



THIS GIRL CAN

The **insight** behind This Girl Can

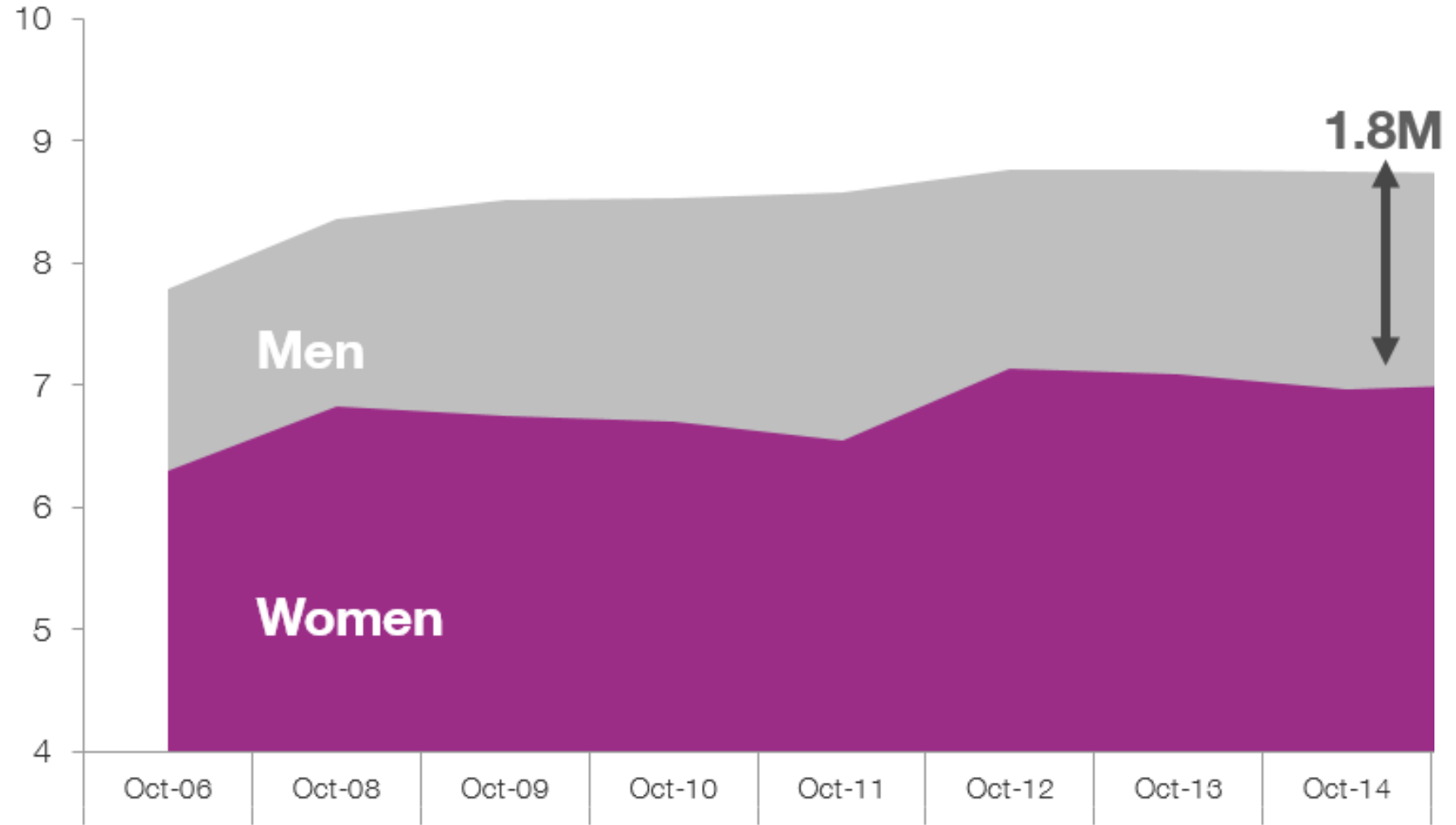
Why we developed
This Girl Can



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The stubborn gender gap meant we had to do something **different**

