

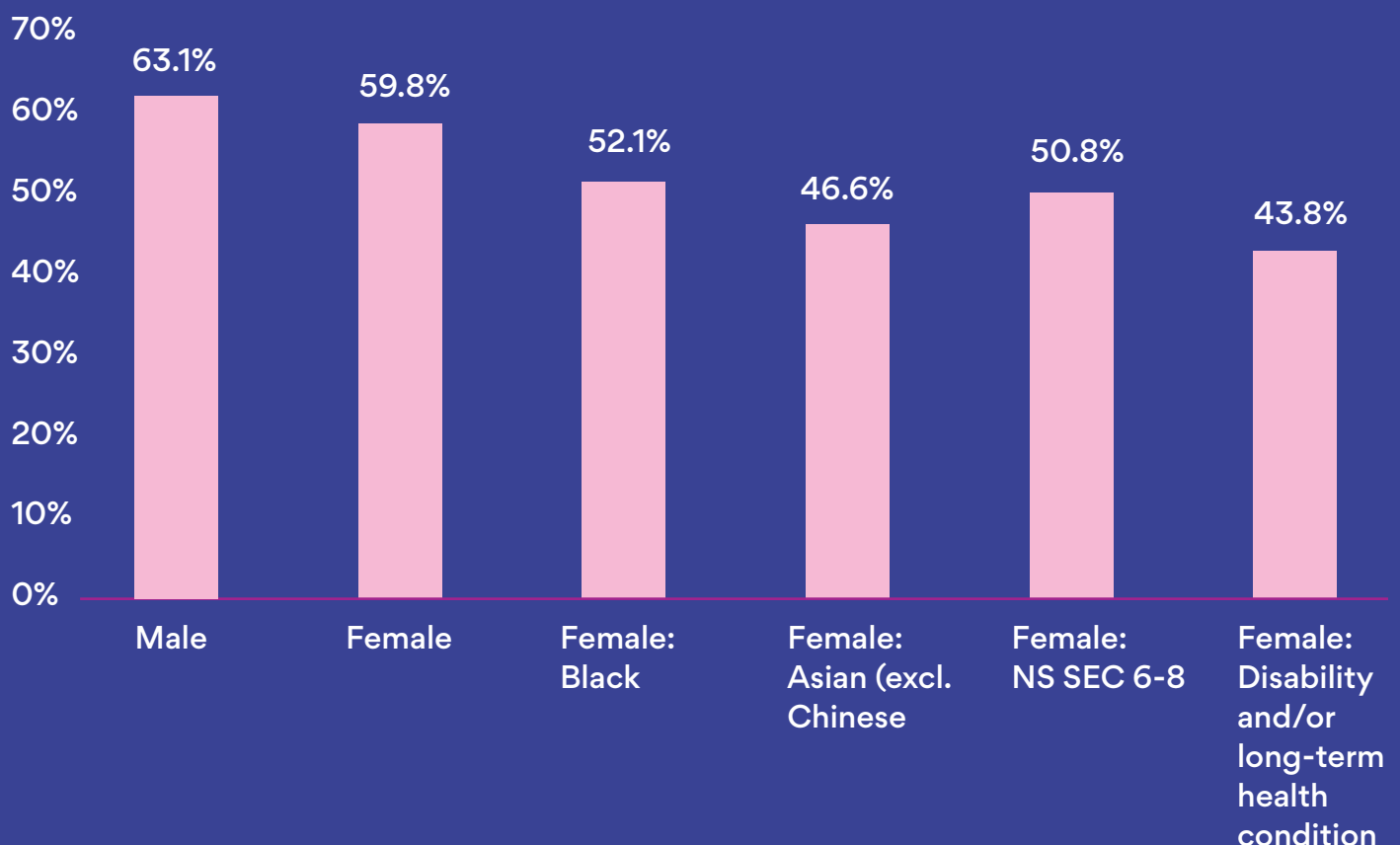
THIS GIRL CAN INSIGHT: THE FUNDAMENTALS.

THIS
GIRL
CAN

THIS GIRL CAN IS SPORT ENGLAND'S AWARD-WINNING BEHAVIOUR CHANGE CAMPAIGN AIMED AT ENCOURAGING WOMEN IN ENGLAND TO BE MORE ACTIVE

The initiative was created to tackle the fact that, despite increases in the overall number of people being active in England, women persistently remained less active than men.

ACTIVE: 150+ MINUTES PER WEEK ANNUAL PICTURE



Research has also revealed that the **fear of judgement** is a significant barrier to women getting active - which can be divided into three key themes, both practical and emotional:

- **Ability** - 41% of women say they are worried about not being fit enough, while 28% worry about not being good enough.
- **Appearance** - 24% worry about being sweaty, and 20% worry about wearing tight sports clothing.
- **Priorities** - 31% of women say that not having enough time makes it difficult for them to increase the amount of physical activity and exercise they do.

This Girl Can aims to break down these barriers by achieving the following goals:

1. Increase the number of girls and women being active in England
2. Increasing women's confidence about getting active
3. Supporting the sector to become better able to meet the needs of women.

OUR MANIFESTO IS:

'WOMEN COME IN ALL SHAPES AND SIZES AND ALL LEVELS OF ABILITY. IT DOESN'T MATTER IF YOU'RE RUBBISH OR AN EXPERT. THE BRILLIANT THING IS YOU'RE A WOMAN AND YOU'RE DOING SOMETHING.'

As a result of the This Girl Can campaign, 2.9 million more women have been inspired to be active.

We know that the pandemic and rising costs of living have disproportionately affected women, resulting in a drop in their activity levels, and although this was showing signs of increasing prior to 2020, progress has now stalled.

This is why now, more than ever, there's a role for This Girl Can to help women be more active.



Click here for more information on the insight behind our campaign

