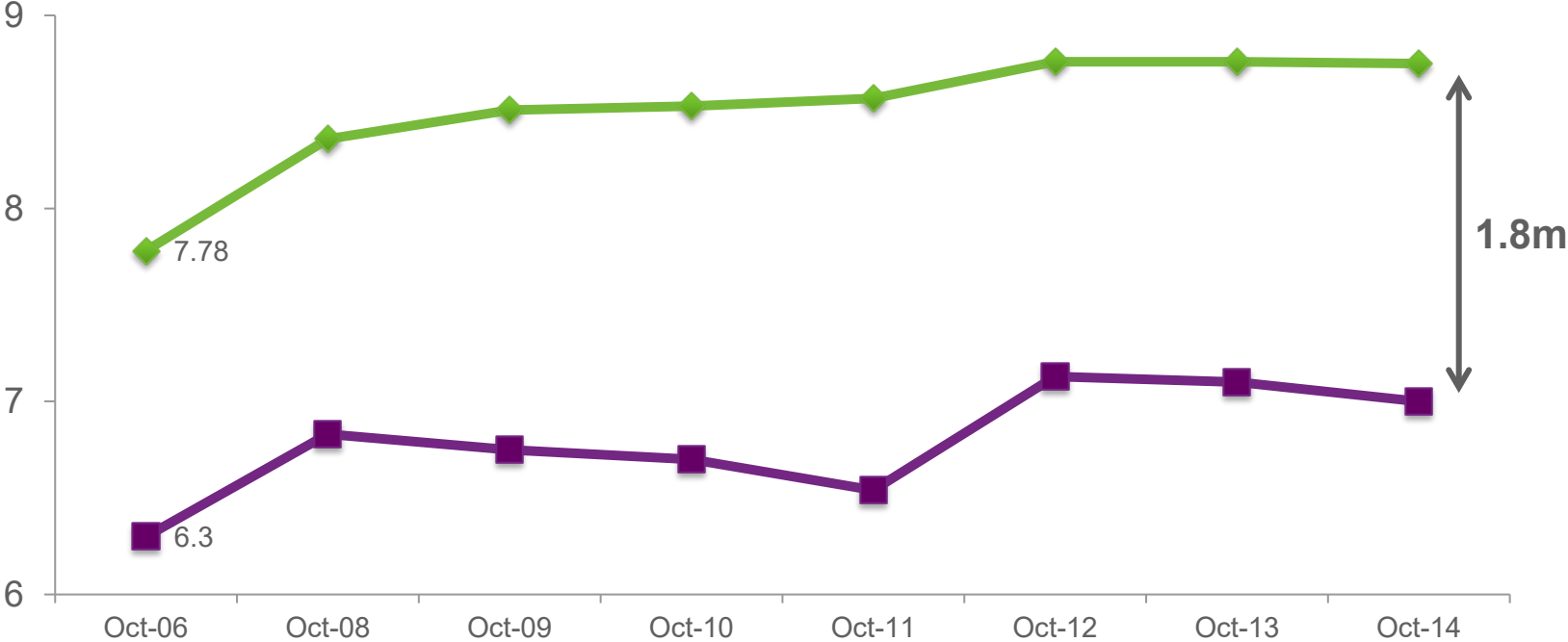




THIS GIRL CAN

#ThisGirlCan
@kate_dale

IN 2014 THE GENDER GAP STOOD AT 1.8M

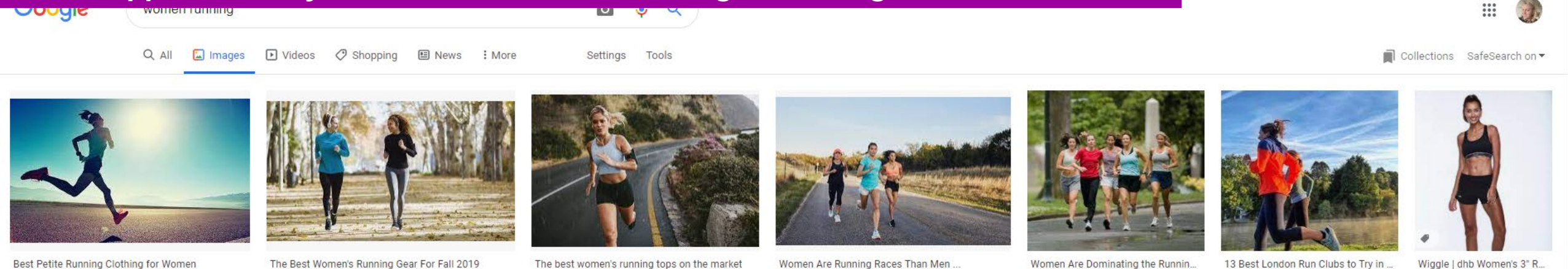


Source: Active People Survey





What happens when you search 'women exercising' into Google?



- 85% of the images only showed slim, toned, women perceived to be a size 10 or smaller
- Only 14% of women were thought to be size 12-16, with only 5% of images showing women size 18 or above
- Just 2% of imagery showed women as being sweaty, red-faced or visibly out of breath, and in only 9% of imagery did women appear to be finding their activity challenging
- 65% of imagery returned by this search term also appeared to show women aged under 35, with only 20% perceived to be between 35-50 and 15% considered to be 50+
- Less than one third of imagery featured women from Black, Asian and minority ethnic backgrounds.



