

PREVIEW_ Campbell Murdoch - Workshop (Manchester 2017)

Dr. Campbell Murdoch: I think we're about to hit the exponential curve and shoot up what my prediction is for the end of this year at least in England, I think we'll hit that tipping point. And going beyond what we've seen in the last six months that shown we are on that journey and it's really exhilarating.

And I'm a firm believer as well that 99.9% of the population are lovely people if that's the case. This isn't about people understanding this, is not about them being nasty or anything, it's just about how the human brain sees things.

Mental representation, so how do we see things and then how does that change how we do things. So I created this slide to, so to say, the emerging or the previous theory, diabetes is progressive, it requires medication, causes heart disease, loss of sight, kidney disease, it's becoming increasingly prevalent, why lifestyle change might have an impact, but it's tough to do and you can't sustain it.

So the feeling I guess it was despair. So what are you going to do about that? You got a increase in mortality, morbidity and loss of healthcare costs. The flipside, you change the mental representation to the belief it's a preventable condition, is a reversible condition.

The lifestyle change is enjoyable and easy to do, it negates the need for medication which is a question of benefit anyway, complications are prevented, feeling - hope and outcome improved health and well-being of individuals population and health and social care system is saved. So the simple reframing--