



Changing Mindsets & Behaviours

Lisa O'Keefe



Focus Upon

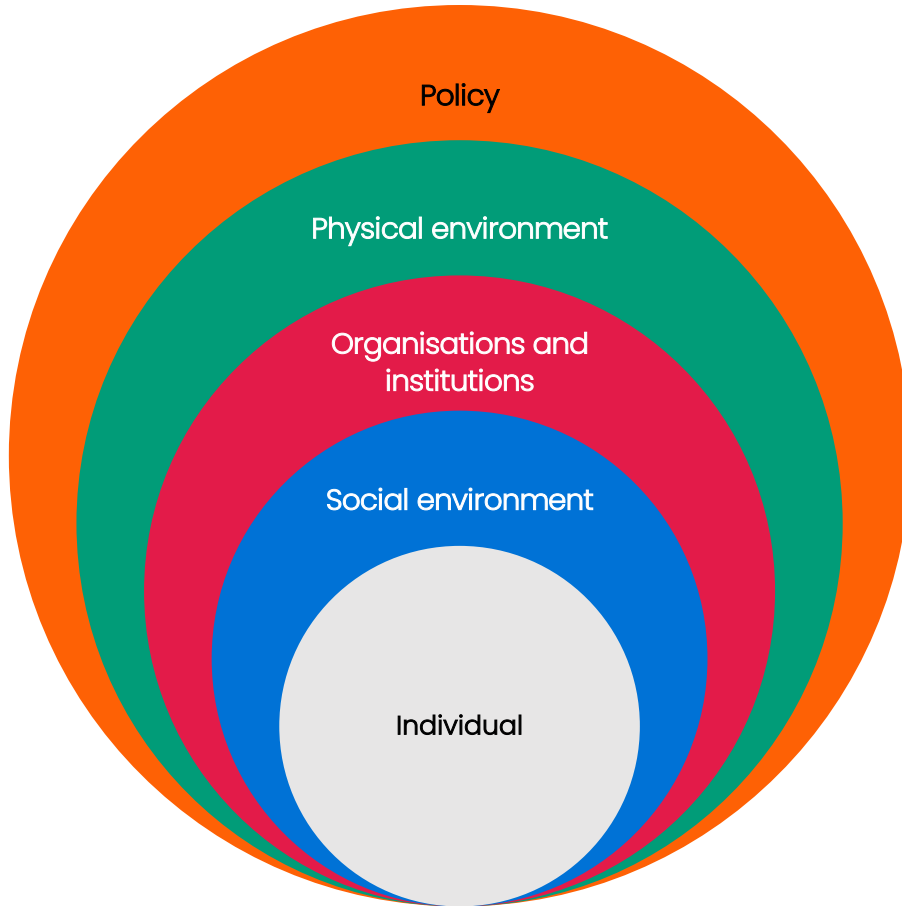
- Approach to understanding the challenge
- Insight taking us to new answers
- What we learnt along the way
- Supply & Demand

Campaign Summary

- Insights
- Thinking Behind Each Phase
- Impact
- Learning

Don't Just Focus on the Individual

System shapes our attitudes, behaviours & experiences of sport & physical activity



Each component includes, but is not limited to:

Policy

Laws, rules, regulations, codes, local and national strategies

Physical environment

Urban / rural geography
Access to parks
Access to open, safe spaces
Transport communications

Organisations and institutions

Local authorities
Leisure centres and other service providers
Educational settings
NGBs and sports clubs

Social environment

Cultural factors
Religious factors
Social capital and cohesion
Racism, sexism, discrimination