Once a week participation



Source: Sport England's Active People results for the 12 months to the period shown on the chart

Women told us they feel **a lot of guilt** and with that sport and exercise almost immediately becomes a negative thought

I should be healthier

I'd like to lose weight

I shouldn't be so lazy

All my friends are exercising

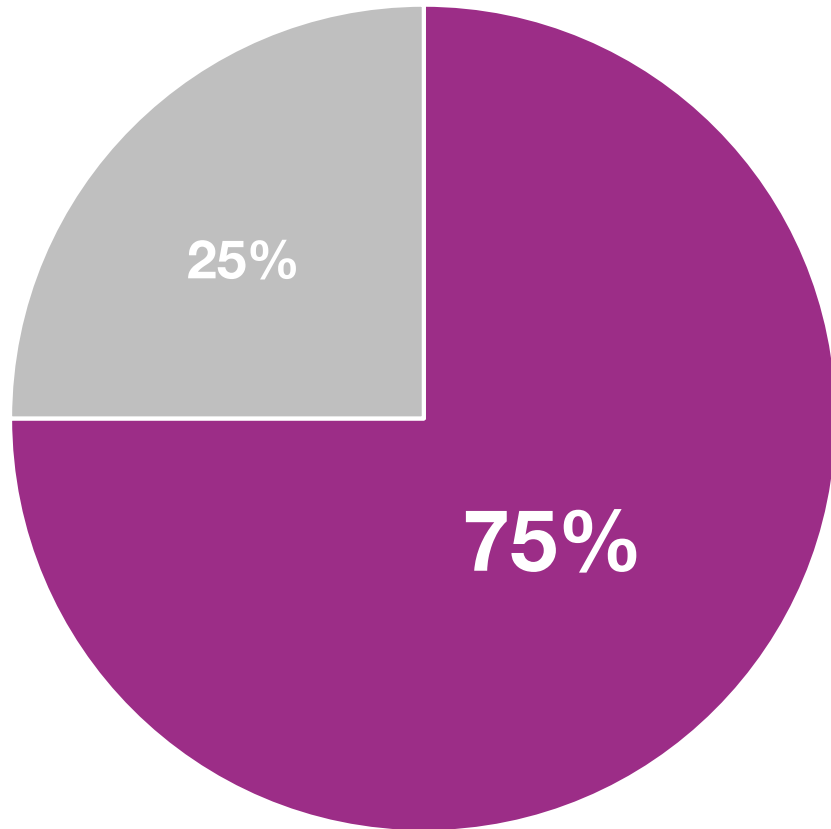
I think I would feel better

I used to like it



75% of women told us they wanted to be more active but **something was stopping them**

Would like to do more sport (%)



That's **7.1 million** women that told us they would like to participate more

4 million women who were already active, but also **3.1 million** who were inactive

We discovered a unifying barrier that was stopping women exercising: **Fear of judgement.**

Judgement barriers

Appearance

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

Ability

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive/serious

Priorities

- Spending time exercising when time with the family should be more important
- Spending time exercising when time with friends should be more important
- Spending time exercising when time studying/working should be more important
- Spending time exercising when there are other things I should be doing that are more important

This Girl Can was designed to liberate women from the fear of judgement



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If at first you
don't succeed, freestyle.

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How we created it



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Our manifesto

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.



We stayed true to our insight about the fear of judgement and made sure the campaign was **relatable**

Looks like me

Red faced

Sweating

No air-brushing

Diversity in:

size
ethnicity
faith
age
disabilities

Acts like me

Isn't an expert

Isn't the fastest

Isn't the strongest

Diversity in:

location/venue
sport/activity
alone/friend/group

Sounds like me

That's what I worry about

Talks like one of the girls

Doesn't patronise

I swim because I love my body.
Not because I hate it.

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I'm slow but I'm lapping everyone on the couch.

