

# THIS GIRL CAN CAMPAIGN SUMMARY

Active Lives

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Sport England

Co-authored by Sport England

This report shares the insights and learning behind the globally recognised campaign This Girl Can. Now in its 10th year, the campaign has influenced more than 3million women to become more active, and

resonated deeply with women in England, with 8 in 10 reporting it boosted their confidence to get active. Find out more about the insights behind each phase of the campaign and its impact on women and girls activity levels in England.

## **Brighton Plus Helsinki Declaration Principles**

Equity and Equality in society and sport

Developing Participation

## **Target Audience**

Sports Administrators

Sport Policy Makers

## **Background**

The objectives of the This Girl Can campaign are:

To Increase the number of girls and women taking part in sport and exercise

To change how they feel and think about exercising and playing sport

To change the opportunities available to women to become active

## **Summary**

The report discusses the insight used, phases, partnerships activations and engagements of the campaign and has some practical information for anyone wishing to implement a similar approach.

[TGC Campaign Summary.](#)