

THIS GIRL CAN CAMPAIGN SUMMARY

Theme: Active Lives Last updated: March 18, 2025





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.](#)

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>