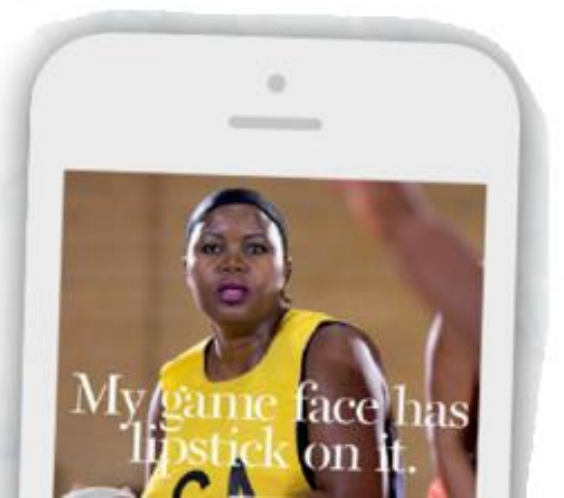
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The insight also told us to go where women are and not just advertise in the usual 'sporty' places



This Girl Can | Sprinkle of Glitter | ad
Sprinkleofglitter ✓
1 year ago • 267,426 views
Previous Video - <http://bit.ly/1JzH9L> Being Body Confident - <http://bit.ly/1v8zH7N> Vlogmas 2014 - <http://bit.ly/1Gn6nBG> - Paid for ...





What we have learnt and built on for Phase two

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This Girl Can really resonated with women and girls. They described it as a 'refreshing change'

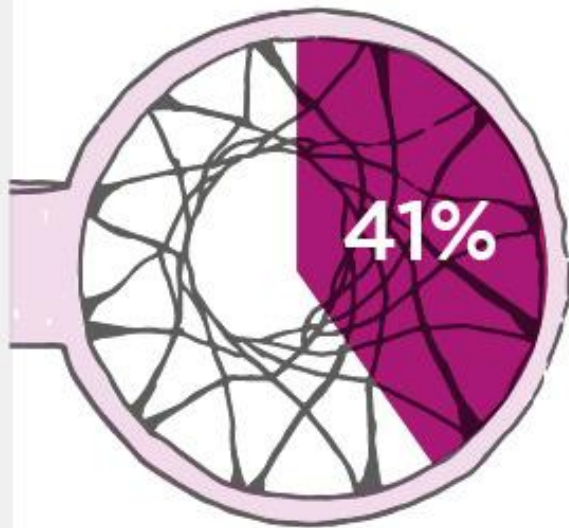


And **women engaged with the campaign** in more than 110 countries!



The campaign has been talked about over a thousand times every day on social media since the campaign was launched on 12 January 2015

2.8 million women have made the leap.



41% of women aged 14-40 who recognise the campaign say they have done some or more activity as a result - equivalent to **2.8m women** across England.

Source: Sport England's This Girl Can Survey
(Kantar Public)

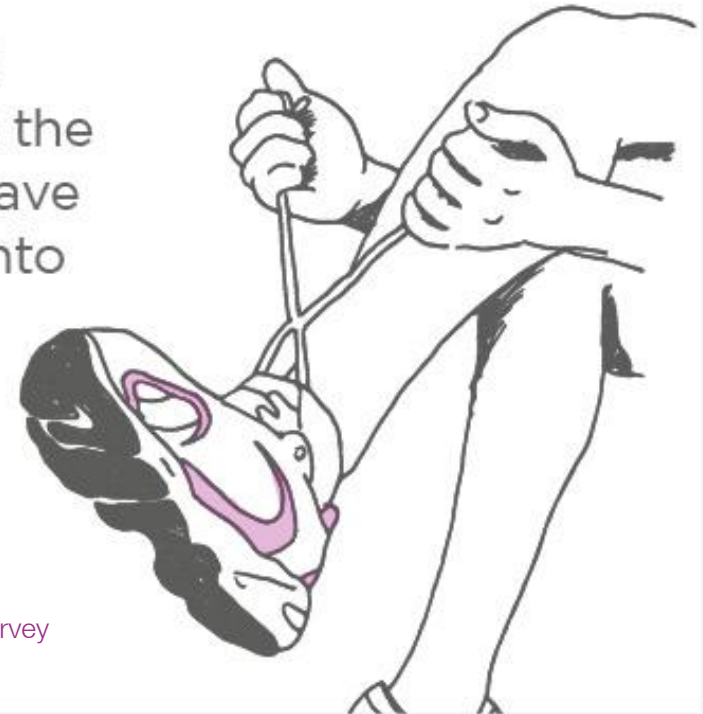


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1.6 million women
have put their trainers
back on.

