



**IWG**  
Women & Sport  
Insight Hub

# THIS GIRL CAN CAMPAIGN SUMMARY

Theme: Active Lives      Last updated: March 18, 2025





Sport England

A useful report which sets out the insight behind the This Girl Can campaign, from Sport England, and the learning which is shaping the campaign going forward.

**Brighton plus Helsinki Declaration Principles:**

- Equity and equality in sport
- Developing participation

**Target audience:**

Sport administrator

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.

[Read the This Girl Can Campaign summary report](#)

## Related Links



<https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2023-02/This%20Girl%20Can%20-%20Campaign%20Summary..pdf?VersionId=RxUz91n5mBUeNod.24PJyUviXlvY7HEm>