

WE LIKE THE WAY YOU MOVE

Communications Toolkit

September 2025



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This communications toolkit has been produced to make it as easy as possible for you to join us for the next phase of the This Girl Can campaign. Together, we can encourage more women to get moving and find the joy in physical activity.

We hope you will support the We Like the Way You Move campaign by sharing the toolkit more widely with your colleagues and partners, and sharing the assets within the toolkit on your channels to help engage our women.

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INTRODUCTION AND CAMPAIGN BACKGROUND



Over the past ten years, This Girl Can has celebrated women dancing, walking, giving movement a go, and most importantly finding joy in getting active. None of this would have been possible without the dedication of campaign supporters like you.

We've seen the sector deliver some fantastic opportunities for our women to get active, but there is still work to do. Too many women continue to face barriers that stop them from getting active. In England today, there are still more active men than active women. Our latest research shows that despite knowing the longer-term benefits of being active, many women are less familiar with the more immediate benefits exercise can bring. Many also sadly still feel excluded by society and sometimes by our sector – with only 11% of our women feeling they completely belong in the world of exercise. And one in five have felt so unwelcome in an activity setting that they've never gone back to that activity.

That's why we're on a mission: to create a society where every woman, regardless of age, background, shape or size, can confidently say 'being active is for me'. We want to inspire, motivate and support women from all walks of life to become more active in ways that work for them. But we can't do it alone. We need to do it together.



From 2024 to 2028, we have four main objectives:

- Decrease inactivity levels
- Increase activity levels
- Shift attitudes so more women feel they belong in the world of physical activity
- Support those who create opportunities for women to get active through collaboration, inspiration, tools and assets.



OUR FOCUS: OUR WOMEN

This Girl Can has always stood for all women, celebrating all backgrounds, all bodies and all journeys. But we know that the women who face the greatest barriers to exercise often have the most to gain from it.

That's why this next phase of our campaign will focus on uplifting women who are underrepresented in sport and physical activity, and making sure no woman is left behind.

Through research and data, we have identified the key factors that influence how likely a woman is to be active. Our analysis shows that the more overlapping inequality factors a woman faces, whether cultural, social, economic or health-related, the less likely she is to be active.

For the next phase of our campaign, we are focusing on women from lower-income backgrounds. Within this group, we are placing additional emphasis on women who are also:

- from South Asian Muslim communities
- from Black communities
- aged 55–74 years of age
- pregnant and/or have a child under one year old.

The campaign will also aim to meet the needs of disabled women and those with long-term health conditions.

Many of these women are starting from a place of low energy, with limited time, and view exercise as depleting rather than restorative. They juggle many responsibilities and often feel stretched thin by family or financial demands, with little space left for themselves, let alone physical activity.

Just 51% report having good energy levels, with 35% feeling like they are held back from getting active by confidence and self-image. For many, even thinking about exercise feels exhausting.

Of course every woman is unique, and much more than just a set of characteristics. To reflect this, we describe our audience as 'our women'. This focus on our women is in line with Sport England's strategic priority of tackling inequalities in sport and physical activity, to give everyone a chance to lead an active life.

This presents a great opportunity for us all. The chance to help and support 3.6 million women from the most underrepresented audiences to increase their physical activity, join our classes, clubs and facilities and ultimately live healthier, happier lives.



THE NEXT PHASE OF THE CAMPAIGN



THE NEXT PHASE OF THE CAMPAIGN

Are you ready for the next phase of This Girl Can?

At the beginning of 2025, we launched a year of exciting activity in Birmingham with **Raise It** – a PR activation aimed at highlighting the inclusion gap and barriers women face to being included in the world of physical activity.

This was followed by **Shape It**, where we engaged with you – our sector partners – to share the insight report that is helping us collectively identify what actions we can take to narrow the inclusion gap.

And now it's time to **Celebrate It** – by supporting the launch of our advertising campaign, We Like the Way You Move.



We are thrilled to have launched **We Like the Way You Move** on 10th September 2025, running across TV screens, social media, radio and supported with PR activity – as well as across the country on prime outdoor media sites.

In Liverpool, you won't be able to miss the campaign on the iconic Liverpool Media Wall, a huge outdoor advertising screen – the first thing you see when you leave Liverpool Lime Street train station. In Hull, the adverts will be shown on screens in the heart of the city, on an external wall of St Stephen's Shopping Centre – right opposite the city's main train station. And in Bournemouth, you'll catch the campaign on a large screen at The Avenue Shopping Centre – right in the city centre on the bustling high street. There will also be a focus on reaching communities through new and exciting partnerships, that can be found where our women are and will help us extend our reach.