**What makes
This Girl Can
different?**



TLDR? Our women



Being sweaty

Not being fit enough

Wearing tight clothing

UNIVERSAL BARRIER

Having a red face

Not knowing the rules

Showing their body

Family should be more important

Bringing the wrong equipment

Not being good enough

Looking silly

Holding back the group

FEAR OF JUDGEMENT

Studying should be a priority

Feeling 'too' good

Not looking 'made up'

Exercise isn't cool

Not appearing feminine

Wearing sports clothing

Time with friends should be more important

Changing in front of others

Being the only new person

Wearing the wrong clothing/kit

Not being competitive enough

Developing too many muscles

Body parts wobbling when exercising

Being seen as too competitive



LOTTERY FUNDED



JUDGED ON WHAT?

Appearance



Ability

BUTCH



RUBBISH

Priorities

FAMILY /
STUDY

EXERCISE

An authentic celebration of active women everywhere

- Streetcasting
- Breadth of activities that our women and girls genuinely did
- Variety of ages, shapes, sizes & skill levels
- ALL with a *'don't give a damn'* attitude



We quickly learnt that being **relatable** was key

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 jiggle, therefore I am.

THIS
GIRL
CAN

I kick balls. Deal with it.

THIS
GIRL
CAN

THIS
GIRL
CAN

A kick right in
the stereotypes.



LOTTERY FUNDED

#thisgirlcan

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

THIS
GIRL
CAN



THIS
GIRL
CAN

Take me
as I am or
watch me
as I go.

  SPORT
ENGLAND
LOTTERY FUNDED
#thisgirlcan



THIS
GIRL
CAN

Cuter than
a dumbbell,
but just
as heavy.

  SPORT
ENGLAND
LOTTERY FUNDED
#thisgirlcan



SPORT
ENGLAND

LOTTERY FUNDED

#thisgirlcan

THIS
GIRL
CAN

My alarm clock
is set for 6 °C.



The insight also told us to go where women are



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 ...



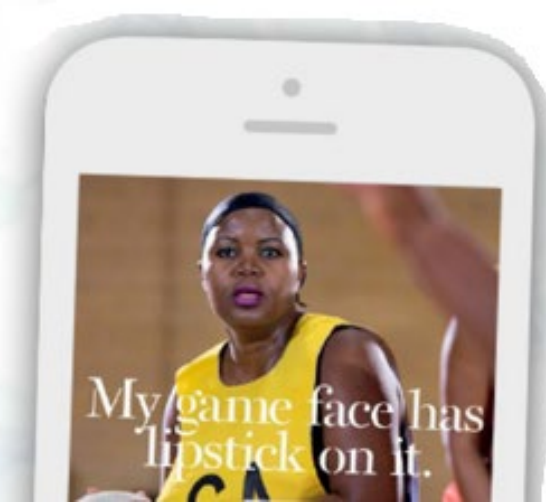
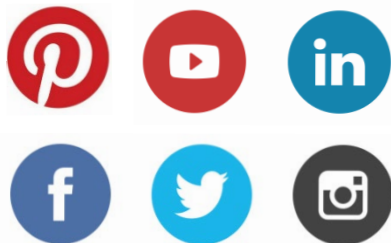
Lauren @LaurenTeresa95 · 3h
@ThisGirlCanUK Feeling empowered while waiting for the train! #ThisGirlCan
pic.twitter.com/sXV7YBwDBH

THIS GIRL CAN
This Girl Can
@ThisGirlCanUK

Following

@LaurenTeresa95 That's what we like to hear!

12:34 PM - 23 Feb 2015



Sport England Director Tanya Joseph Explains Why Real Women Were Used In Their New Campaign



There aren't enough women in sport, we already know that. But we aren't talking about the British Olympic team, or even sport as a whole or professional women. We're talking about girls in school, the young women who live their lives, go to school, get a job, and you can't hang out in a gym or at the gym - it's a bit of a problem.

This Girl Can campaign urges more women to do sport (and it's blooming brilliant)

By ALICE HOWARTH | TUESDAY 13 JANUARY 2015 | 12
If you needed added encouragement to exercise this January, your call's been answered.
Sport England has released a new campaign, #ThisGirlCan.

Daily Mail

This Girl's gone viral

SPORT ENGLAND'S This Girl Can campaign has exceeded 5,000,000 plays on Facebook since it was launched last Monday - strong evidence of the immediate impact of the £10million project to give women of all shapes, sizes and abilities the confidence to do more sport and exercise.
The bold 90-second video aimed at taking away the fear of sport - with lines such as 'sweating like a pig, feeling like a fox' - is targeting women between 14 and 40, a demographic which has 2,000,000 fewer participants in regular sport than its male counterpart.

Well played that shows women

Sport England drive to encourage girls and women to exercise is a triumph by Gillian Orr
P... The campaign that has been behind the scenes of the new TV advert and posters from Sport England encouraging more women to get involved in sport and exercise. This Girl Can - which is a mix of Susan Breda and Lorraine Kelly have already shown their support for the campaign. Two million women in the UK take part in an exercise that they don't want to do and about the men who will make it. The ad also doesn't encourage you to be a fitness fanatic with the hashtag #ThisGirlCan and you can get involved by tweeting #ThisGirlCan or #ThisGirlCan.

The INDEPENDENT

Sweating like a pig, feeling like a fox.



