



This Girl Can Sussex Network





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Active Sussex needs your help to inspire more women and girls to move more, and help break down the barriers that prevent so many from being physically active.

Research shows that many women are put off taking part in physical activity due to a fear of judgement – this might be about the way they look when they exercise, that they're not good enough to join in or they should be spending more time on their families, studies or other priorities.

[This Girl Can](#) seeks to tell the real stories of women who get active or play sport in the way that's right for them, using images that show what activity really looks like in all its sweaty, red-faced, jiggly glory. We never judge and we don't care what other people think.

To support the national campaign, we are forming a Sussex wide network to create a positive movement to inspire women and girls to get active in the county.

And it couldn't be easier to get involved!



This Girl Can Sussex Promoter

Anyone can be a promoter, and your role will be to help amplify the campaign and promote it within your local networks. We'd like you to;

- **Promote** the This Girl Can campaign (national and local) on social media, using #ThisGirlCan and #ThisGirlCanSussex hashtags and linking to @ActiveSussex (and any relevant social media pages)
- **Promote** opportunities you see that aim to get women involved to get more active or try something new
- **Sign up** to the national [This Girl Can supporter's hub](#) to access the toolkit, and if you **deliver** sessions add them to the [TGC activity finder](#)

This Girl Can Sussex Champion

Your role will be to inspire, motivate and shout about the campaign, to your friends, family and other women and girls within your local community. How we'd like you to get involved;

- **Inspire and motivate** other women and girls by sharing your journey into physical activity or sport.
- **Inspire and motivate** other women and girls by sharing photos and quotes on social media when you are taking part in a session, when you have completed a personal goal or challenge, or something that will inspire other Sussex women and girls
- **Promote** the This Girl Can campaign (national and local) on social media, using #ThisGirlCan and #ThisGirlCanSussex hashtags and link to @ActiveSussex (and any relevant social media pages)
- **Promote** sport and physical activity opportunities to friends, family and your local community to get involved
- **Support** the TGC Sussex network by attending TGC Champion Forums to meet and discuss future plans with other champions
- **Sign up** to the national [This Girl Can supporter's hub](#) to access the toolkit, and if you **deliver** sessions add them to the [TGC activity finder](#) and tell us how we might help you grow your audience

Please note there is no rigid time commitment to being a TGC Champion. You don't have to complete all elements, only the parts you are comfortable with.

We want to ensure that the network is diverse, inclusive and represents all communities across Sussex. Therefore, we would be delighted to hear from women and girls who identify as Black, Asian or other Minority Ethnic groups; are living with a disability and/or long-term condition; or are over 55.

What will you get out of being involved in the network?

- Be part of a national and local campaign to improve the health and wellbeing of women and girls in your community
- Ongoing communication with regards to the campaign and involvement in the network
- Improved knowledge and understanding of the barriers that prevent women and girls to be active
- Help to promote any sessions you are delivering (or fund) or take part in

This Girl Can champions will also benefit from;

- A platform to share your story and influence others
- Connecting with other inspiring women and girls from across Sussex
- Connecting with local partners and opportunities to build partnerships
- Development opportunities to help deliver targeted sessions/events or grow your audience for women and girls in your area
- Engagement/support from This Girl Can Sussex Ambassadors (see below)
- Support with the production of any videos (where necessary) as part of the campaign

This Girl Can Sussex Ambassadors

We currently have two TGC Sussex ambassadors with very different stories, who will support the TGC Sussex Network and specifically the champions, by sharing their advice, insight and ideas.

[Find out more about our This Girl Can Sussex Ambassadors here.](#)



Through the development of the network we hope to identify future ambassadors to undertake some targeted work in the county.

How to get involved

Firstly please register and [join the network](#), so we can keep you updated on all matters This Girl Can and how you can support us to help get more women and girls active in Sussex!

We would also encourage you to sign up to the national [This Girl Can supporter's hub](#) to access the toolkit.