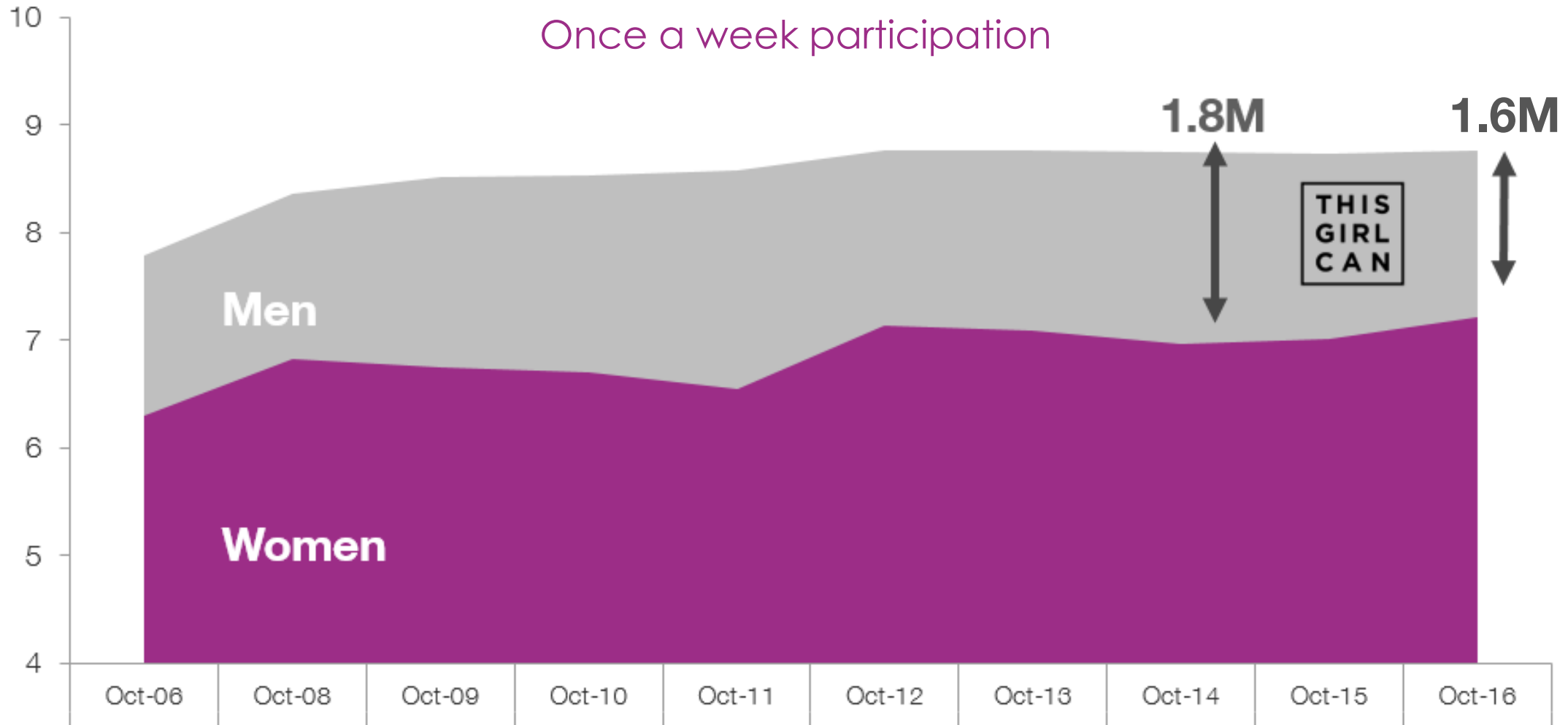
24% of women aged
14-40 who recognise the
campaign say they have
started or got back into
being active.