WELL PLAYED

A new campaign from Sport England to encourage girls and women to exercise is something of a triumph. How did they get it right - and will it work? By WILLIAM DEER
Perspiration dripping from her shiny forehead, she looks like a pig. She's not a pig. She's just a woman who's been exercising. It's a bit of a problem. She's not a pig. She's just a woman who's been exercising. It's a bit of a problem.

weekeR THE TIMES



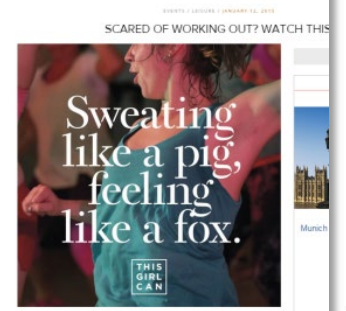
STYLIST



COSMOPOLITAN

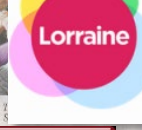
The women who prove you don't have to look fit to exercise
Sport England are helping to change the face of fitness and inspire you to get moving, whatever your shape, size and age.
Clare Balding said: "Exercise changes the way you look. It's not about losing weight, it's about feeling alive."
The presenter and entrepreneur was speaking at the launch of the This Girl Can campaign, which aims to encourage more women to get involved in sport and exercise. This Girl Can - which is a mix of Susan Breda and Lorraine Kelly have already shown their support for the campaign. Two million women in the UK take part in an exercise that they don't want to do and about the men who will make it. The ad also doesn't encourage you to be a fitness fanatic with the hashtag #ThisGirlCan and you can get involved by tweeting #ThisGirlCan or #ThisGirlCan.

prima



femail

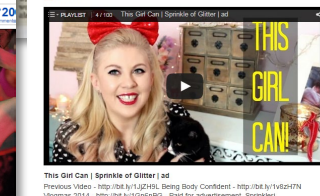
Sweating like a pig, feeling like a fox: Sport England launch campaign to get women active regardless of age, shape and ability
Research shows two million fewer women than men are active, but 75 per cent want to do more.
Sport England revealed studies and asked to women and found fear of judgement is their primary barrier.
Now they want to give women the confidence to do more sport and exercise with 'This Girl Can' advert.
A bold new campaign set to take head-on the barriers that stop millions of women being more active has been launched today.
The 'This Girl Can' campaign is a mix of Susan Breda and Lorraine Kelly have already shown their support for the campaign. Two million women in the UK take part in an exercise that they don't want to do and about the men who will make it. The ad also doesn't encourage you to be a fitness fanatic with the hashtag #ThisGirlCan and you can get involved by tweeting #ThisGirlCan or #ThisGirlCan.



sky SPORTS

sky SUNRISE

Lots of things stop girls exercising, like fear of judgement. What stops you? Tell me & @ThisGirlCanUK #thisgirlcan on.ly/GdKxm #ad
YouTube
The 'This Girl Can' campaign is a mix of Susan Breda and Lorraine Kelly have already shown their support for the campaign. Two million women in the UK take part in an exercise that they don't want to do and about the men who will make it. The ad also doesn't encourage you to be a fitness fanatic with the hashtag #ThisGirlCan and you can get involved by tweeting #ThisGirlCan or #ThisGirlCan.



Sport England says no models feature in its #thisgirlcan marketing campaign to encourage women to take part in sport and exercising.
The TV ad and wider campaign, by FCB Inferno, appears to have been created with social media - and social sharing - very much in mind.
Exhibit A:

Sport England launches fitness campaign to encourage women to take up sport and exercise



Sport England has launched a marketing campaign to encourage more women to take up sport and physical exercise, backed by celebrities including Clare Balding, Dame Kelly Holmes and Sally Gunnell.
In a recent study, Sport England investigated why women are holding back from participating in sport and discovered that although 75% of the women said they would like to participate, they were held back by the fear of judgement.

VIDEO EXCLUSIVE: Sport England Set To Inspire Women Back Into Sport



marie claire

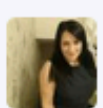


ELLEUK.CO

PRESS ASSOCIATION

MailOnline

the guardian Winner of the Pulitzer prize

 **tori** @Stickytoria · Dec 15
On the way to the gym....end up in Costa. ...oops!! #nomotivation
pic.twitter.com/GtEeCWS1sq
← ↻ ★ 1 ...

 **This Girl Can** @ThisGirlCanUK
Following


@Stickytoria We couldn't help but smile...and you did have the initial motivation - kudos for that! Another try tomorrow? :)
#thisgirlcan

← ↻ ★ ...

FAVORITE
1 

3:42 PM - 15 Dec 2014

 Reply to @ThisGirlCanUK @Stickytoria

 **tori** @Stickytoria · Dec 15
@ThisGirlCanUK haha yes. I'm trying again tomorrow, with no distractions
#motivation #thisgirlcan
← ↻ ★ ...

 **This Girl Can** @ThisGirlCanUK · Dec 15
@Stickytoria Good luck for tomorrow! Let us know how it goes :)
#coffeeandcakeallowed #thisgirlcan
← ↻ ★ 1 ...

 **Miss Moxie** @Moxie_Burlesque
Follow

Gotta get my fitness back. Changing up my routines to avoid boredom & shock my body back to shape. Running sucks but if #ThisGirlCan you can


← ↻ ★ ...

FAVORITE
1 

9:00 PM - 9 Mar 2015

 Reply to @Moxie_Burlesque

 **This Girl Can** @ThisGirlCanUK · Mar 10
@Moxie_Burlesque That's the spirit! If you're not enjoying running, check out loads of other sports you could try: thisgirlcan.co.uk/discover/
← ↻ ★ 1 ...

