

## #RunAndTalk Campaign 2019 - Organised Runs

Information for England Athletics Partners, Clubs, RunTogether Groups and other organisations.

### Organising a #RunAndTalk run:

- #RunAndTalk organised runs can be organised by an England Athletics partner, local Mind, school, college, university, affiliated club, RunTogether Group or other organisation. They **MUST** be led by a UKA qualified leader or coach or (for schools/colleges) a teacher. Other people can organise their own runs (a group of friends, colleagues, family members etc) - they just won't be listed on the event page for the general public to join.
- Runs can be a regular club or group run or something additional to your usual activity.
- Clubs/groups can specify age restrictions of their choice but the minimum age must be 12 years (accompanied by a parent or guardian) or 16 years (unaccompanied).
- Runs must take place during the campaign week: **Monday 23 - Sunday 29 September 2019**
- Runs must be at least 1 mile long but otherwise can be any distance of your choice.
- Runs can include routes with various distances (e.g. a 1 mile run and a 5 mile run).
- Runs can include walking, jogging and/or running.
- We encourage organised runs to include an optional social element afterwards so runners can keep on talking and to let new runners know more about your club/group and encourage them to run regularly.
- Organised runs should be open to anyone including people that are not a member of your club or group. **They should be suitable for all abilities to take part including new runners.**
- The 2019 campaign aims to support mental health through running for everyone but this year will target men specifically by encouraging people to go for a run with their father, brother, son, friend, colleague etc and have a chat.

### To register an organised #RunAndTalk run:

- **If you are registered on [RunTogether](#)** simply tag the relevant run/runs\* that are happening during that week. Add a tag at the bottom of the page when setting up a new run or editing an existing run by clicking the #RunAndTalk checkbox (**from 1 August**).  
*\*please tag the run as well as the session*
- **If you are not registered on RunTogether then register** your run information [here](#). Your run will be created for you and you will then be invited to update and manage your run on the RunTogether platform. This includes determining when the run is full to ensure

coach/leader to runner ratios are appropriate. Please give us a few days to upload your run, we'll let you know once it has been done.

- Organised runs will be promoted nationally in England Athletics and RunTogether news and social media from **27 August**. A list of organised runs that participants can join will be available [here](#) (from 27 August).

### **Promoting Your Run (from 27 August)**

- During week commencing 12 August, a template poster, press release and social media images with copy will be made available to help you plan ahead, join in and promote your run from 27 August. See below for how to access these assets:
  - If you are an England Athletics affiliated club you can access the assets by [clicking here](#) to visit our MarketingHub. You will need to register a login if you do not already have access.
  - If you are hosting your run within a RunTogether group, then Run Leaders can access the assets via the RunTogether Print Cloud – [click here](#) to access.
  - If you are from an outside organisation hosting a run (ie. a school) then you can also [click here](#) to access the assets via the England Athletics MarketingHub. You will need to select the option to register as an 'England Athletics Partner'.
- You should promote your runs from 27 August – the date from which people will be able to sign up to join a registered run online.
- You will also be able to join in the conversation on social media by using #RunAndTalk and @EnglandAthletic (Twitter) @EnglandAthletics (Facebook & Instagram) @RunTogether\_ (Twitter & Instagram) or @RunTogetherSocial (Facebook)

For more information about the #RunAndTalk campaign contact [disability@englandathletics.org](mailto:disability@englandathletics.org)