

CREATE & DELIVER

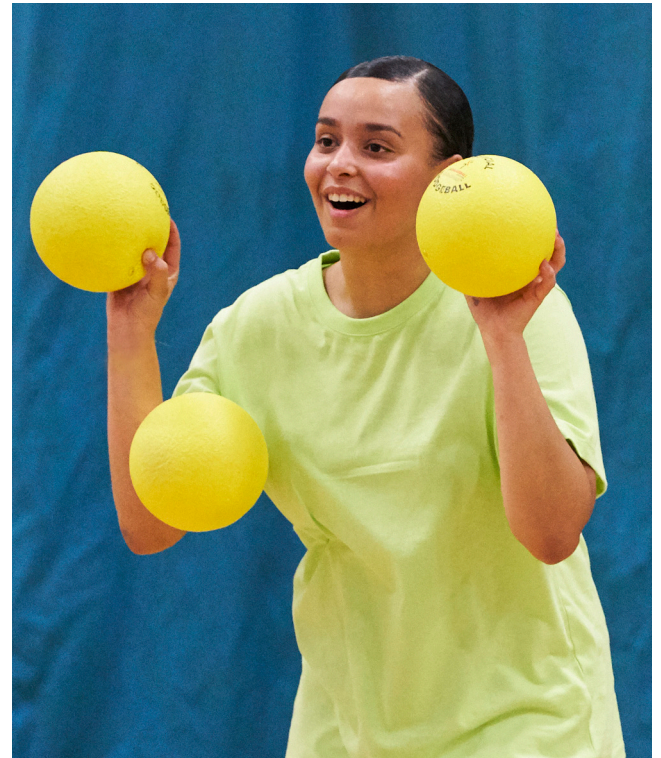
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EXAMPLES

Take photos of girls during extra-curricular sessions and make them into **posters** using the This Girl Can app. With their consent, display them around school.

Turn negative feelings into positive **hashtags**, e.g. “I hate being sweaty” becomes #FunSweatLaughter. Use them in the school’s social media.

Gather **flyers** from local clubs and add messages to match girls’ reasons for taking part, e.g. a netball club is time for ‘fun, friends, fitness’.



Interview female staff in school about the physical activity they do. Post their **stories** on an inspiration wall.

Run **assemblies** to challenge stereotypes across the school. Use #LikeAGirl videos to raise awareness.

Make selfie boards. Encourage girls to take and post **selfies** during events. Display them in school.

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EXAMPLES



Make your own This Girl Can **video**, showing different ways to be active. Play it on the school TV and website.

Lead a **flash mob** in the school lobby during lunchtime.

Set up a regular '**mums and daughters**' session where girls take part with their female relatives.

Organise a colour run **event** to raise money for charity and encourage everyone to take part.

Set up an activity **rewards** system. Rewards can be bought through fundraising, be sponsored or be free, e.g. t-shirts, pamper session, early lunch passes.

Use YouTube videos to give ideas for exercises girls can do in after-school **clubs** or alone or with friends and family at **home**.



CONSIDER: What different ways to be active are shown in the This Girl Can campaign?



YOUTH
SPORT
TRUST