 **Miss Moxie** @Moxie_Burlesque · Mar 10
@ThisGirlCanUK thanks!
Routine is: run Mon, yoga Tues, burlesque Weds, weights/core Thurs (in Apr)
pole with @Etrois_LouLou
#DoWhatYouLove

And we listened as well as talking....



thisgirlcanuk Following

760 posts 87.3k followers 321 following

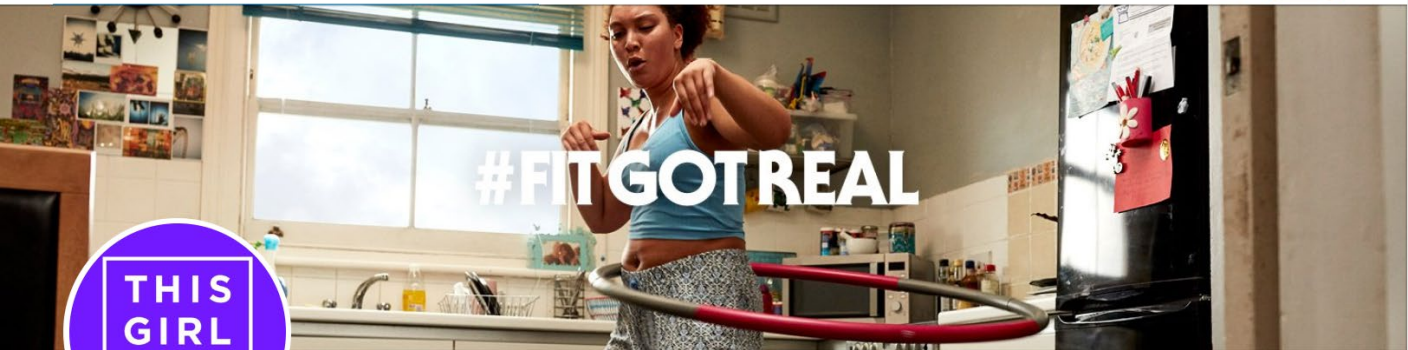
This Girl Can

We celebrate the active women who are doing their thing no matter how they look or even how sweaty they get. Powered by National Lottery players.

vm.tiktok.com/eh91u6

Followed by thisgirlcanliverpool, briley_m, aynsley_angel + 15 more

POSTS TAGGED



Tweets 7,446 Following 1,127 Followers 123K Likes 16.9K Lists 1

Following

Tweets Tweets & replies Media

Who to follow Refresh View all

Page Inbox 52 Notifications 16 Insights Publishing To... Ad Centre More



This Girl Can @ThisGirlCanUK

Home

About

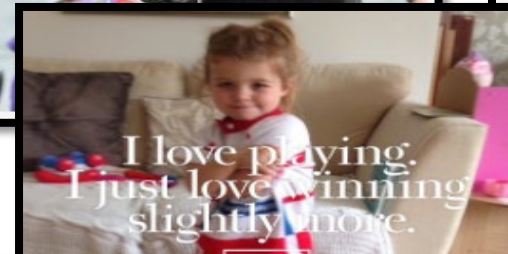
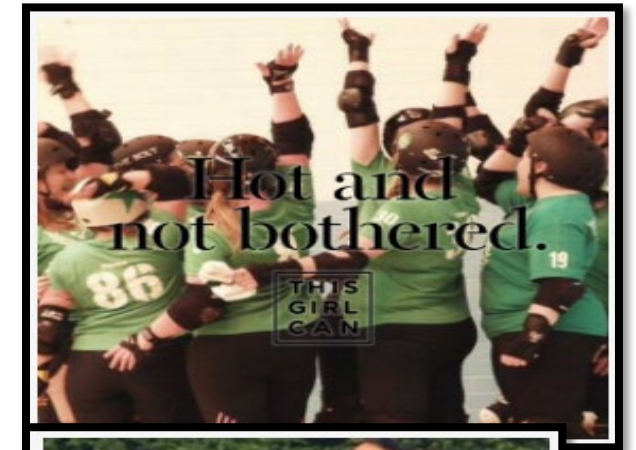


When the world changed, so did we...

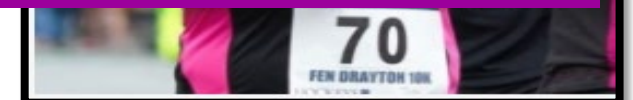
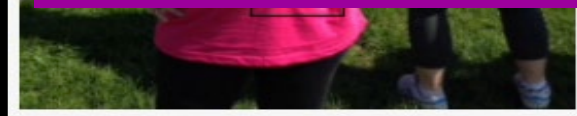


And the results....





- Four million women took action as a result of This Girl Can
- We influenced the representation of women and girls in media and marketing around the world
- Over 16,000 organisations use our free images to promote physical activity
- A new editorial image library has recently opened this up to media



