

## #64 THIS GIRL CAN

### SPORT ENGLAND

Campaign, 2016

**Topic for advocacy** Advocacy / HEPA - Physical Activity and Health

<https://www.sportengland.org/our-work/women/this-girl-can/>

#### Description of the good example

This Girl Can' is a nation-wide campaign developed by Sport England and its partner organisations. It celebrates women who are living actively, doing their thing no matter how well they do it and how they look. This campaign has been the most viral campaign about women participation in sport. It serves as an example of a successful marketing campaign that didn't sell anything, but instead promoted a change of behavior.

#### Target - Who can best use this example or document?

Everyone

#### Further information

Sport England

[funding@sportengland.org](mailto:funding@sportengland.org)

<https://www.sportengland.org/>

*\*All information in this entry is sourced from the link above and contact mentioned in the document.*

#### Highlights and outcomes

#### Why could it be useful for your organisation and advocacy?

Over the last 20 years, much research has been done in order to identify why so many women and girls appear to be rather reluctant in participating in physical activity and sport. Much of this work focused on the obvious barriers to girls participation such as its costs, time requirements, religious priorities or access and transport. Besides these, rather obvious factors, the outcomes of the research associated with Sport England's This Girl Can campaign, have identified fear of judgement by others being the most significant factor preventing girls and women to be more active in sports. It is therefore necessary to focus on the development of physical, emotional and social health, in order to help more girls to feel empowered and to make physical activity an important part of their lives.

#### Learning points - What can we learn from it?

This Girl Can tells a story of real women who exercise and play sport. They come in all shapes, sizes and levels of ability. They have a myriad of reasons for why they are doing what they do. The campaign shows that it really doesn't matter if you are a bit rubbish or completely brilliant, the important thing is that as a woman you deserve more, without any barriers.