health impacted by financial hardship - such as being unable to afford access to fresh, nutritious food or being unable to heat your home
- Experienced health impacts as a result of low-quality work, for example low pay, workplace stress or job uncertainty

- Live in an area with lack of access to community spaces- for example libraries and community centres, or suffer health problems as a result of loneliness or social isolation
- Lost a loved one before the age of 60 because of issues like the above
- Live somewhere where life expectancy is particularly low, such as Blackpool, Glasgow or Leicester, and had your health negatively affected because of issues like the above
- Be involved with a local community group that has improved the health of you or your community
- Had your health improved by improvements to your housing, better access to fresh food or an improvement in your working conditions
- Be an older person (above the age of 60) who can speak about how access to ‘the building blocks of health’ have impacted them.

The aim of this training programme is to help you tell the story behind declining life expectancy and what needs to change to reverse this. By the end of this training, you’ll be able to engage with the media and advocate for change as part of Health Equals’ national campaign on improving health outcomes.

What you’ll get out of this training programme

Storytellers will get access to a comprehensive programme of media training and peer support sessions designed to consolidate learning.

Following the training, Health Equals will create opportunities for storytellers to tell their story to the media. This might include print, broadcast, podcast and online media. To participate in this programme, it's important that you have a strong interest and desire to be a spokesperson and participate in media opportunities around health inequalities.

Participating in broadcast media can be nerve wracking and doesn't always go the way you'd expect, but this programme will help you better understand the media and learn tools and techniques required to safely and effectively navigate interviews of all kinds.

We’re interested in spokespeople with existing experience of media engagement - but that’s not essential! If you actively want to do media work on health inequality and want training and support to do this, this programme might be for you.

Commitment to the programme and timeline

Between June and July 2026, we expect the timeline on the programme to be as follows:

- Five online workshops, held across June and July (2 hours each)
- Monthly peer networking sessions with other participants (2 hours)

We require you to attend all programme sessions across June and July 2026, and all sessions live where possible. **This programme is fully online.**

We hope our selected participants will make the programme a priority and commit to attending every workshop and peer networking event in order to get the most out of the programme.

A full timeline of the programme is [here](#).

How to apply

To apply, please fill out [this application form](#). To preview the questions, you can download [this word version](#).

If you'd like to have a quick chat ahead of applying, or if you're not sure if this programme is for you, please email Dija at dijah@mediatrust.org. We're happy to chat it through or answer any questions you might have.

The deadline for applications is 24 May 2026.

We'll have short informal interviews on 25th, 26th and 27th May. This will be a chance for us to you and discuss your experiences and why you want to be part of the programme. We'll share questions in advance.

The welcome session for the programme will be 2 June, and the first training session will take place on 9 June.

If you have any questions or have any concerns about taking part, email Dija at dijah@mediatrust.org.