Building local impact



BUILD A COMMUNITY OF TRUST WITH PARTNERS



PROVIDE THOUGHT LEADERSHIP



ANCHOR ACTIVITY IN INSIGHT



BAKE SUSTAINABILITY INTO PROGRAMME DESIGN



DRIVE FOR A RIPPLE EFFECT



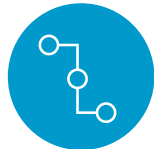
ADDRESS WOMEN'S HOLISTIC NEEDS



PROVIDE A PLATFORM TO ELEVATE FEMALE LEADERS



MAKE COMMUNICATIONS LOCALLY MEANINGFUL



FOSTER INTERNAL CONNECTIONS



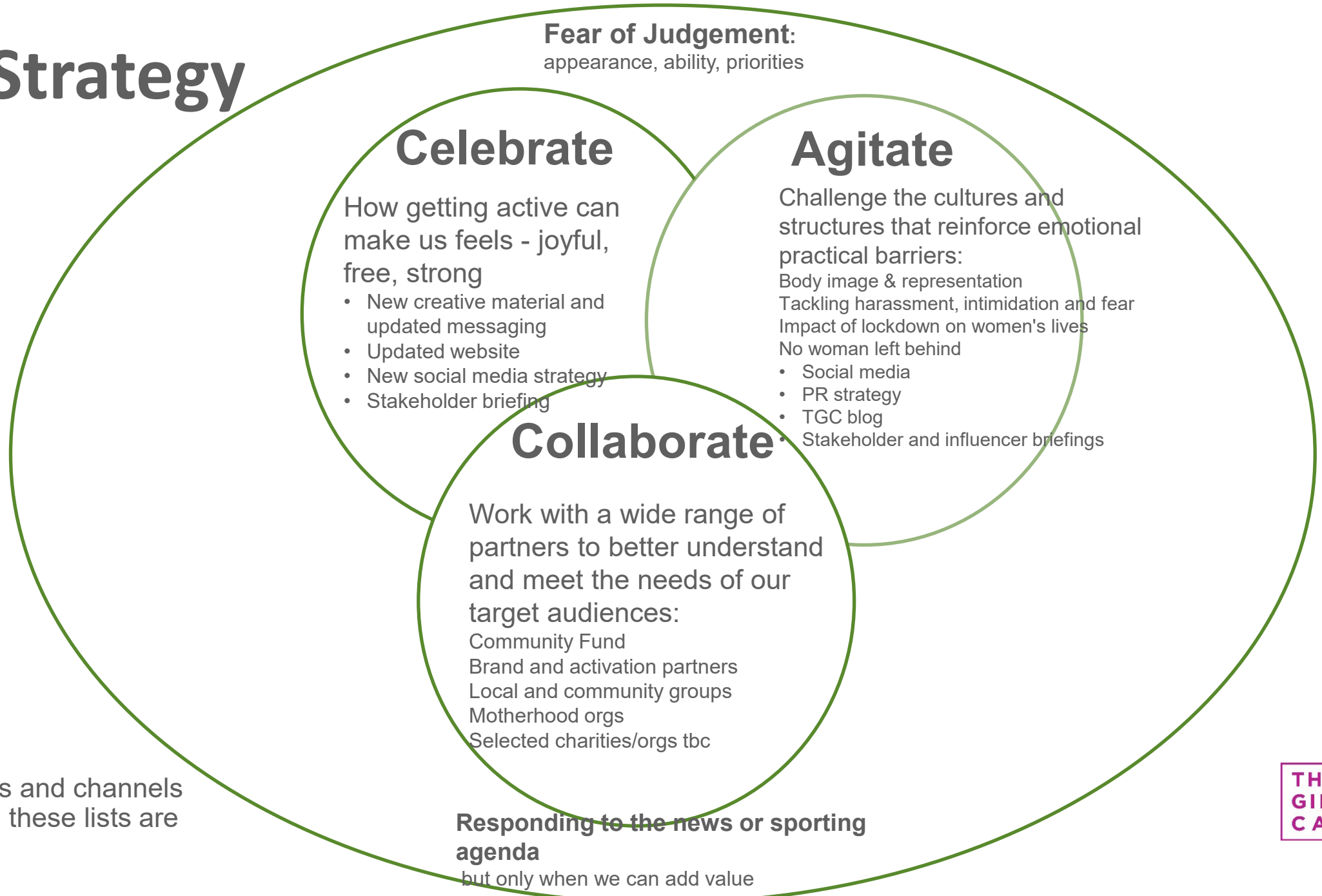
ADOPT MULTI-LAYERED EVALUATION

Lessons we've learned

1. Remember we are all individual
2. Use everyday, relatable people
3. Don't sanitise, airbrush or filter
4. Don't always go for the obvious or easy option
5. Keep challenging your own unconscious and confirmation biases
6. Make it easy for partners and the media to find images too
7. Recognise it's about changing cultures as well as achieving objectives
8. Accept that the work is never done



The Strategy



Naturally, tactics and channels will overlap and these lists are not complete

The Enjoyment Gap

1. Strongly agree

Men are more likely to 'strongly agree' that they *'find sport / exercise enjoyable and satisfying'* with **37.3%** of men agreeing compared to **25.8%** of women (difference **11.5%**).

2. Strongly agree/ Agree

When we look through the lens of overall agreement (strongly agree and agree combined) **76.8%** of men in and **69.3%** of women agree (difference **7.5%**).

3. Priority groups

Across every like-for-like demographic, women consistently find exercise less enjoyable compared to men.

- White -11.2%
- Asian (ex. Chinese) -13.3%
- Black – 16.7%
- Ethnic (other) – 9.8%
- Lower-socio economic groups - 10.4%
- Disability -8.6*

What do we mean by the 'enjoyment gap'?

Enjoyment is the biggest driver of engaging people in sport, exercise and activity. Currently however, there is a clear 'enjoyment gap' between women and men (approximately 11.5%*) that needs to be addressed and goes some way to explaining why fewer women are active in England compared to men. Of course, as with the fear of judgement, the perceived lack of enjoyment of exercise, sport and activity can exist for both men and women. However, there are clear, specific barriers that impact women's enjoyment of activity and stop them getting active.