We Like the Way You Move is set to create significant media coverage, getting the attention of our women, inspiring them to get moving and helping them to feel that physical activity is for all women.

As we step into this exciting new chapter of the campaign, we want to work collaboratively with all our partners and supporting organisations to tackle inequalities and create a world where all women can get active, no matter who they are or what barriers they face.

Through our research it became clear that small changes can make a big difference. The way activities are offered to our women, the language and imagery used when promoting them, and the experience our women have when taking part can all affect how willing women are to engage in physical activity. That's why we have focused on showcasing women of different ages, cultures and the types of activity that feel accessible to our women. We want to show that even small bursts of activity can make an immediate improvement to your energy levels, confidence, sleep and mood.

The next phase of the campaign aims to motivate more women to seek out activities which truly work for them and their needs. So, this is an amazing opportunity to welcome even more women from all walks of life into your classes, activities and clubs.



HOW YOU CAN SUPPORT

We're excited to invite you to be part of the launch of the next phase of the This Girl Can campaign: We Like the Way You Move. With your support, we can spread the message far and wide to help even more women, from all backgrounds, feel inspired to get active and find joy in movement.

Within this toolkit you will find a range of assets and helpful resources, for you to share across your networks. With your support we hope to get more women moving, taking part in the activities you offer and engaging with your organisations.

Use the assets in this toolkit to promote the campaign on your own channels. If you support and work with other organisations, please make them aware of the toolkit and encourage them to share the campaign on their channels too.

You can also like, comment and share the content we post on our This Girl Can channels, to further show your support for the campaign.



CAMPAIGN OVERVIEW



OUR WOMEN

A portrait of Amanda, a Black woman with her hair in braids, wearing a yellow boxing glove and a black bandana with a white paisley pattern. She is smiling broadly and looking towards the camera. The background is a brick building.

AMANDA

Enjoys boxing to manage stress and support her well-being

A portrait of Ami, a woman with dark hair, wearing an orange t-shirt and a blue backpack. She is smiling and looking slightly to the side. The background is a clear blue sky.

AMI

Uses movement to help manage her autoimmune disease

A portrait of Nagwa, a woman wearing a pink hijab and a black patterned dress. She is smiling and looking upwards. Her right arm is raised, holding onto a horizontal bar.

NAGWA

Gets clarity and a sense of strength from being active outdoors

A portrait of Wendy, a woman with blonde hair, wearing a blue football jersey. She is looking off to the side with a neutral expression.