If you are interested in becoming a **Champion** then we just need you to complete an [Expression of Interest form](#) which will ask for some basic information and what your desired role is. Your information will be held confidentially and only information that you are happy to share/or share yourselves will ever be used as part of our local campaign. **Please note, once we have reviewed your Expression of Interest, we will be in touch with the next steps and confirmed 'Champions' will then need to sign a simple pledge. Champions will be brought on in a phased approach.**

Visit our This Girl Can pages:

<https://www.activesussex.org/get-active/girl-can/this-girl-can-overview/>

Sign up to receive our Active Sussex newsletters:

<https://www.activesussex.org/newsletter/>

If you would like any more information or have questions then please contact;

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Appendix 1 - National This Girl Can Campaign background



This Girl Can is a national campaign, launched in 2015, that aims to break down the barriers that prevent women and girls from participating in sport and physical activity.

Led by Sport England, This Girl Can is the first campaign of its kind to feature women of all shapes, sizes and sporting abilities that sweat and jiggle as they exercise. It seeks to tell the real story of women who exercise and play sport by using images that are the complete opposite of the idealised and stylised images of women we are used to seeing.

This Girl Can celebrates active women who are doing their thing no matter how they do it, how they look or even how sweaty they get.

Since 2015, the campaign has successfully persuaded nearly three million women to get more active – but our work isn't done yet.

Women come in all shapes and sizes with all abilities and from all backgrounds. Some of us are expert sportswomen, some of us are a bit rubbish. It doesn't matter. We're just happy that you're getting active. And if you're still not sure that you can, we're here to help you to figure out the way of getting active that's right for you.

Research shows that many women are put off taking part in physical activity due to a fear of judgement – this might be about the way they look when they exercise, that they're not good enough to join in or they should be spending more time on their families, studies or other priorities.

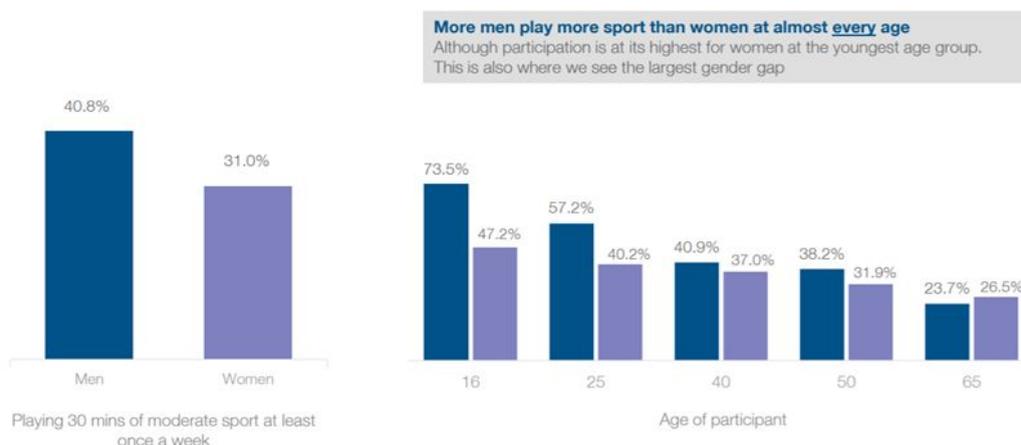
This Girl Can seeks to tell the real stories of women who get active or play sport in the way that's right for them using images that show what activity really looks like in all its sweaty, red-faced, jiggly glory. We never judge and we don't care what other people think.

This Girl Can is helping to combat these fears by highlighting and championing real, normal women getting involved in sport.

Appendix 2 - This Girl Can Insight

- 1.8m fewer women taking part in sport and physical activity
- 75% of women want to do more sport and physical activity- that is 7.1M that want to do more.
- A lot of women feel guilt and that sport and exercise becomes a negative thought
- One of the main barriers is fear of judgement
- TGC has been designed to liberate women from that fear of judgement
- Manifesto: *Women come in all shapes and sizes and all levels of ability. It doesn't matter if you're rubbish or an expert. The brilliant thing is you're a woman and you're doing something.*

There are 2 million fewer women than men regularly playing sport



Judgement barriers

Appearance

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

Ability

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive/serious

Priorities

- Spending time exercising when time with the family should be more important
- Spending time exercising when time with friends should be more important
- Spending time exercising when time studying/working should be more important
- Spending time exercising when there are other things I should be doing that are more important



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