In 2022, 'This Girl Can' will focus on addressing those key motivators that will make the biggest contribution to ensuring more women get active and enjoy their experience of exercise, sport and activity. We will bring onboard partners, giving them a clear role, to do what they can to close the enjoyment gap, thereby enabling them to make a meaningful and tangible difference to the female experience of exercise.

The four key motivators that we have identified that are:

1. **Making it more sociable** - As humans, social interaction is essential to every aspect of our health. Having a strong network of support or strong community bonds fosters both emotional and physical health and is an important component in getting women to start or to maintain activity.
2. **Making it more suitable** - Feeling that exercise and sport 'is for somebody like me' is essential for people to be able to get active. This means that activity needs to be able to fit into a women's lifestyle and is pitched at the right level to start or progress with.
3. **Presenting it as something that is self-affirming** – Sport and activity for women is too often focused on weight loss or obtaining personal bests. Broadening the rewards of activity to cover how it makes women feel or how it can be done to benefit others will help to make women feel that exercise is something worth pursuing.
4. **Making it safer** - Sport and exercise have traditionally been the reserve of men, where both structural and educational shortcomings that have led to intimidating environments, especially in gyms, for many women. This lack of feeling safe is a major factor that puts women off engaging in activity.

Section 2: Behaviour change theories



How This Girl Can supports behaviour change



A whole range of factors shape who we are, what we think and how we behave



Today's session



Capability



Motivation



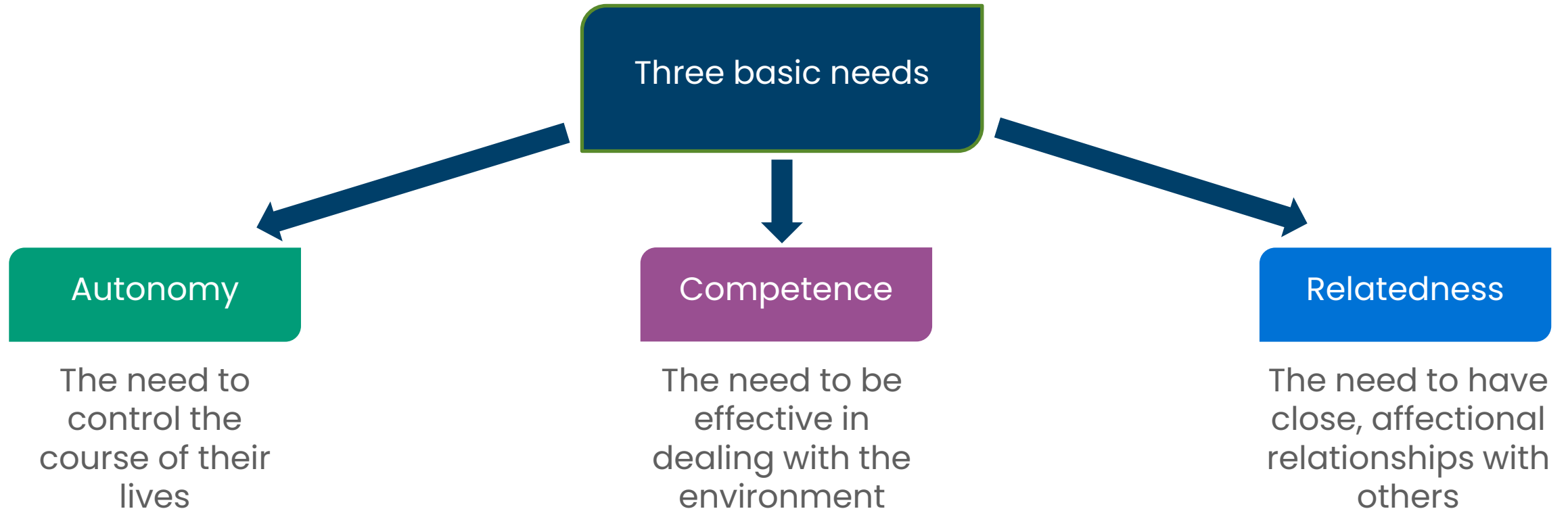
Opportunity



Behaviour



The Self-Determination Theory

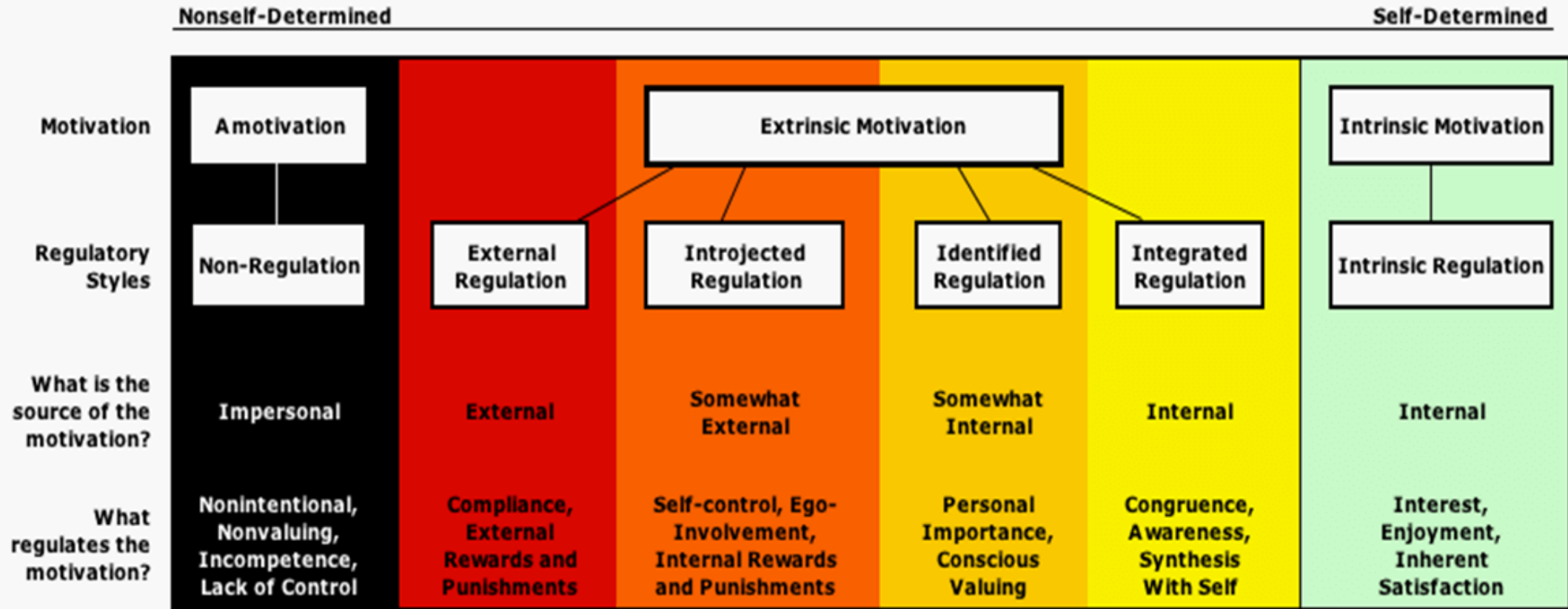


How the Self-Determination Theory Works



How the Self-Determination Theory Works Part 2

The Self-Determination Continuum



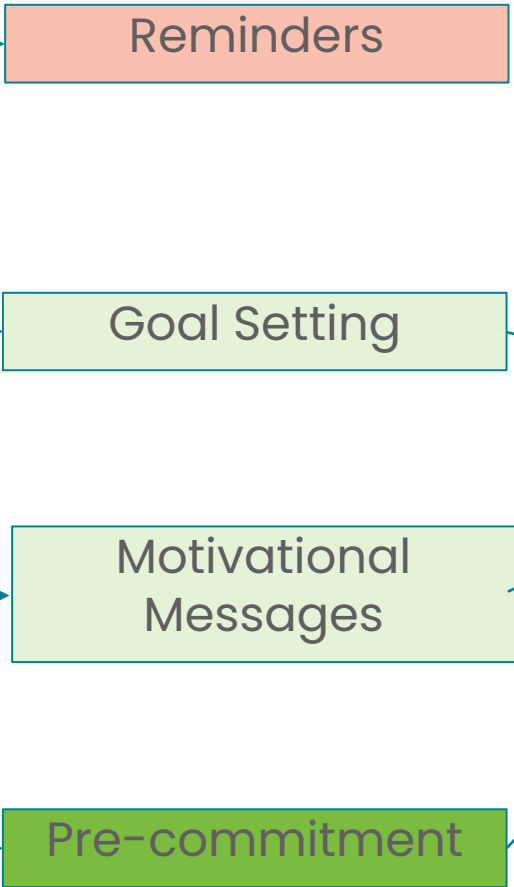
(Based on Ryan, R.M. & Deci, E.L. (2000). *Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being*. *American Psychologist*. 55(1), 68-78.)

Autonomy

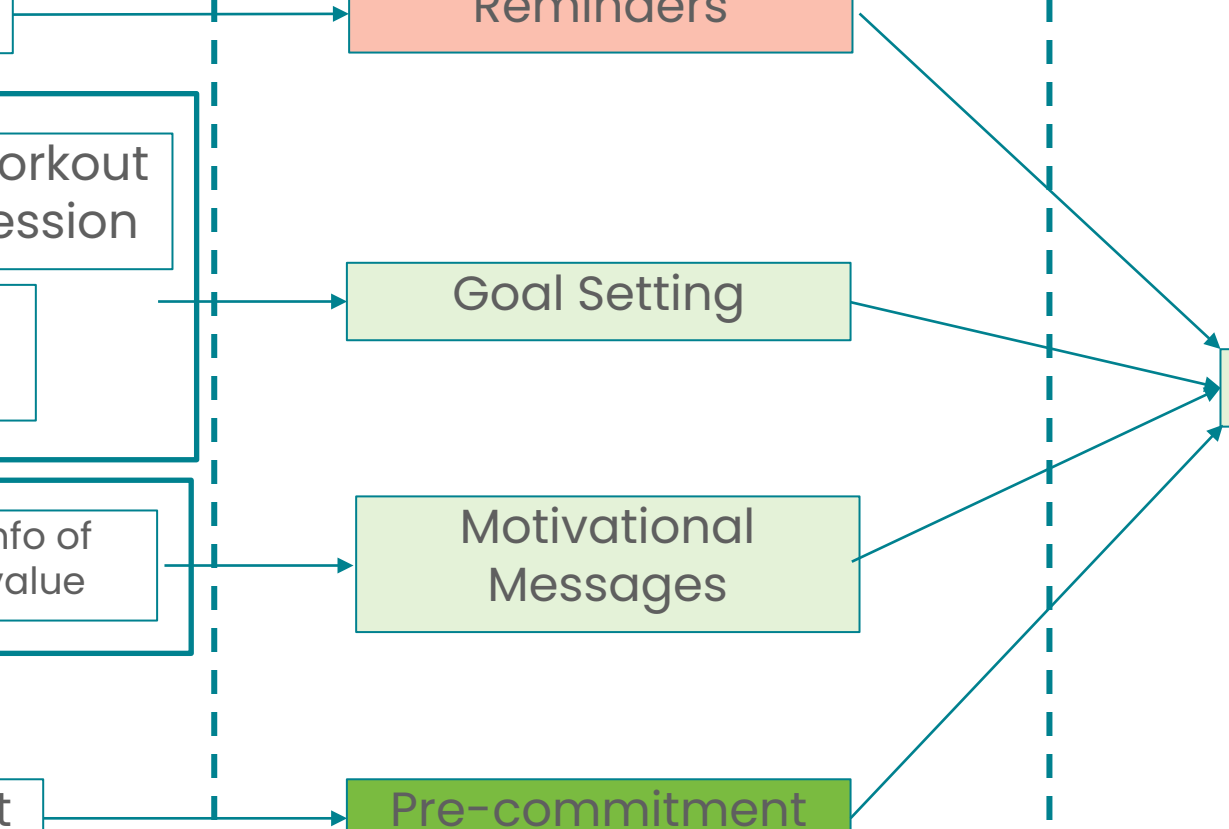
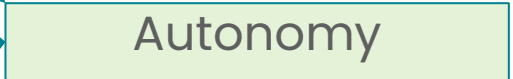
Coding