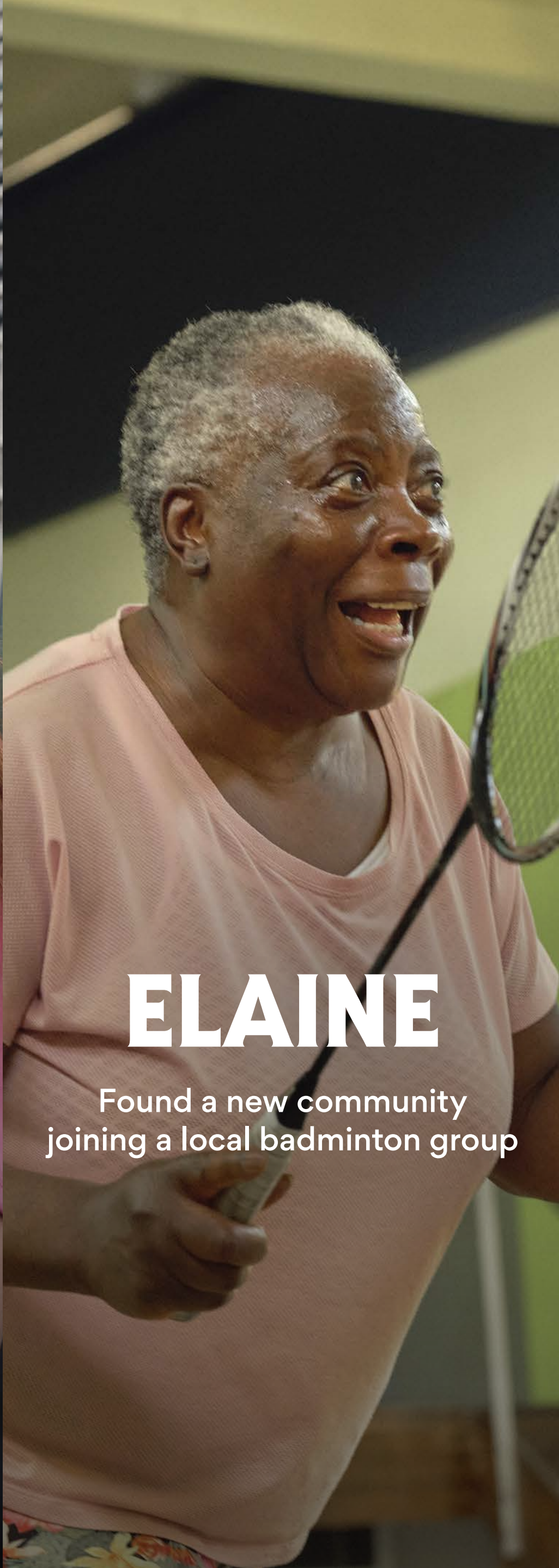
WENDY

Playing walking football gives her a sense of accomplishment and community



MILLIE

Regularly swam to stay active during her pregnancy



ELAINE

Found a new community joining a local badminton group



SARA

Boosts her energy by cycling with her family



BHARTI

Laughing yoga keeps her motivated and positive



JEMMA

Loves aqua aerobics and the energy it gives her

A close-up photograph of Sheri, a Black woman with a joyful expression, wearing a white top with a brown patterned hem. Other people are visible in the background, also smiling.

SHERI

Zumba Gold
classes bring
her joy

A photograph of Sonny, a young woman with vibrant purple hair, laughing heartily while sitting in a wheelchair. She is wearing a colorful striped shirt.

SONNY

Playing wheelchair
rugby keeps them
grounded and fulfilled

A photograph of Irisha, a Black woman with a bright smile, wearing a white t-shirt with a large orange hibiscus flower graphic. She is holding a clear water bottle.

IRISHA

Loves the high energy
of Soca and the
relaxation of Baby Yoga

A photograph of Yolanda, a woman with a gentle smile, wearing a blue top. A red yoga mat is visible in the foreground.

YOLANDA

Found pregnancy yoga
great for her mental health
as well as pregnancy

Find out more about
the amazing women
featured in our We Like
the Way You Move
campaign on our website.

[LEARN MORE](#)

THIS
GIRL
CAN

CAMPAIGN ASSETS



We've created a range of assets to make it as easy as possible for you to get behind the We Like the Way You Move campaign. You can help to spread the message by promoting the campaign on your own channels. If you offer activities and events for our women, share the assets and encourage them to attend and get involved. Together, we can help our women see that physical activity is for women like them.



TV ADVERT

We're so excited to share the We Like the Way You Move TV advert with you. This will run across a range of channels including Channel 4, ITV and Sky from 10th September – 19th October.

