

# GET GOING

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**This Girl Can... create change!** is YOUR campaign.

Your goal is to **get more girls more active**. You can try anything that works for you and the girls in your school.



Think about different times to be active. You might...

Influence how **PE** is offered and how girls feel about it.

Shape and promote **extra-curricular** sessions.

Encourage girls to do informal activity at **home**.

Advertise **community** providers.

To be successful, think about...

**INSPIRATION:**  
who encourages us

Role models that appeal to all girls.  
Support from friends and family.

**MOTIVATION:**  
our reasons to be active

Messages that are relevant to girls.  
What girls want from physical activity.

**ACTIVATION:**  
what is practical for us

What stops girls being active.  
Ways to overcome the barriers.

**This Girl Did... create change!**

15-year-old Greta Thunberg campaigns about climate change. She is the inspiration behind #SchoolStrikeforClimate and has influenced people across the world.



YOUTH  
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Following these steps will help you to run your campaign.



### Find out what girls want

Ask other girls about their feelings, opinions and ideas. What would help them to be more active in school or beyond?



### Focus on things you can do

Go for a quick win to begin. What can you change now? Which girls and adults will you target?

See **card 2** for examples and ideas.



### Create your campaign tools

Agree your message. Decide what tools you need, e.g. video or poster. How will you make them and who can help?



### Deliver your message

Agree where, when and how you will promote your message. Who do you need to involve?

See **card 3** for examples and ideas, and **card 5** for ready-made campaign tools.



### Celebrate what went well

Gather feedback on your campaign and share its impact with others. Who needs to hear about your success?



### Adapt to do even better

Don't worry if something didn't work; we learn from making mistakes. How will you change things next time?

See **card 4** for examples and ideas.

Involve people who can **support** you, such as...

students and staff in **school**

friends and family at **home**

organisations in the **community**

people in the **media**



To find out more about running a campaign, watch the **videos**:  
[youthsporttrust.org/this-girl-can/girls](https://youthsporttrust.org/this-girl-can/girls)



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