Source: Sport England's This Girl Can Survey
(Kantar Public)

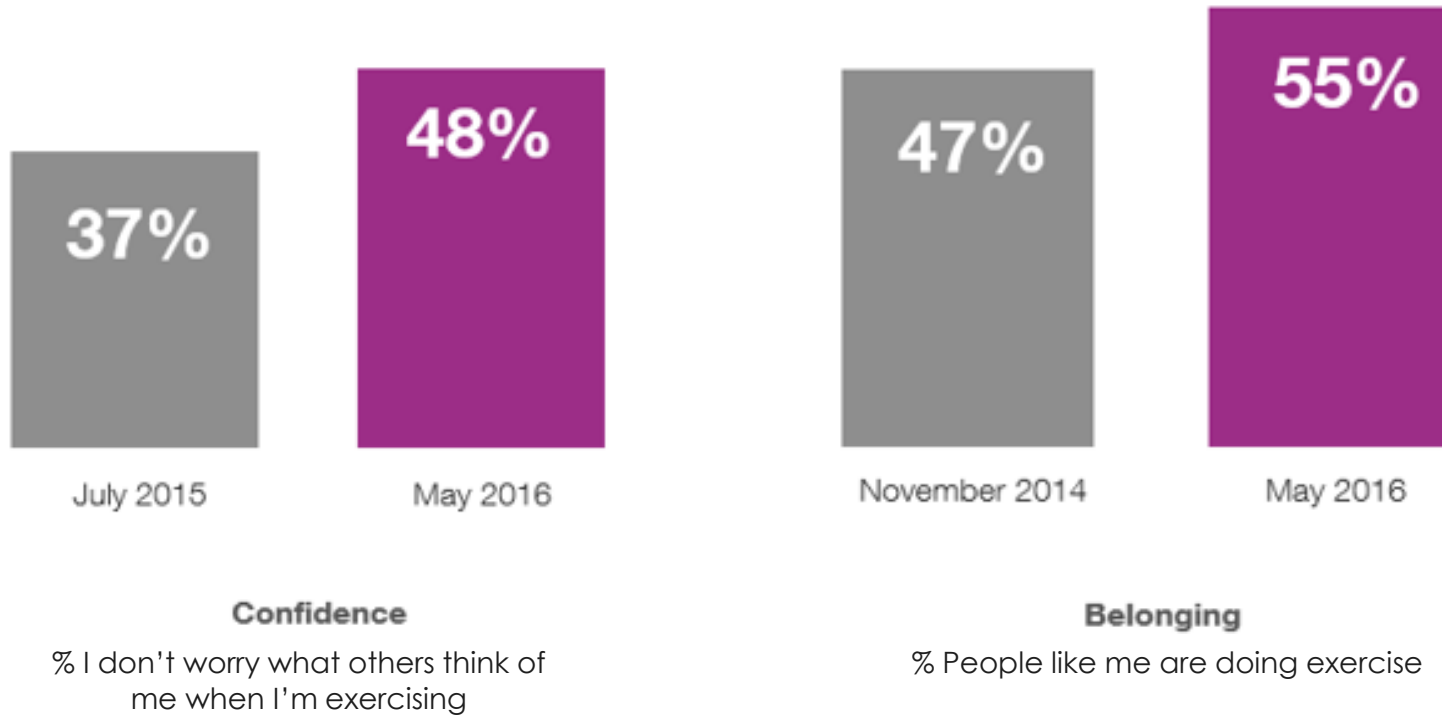
250,000 women have become regularly active since we launched This Girl Can

The gender gap, which once stood at over 2 million has closed to 1.55m.

