

THIS GIRL CAN CAMPAIGN SUMMARY

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:

Equality and accessibility in sport

- 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>