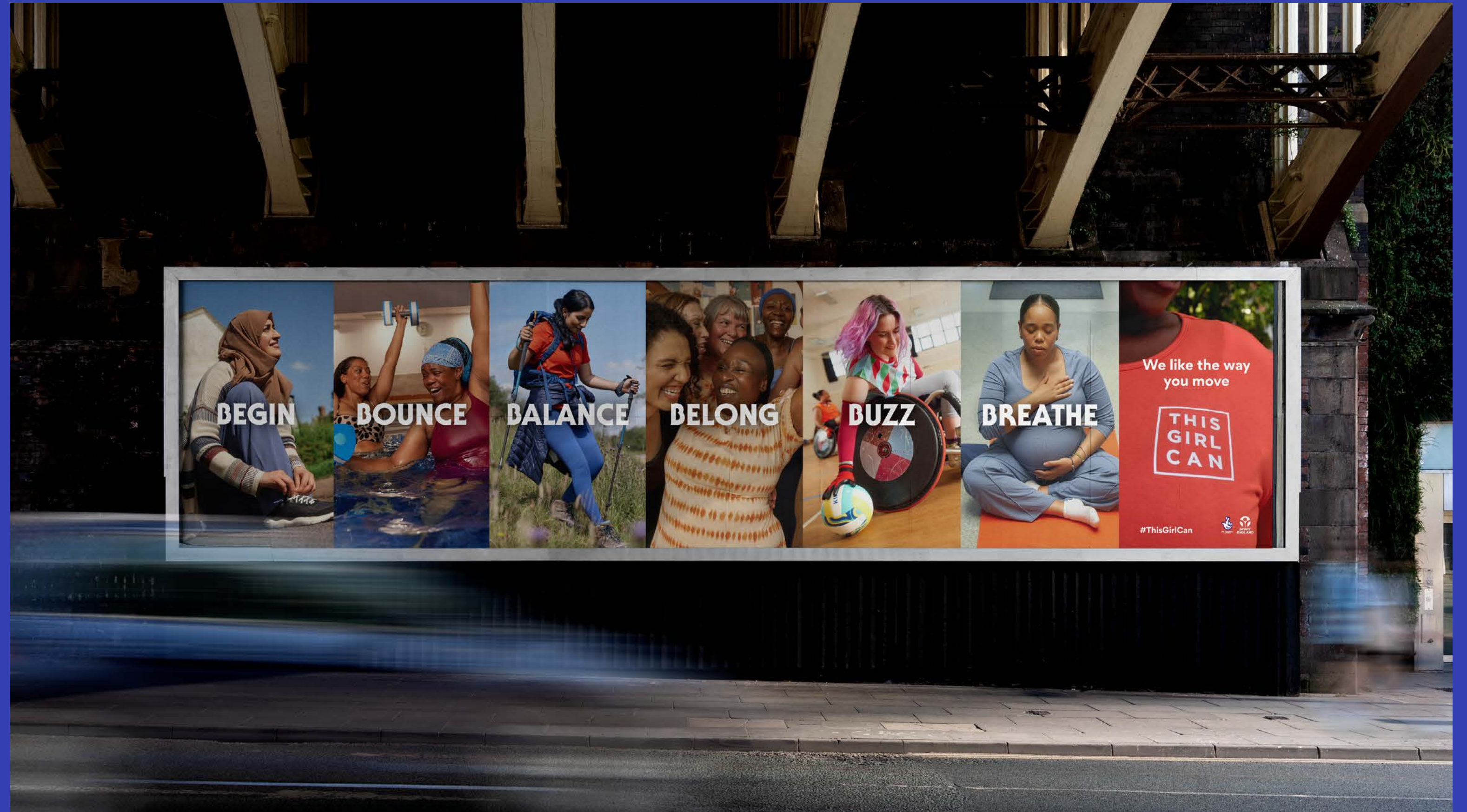
[LINK TO TV ADVERT](#)



OUT OF HOME ADVERTS

A range of Out of Home adverts will be running across the country to help promote the campaign and engage our women.

Make sure to keep an eye out, take photos and share on your social channels, tagging **@thisgirlcanuk** and including **#ThisGirlCan**.



SOCIAL MEDIA ASSETS

We’ve developed a range of editable social media assets for you to add your logo to and share on your own channels. These are available in 1x1, 9x16 and 4x5 formats.

On pages 24 and 25, you’ll also find template copy to use as a guide when writing your posts.

Please remember to tag us @thisgirlcanuk when you post and include #ThisGirlCan.

And don’t forget to like, comment and share the content we post on our This Girl Can social channels too.



[LINK TO ASSETS](#)



You will need to be registered as a This Girl Can supporter to access these assets. If you’re not yet registered, you can sign up [here](#).



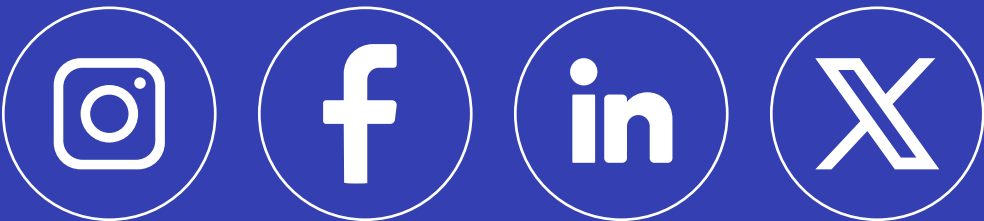
SOCIAL MEDIA ASSETS

We’ve also created a couple of editable static social carousel assets. Also available in 1x1, 9x15 and 4x5 formats.

On pages 24 and 25, you’ll also find template copy to use as a guide when writing your posts.

Please remember to tag us @thisgirlcanuk when you post and include #ThisGirlCan.

And don’t forget to like, comment and share the content we post on our This Girl Can social channels too.



[LINK TO ASSETS](#)



You will need to be registered as a This Girl Can supporter to access these assets. If you’re not yet registered, you can sign up [here](#).



A3 POSTERS

We've created a range of A3 posters that you can print and display around your organisations and in locations our women are likely to see them.



[LINK TO ASSETS](#)



IMAGE LIBRARY

A wide selection of We Like the Way You Move campaign imagery is available for you to download on the This Girl Can image library, linked below.