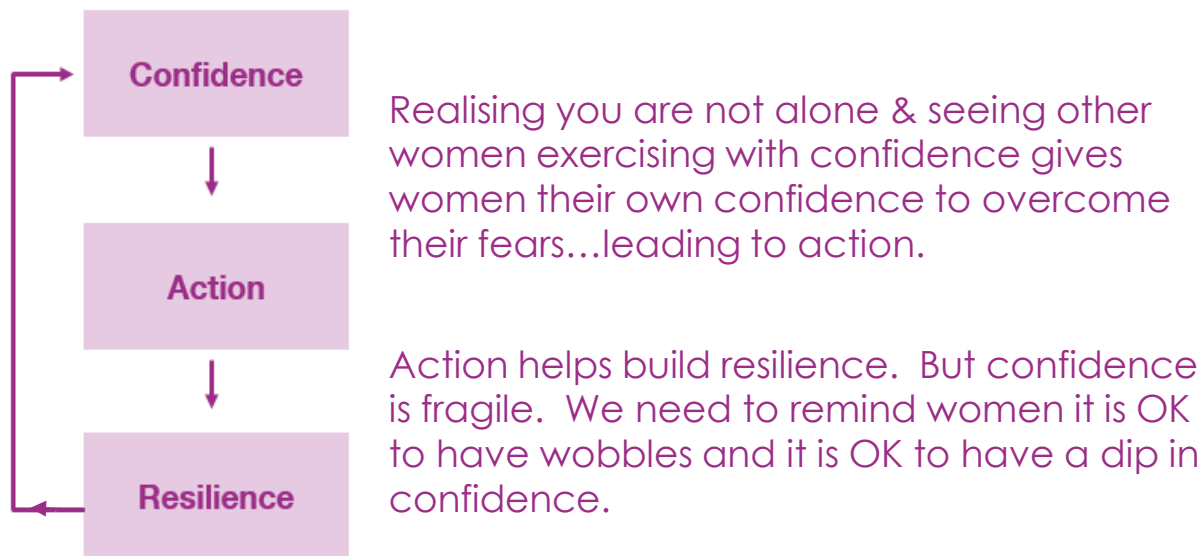


As a result of getting active the campaign has also had a **positive impact on women's attitudes to activity**

Confidence and Belonging have increased by +30% and +17% respectively



But **barriers don't just disappear**. It's about managing them and building the confidence to get active in spite of them.



This is why it's so important that **phase two** of This Girl Can focuses on building confidence and resilience

I'm not the only one with this barrier!

Everyone has to pluck up the confidence to go back

I am an active person! I belong here as much as anyone!

We're also featuring even **more activities...**

Showcasing a wider range of possibilities is intended to inspire women to think more broadly about activity and avoid some of the potentially negative connotations associated with a narrower view of 'sport' or 'exercise'.



"There are many ways to exercise – it doesn't have to be the gym!"

"My field when I think of exercise is quite narrow. I had forgotten about netball, and things like that. I used to love netball. I would collapse if I tried it now, but I did love it. Yes, I felt like I wanted to find out more".

"Everyone suggests running, but I don't want to do it. This poster made me think about other activities. When my daughter was a bit younger, I used to play badminton with her. So, I thought maybe some games like that could work for me"

And we **created new mantras** to talk to our new wider audience of women over 40.

The campaign in phase one already resonated with women aged 40-60

The very first woman that you see, who's walking away from the camera, I looked at her, I thought 'That's exactly me.' I identified with her



This is definitely for me. When they are all dancing and there was that girl shaking her boobs and getting sweaty, I was thinking that would be great! I would love to do that



We're all different sizes of people and I thought some of them were middle aged as well. I feel like age is just a number, it's how an individual feels. I don't feel I'm ready for the scrapheap yet



I don't see the age. I just don't. I'm just looking at the exercise, really. I like it the way it was, basically - It was upbeat and for me that's encouraging



- Many of the judgment barriers are the same as those experienced by younger women.
- However activity barriers present in a slightly different way with this audience – those with a previous relationship with sport worry about 'not being as good as I used to be'; those who are newer to activity worry about being too old to be a beginner.
- Additionally for some, health concerns start to add to the burden of 'exercise guilt'.



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I am acting my age.

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Unleash your inner beginner.

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I don't let bumps slow me down.

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My alarm clock is set for 6 °C.

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Cuter than a dumbbell, but just as heavy.

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Girl. Power.

It's important to get to grips with the core issues that lie at the heart of women's decision making:

- Understand what motivates women
- Understand the barriers women face
- Think what this means for what you can do support women

For more insight and guidance on engaging women and girls in activity access our reports:

>> [Go Where Women Are](#)

>> [Helping Women & Girls Get Active](#)



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