



NO OUTSIDERS

Celebrating Inclusion, Diversity,
and Belonging

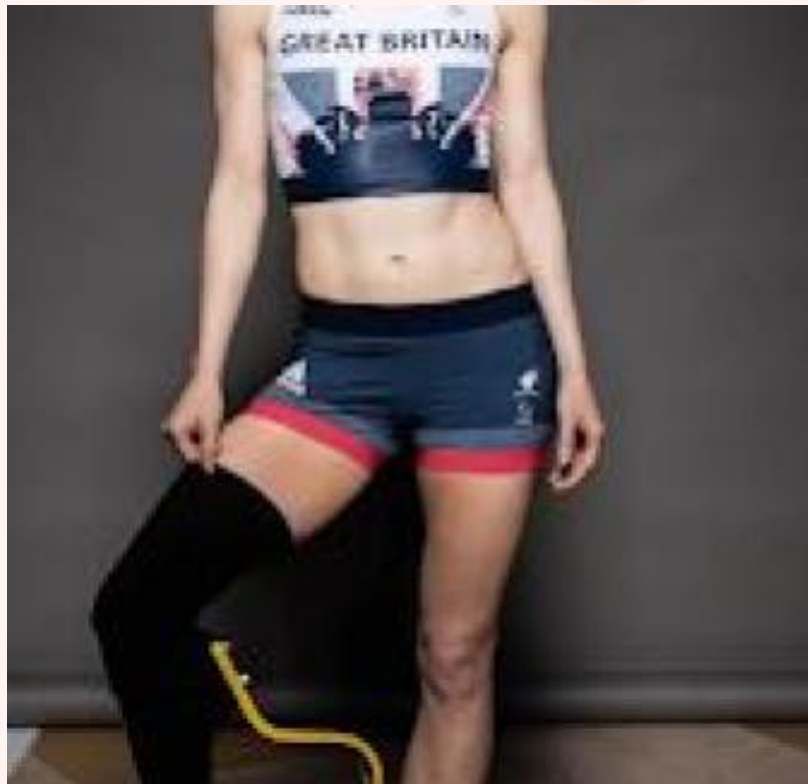
MEET STEF REID

Who Is Stef?

Stef Reid is a world champion Paralympic athlete for Great Britain, excelling in long jump and sprinting with many medals. She also holds an MBE for outstanding achievement.

What Do You Notice?

Examine the photo. What do you observe? What does her kit reveal about her representation?



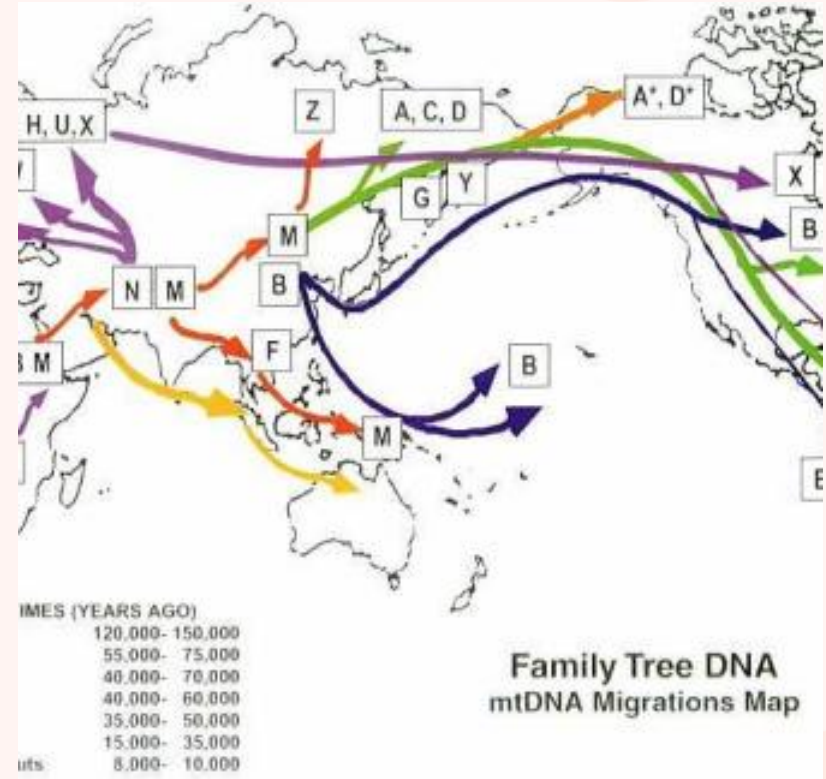
A GLOBAL STORY

Stef's Family Journey

Born in New Zealand to English and Scottish parents, Stef moved to Canada at four. She now lives in and represents Great Britain.

What Does This Show?

People move globally; families have diverse roots. Origin doesn't define belonging.



WHERE DO WE BELONG?

Feeling at Home

Stef feels British, but also has ties to Canada and New Zealand.

Who Decides?

Is belonging about birthplace, residence, family, or personal feeling? It's not just about a place; it's about feeling accepted and included.



BELONGING AROUND US



You Might Belong To...

A group, family, team, or club, united by interests, language, or culture.



Others Might Belong To... Different countries, religions, or communities. Everyone has their own story.

STEF'S CAMPAIGN

What Is She Asking For?

Stef wants sportswear shops like Nike, Adidas, and Puma to sell single shoes. She uses a prosthetic leg — so she only needs one shoe.

But now, she has to buy a pair — two shoes — even though she only uses one.





BLADED MANNEQUINS

What Are They?

Stores now use 'bladed mannequins' with prosthetic legs, like Stef's.

Why Is This Important?

Stef loves this; she wishes her younger self had seen them. Seeing people like you in shops, ads, and on TV helps you feel seen and valued.

MORE THAN IMAGERY

'Inclusive Imagery' Isn't Enough

Stef says, 'Show me in your windows — but also let me buy what I need.'

She wants shops to match their inclusive pictures with real changes — like selling single shoes.

Why Does This Matter?

It's not fair to spend £120 on two shoes when you only use one.



DIFFERENT VIEWPOINTS



Stef's View

She wants fair treatment: buy one shoe at half price. It's about dignity, not just cost.



Shop's Challenge

Selling single shoes is hard to manage. Can shops make it work?

A STEP FORWARD?

Nike's Single Shoe Policy

Nike quietly launched a single-shoe purchase option. When Stef inquired, it wasn't ready; she was offered a discount instead.

Was That Fair?

A discount helps, but it still means buying an unneeded item. Should companies offer more than just deals when their policies fall short?



WHY SINGLE SHOES MATTER

1



Fairness

People should pay for what they use, not for what they don't need.

2



Respect

Being included means being seen as equal, not just different.

3



Access

Everyone should be able to buy what they need, their way.

WHAT IS INCLUSION?

More Than Just Pictures

Inclusion isn't just showing diverse people in ads.

It's about making sure everyone can take part — in sport, in school, in shops.

Real Inclusion Means...

...changing rules, products, and attitudes so no one is left out.



NO OUTSIDERS

What Does It Mean?

'No Outsiders' means everyone belongs. No one should feel left out because of how they look, what they can do, or where they're from.

Stef's story shows how small changes — like selling one shoe — can make a big difference.



BRITISH VALUES



Mutual Respect

Treat others as you wish to be treated; listen to their needs seriously.



Tolerance

Accepting differences, valuing diversity, and standing up for fairness.

HOW CAN WE HELP?

In Our School

We can make sure no one feels like an outsider. We can speak up if someone is left out.

In the World

We can support fair rules — like selling single shoes.

Small actions create big change.