You will need to be registered as a This Girl Can supporter to access these assets. If you're not yet registered, you can sign up [here](#).

[LINK TO IMAGE LIBRARY](#)



LONG AND SHORT COPY

To help you share the We Like the Way You Move key messaging in social media posts, articles on your website, emails and newsletters, we've produced some template copy for you to use.

Long copy

This Girl Can is rewriting the narrative of what getting active looks like for women who don't feel they belong in the world of physical activity.

The new 'We Like the Way You Move' campaign is a powerful, vibrant celebration of every chapter of our women's lives, highlighting how they move through life, in all their strength, beauty and individuality.

'We Like the Way You Move' honours the different ways our women choose to move for themselves, through simple, everyday routines or moments of intentional movement.

Many of our women don't feel like they belong in the world of physical activity, or understand the immediate benefits it can bring.

In particular, women from underrepresented groups, especially those from lower income backgrounds, and who are also South Asian Muslim, Black, 55-74 years old, pregnant, or with a child under 1.

We're here to change that. Whether it's a walk with purpose, a dance of joy, or a simple stretch, we are encouraging women to discover that just 10 minutes of intentional movement can boost energy, lift mood, increase confidence and even improve sleep.

Together, we're helping more women feel like they belong in the world of physical activity and experience its immediate benefits.

We Like the Way You Move.

Find out more at www.thisgirlcan.co.uk/move

Short copy

This Girl Can is reframing what getting active looks like for women who don't feel they belong in the world of physical activity. We're supporting the 'We Like the Way You Move' campaign to celebrate how women move through life in their own way.

The campaign shows that starting with just ten minutes of movement can lift your mood, boost energy and build confidence.

Find out more at www.thisgirlcan.co.uk/move



ADDITIONAL RESOURCES



BELONGING STARTS WITH INCLUSION INSIGHT REPORT

Underpinning the We Like the Way You Move campaign is robust and deep research on our women. Qualitative and quantitative research shone a light on how we could encourage our women to get active and create the conditions for change.

The topline results

Our research revealed a compelling and complex set of economic, social, cultural and emotional challenges that keep our women from becoming active. Many factors, including capability, opportunity and self-confidence – keep our women in ‘Getting ready mode’, where they want to take part in physical activity but don’t make the first step.

We discovered that:

- Only 9% of our women are active in a typical week.
- Only one in ten feel they completely belong in the world of physical activity.
- Almost one in six of our women have felt so unwelcome in a physical activity setting that they have never returned to that activity, or they have lost the confidence to try something new entirely.

Using the campaign research

Our research offers valuable insights into the women who most need our support to get active. We hope it will encourage all of us who work in sport and physical activity to reflect on the challenges our women face and the activities we currently offer. We may need to reconsider who they are designed for and spot any barriers in the services we offer.

Your organisation may already be offering the kinds of activities our women are looking for. If that’s the case, then it’s worth thinking about how you are communicating these. By making thoughtful changes to what we offer and how we promote it, we can help more women feel that they belong in the world of physical activity.

[DOWNLOAD THE INSIGHT REPORT HERE](#)

To support your efforts in engaging with our women, we’ve compiled a selection of helpful resources that gives more insight into their lives.

These include a deeper delve into the motivations of the women at the heart of this campaign, as well as practical guidance on cultural sensitivities to consider when promoting the campaign to them.

These materials are here to help you connect with our women in a way that’s respectful, relevant and impactful.

CLICK
HERE

Barriers and Motivations of Our Women

For more detail on the barriers and motivations of our women, please refer to the Belonging Starts with Inclusion Insight Report.

CLICK
HERE

Cultural Guidance

The Let’s Get Out There Cultural Guidance & Understanding guide can help you better understand women from diverse cultural backgrounds in your community.

CLICK
HERE

Engaging Community Groups Guidance

Useful information on the importance of engaging community and faith groups when speaking to a culturally diverse audience can be found in the Let’s Get Out There toolkit.

CLICK
HERE

Guidance for Group Exercise Instructors

Reach Up is a revolutionary new resource hub designed to equip group exercise instructors with **powerful, practical tools** to create welcoming, inclusive environments where every woman feels she belongs.



CONTACT US

thisgirlcan@sportengland.org

Sign up to our newsletter [here](#)

Follow us on:

Instagram

LinkedIn

Facebook

Threads

Pinterest

X (formerly Twitter)



THANK YOU

We hope you find this toolkit useful.

If you would like to get in touch, please email us at [**thisgirlcan@sportengland.org**](mailto:thisgirlcan@sportengland.org)