Persuasive Features



Theory-driven Codes



Competence

Coding

Progress dashboard Score summary

Performance summary Animation / sounds

Congratulatory messages

Progress timeline Progress graph

Monitor Tracking

Log exercise

Badges Achievement acknowledgement

Persuasive Features

Reminders

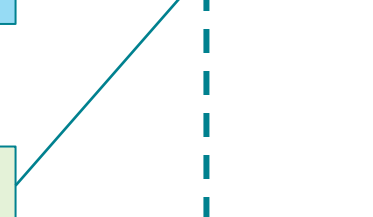
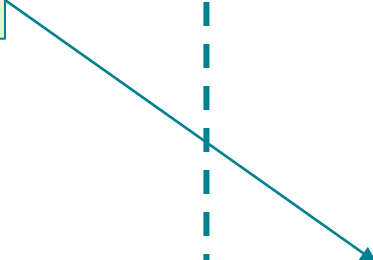
Goal Setting

Motivational Messages

Pre-commitment

Theory-driven Codes

Competence



Relatedness

Coding

Persuasive Features

Theory-driven Codes

Run, walk, bike sharing

Exercise sharing

Comparison graph

Leader board

Ranking

Challenge

Community

Messenger

Feed

Forum

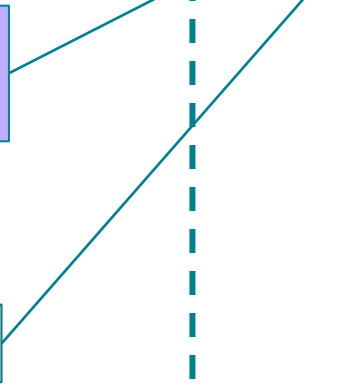
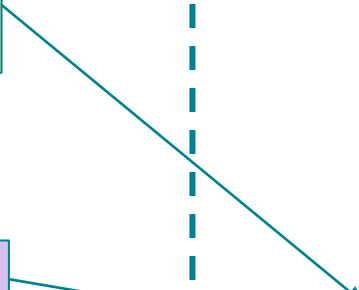
Performance Sharing

Peers Comparison

Challenges with Peers

Messaging

Relatedness



Section 3: Your turn



Worksheet

1. Who is your target audience?
2. What do you know about them?
3. How do you think they will react?
4. How could you find out more?
5. What are their barriers?
 1. Practically
 2. Emotionally
6. What extrinsic and intrinsic motivations would help them get active?
7. Using the Com-B model – what does this mean for how your sport or activity could be shaped and promoted?
8. What does digital marketing strategy and plans?

What does this mean for us?

Emotional (Motivation)

Feeling that others are judging me for my ability
(Ingrained from school onwards)

Feeling bad about my appearance

Feeling that I should be doing something else

Practical (Capability)

Physical issues (e.g. tiredness, aches and pains, injuries, medical conditions, disabilities)

Exercises / classes / activities being too difficult

Not knowing how to exercise or what is best for my body

Not having the right kit / equipment / clothing

Not having enough time

No one to look after the kids

Structural (Opportunity)

Concerns about safety when getting active / getting to / from activity

Feeling harassed, watched, or bothered by other people when exercising

Associating it with weight loss / weight management

Not having my personal needs (religious / cultural / medical) catered to

Not having access to or not being able to afford to do the type of exercise I want

A new, unifying, holistic barrier to exercise:

Emotional (Motivation)

Practical (Capability)

Structural (Opportunity)

Physical issues (e.g.
tiredness, aches

Concerns about safety when
getting active / getting to /
from activity

A FOCUS ON ENJOYMENT

Only 26% of women strongly agree that they find sport and exercise enjoyable and satisfying

[Sport England – Active Lives Adult May 20-21]

equipment / clothing

(religious / cultural / medical)
catered to

Not having enough time
No one to look after the kids

Not having access to or not being
able to afford to do the type of
exercise I want



Discussion