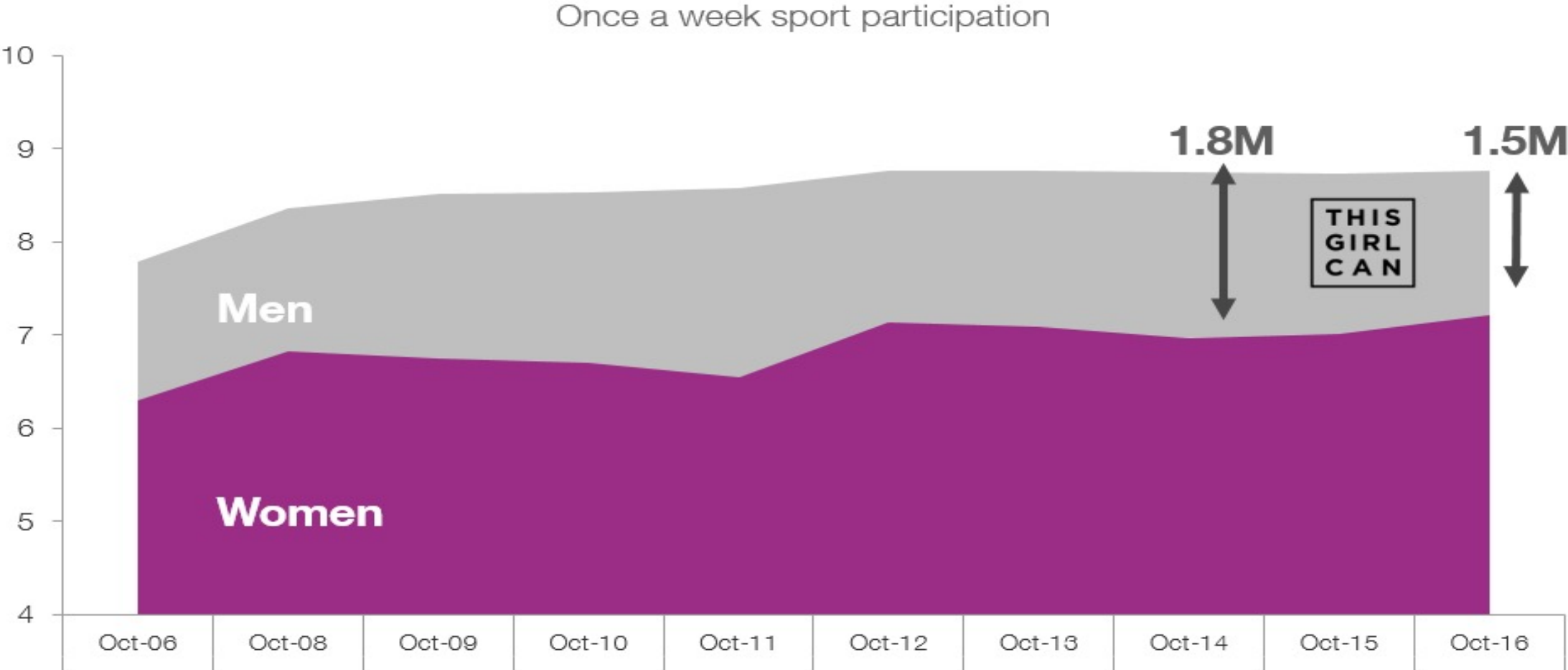
Individual

Demographic profile
Socioeconomic factors
Education
Physical literacy
Capability, motivations, attitudes

Consider the 'COM-B Model'



The Challenge: Women Are Less Active



Source: Active People Survey

Fear of judgement emerged as the root emotion holding women back

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

So with this in mind we set out to

Change how women and girls feel and think about exercising and playing sport

Enhance the opportunities available to women and girls to be active

Increase activity levels of women aged 14–60

**Change how women
and girls feel and
think about
exercising and
playing sport**



FROM THE
PROTEIN
WORLD



*Protein
World*
PURE PERFORMANCE

ARE YOU BEACH BODY READY?

THE
WEIGHT LOSS
COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS

Substituting two daily meals with an energy enriched meal
with a meal replacement contributes to weight loss.



EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM



THIS
GIRL
CAN

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 that you're a woman and you're doing something



Phasing the Campaign

- Realisation
- Inspiration
- Self Identification

MailOnline

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- Mother kills her autistic six-year-old
- The spaceship broke up 50,000 feet, he
- Ongapo Unchained actress who had
- Navy SEALs commander attacks
- Captured Mexican mayor who went on
- Should you stop using
- I eat

Searched of being judged at the gym? You're not alone: 75% of women are put off exercise for fear of what others think

- Sport England study found 75% of women would like to exercise more
- Women said they fear being judged over appearance, ability and concerns from mothers that people will think they are putting themselves first
- Two million fewer women than men take regular exercise in the UK
- New Sport England campaign This Girl Can will launch in the new year
- Aims to encourage women to join gyms, sports clubs and exercise at home

By LUZZIE FARRY FOR MAILONLINE
PUBLISHED: 10:35 EST, 31 October 2014 | UPDATED: 10:54 EST, 31 October 2014

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Women are failing to exercise for fear of being judged over their appearance and ability as the gym, a new study has found.

Across the UK two million fewer women than men take part in sport and regularly exercise.

A new piece of research conducted by Sport England has identified three core factors holding them back.

They feared concerns over appearance, ability and whether they will, as mothers, be looked for putting

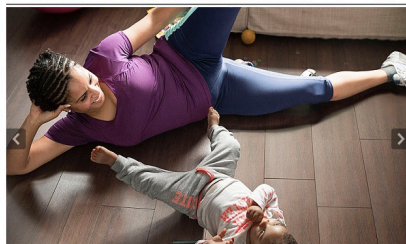
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Sport England: Women don't exercise for fear of being judged


After research reveals why women aren't confident enough to exercise, Sport England has announced a major new campaign aimed at encouraging them to join clubs, gyms and exercise in their homes






Telegraphwine

Latest Videos



Google Nexus 9 tablet hands-on review



Sheeran and Rooney in unlikely pub duet

A collage of three images. The top left shows a blurred office scene with computer monitors. The top right shows the Sky Sports logo. The bottom left shows the word 'Online' in a large, grey, sans-serif font. The bottom right shows a woman's profile, looking towards the left, with her hair pulled back.



Inspiration

LOTTERY FUNDED | SPORT ENGLAND

#thisgirlcan

I swim because I love my body.
Not because I hate it.

THIS
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CAN

I jiggle, therefore I am.

THIS
GIRL
CAN



LOTTERY FUNDED

#thisgirlcan



My alarm clock
is set for 6 °C.





Unleash your
inner beginner.



LOTTERY FUNDED

#thisgirlcan



Still slow. Still lapping
everyone on the couch.



LOTTERY FUNDED

#thisgirlcan

Self Identification

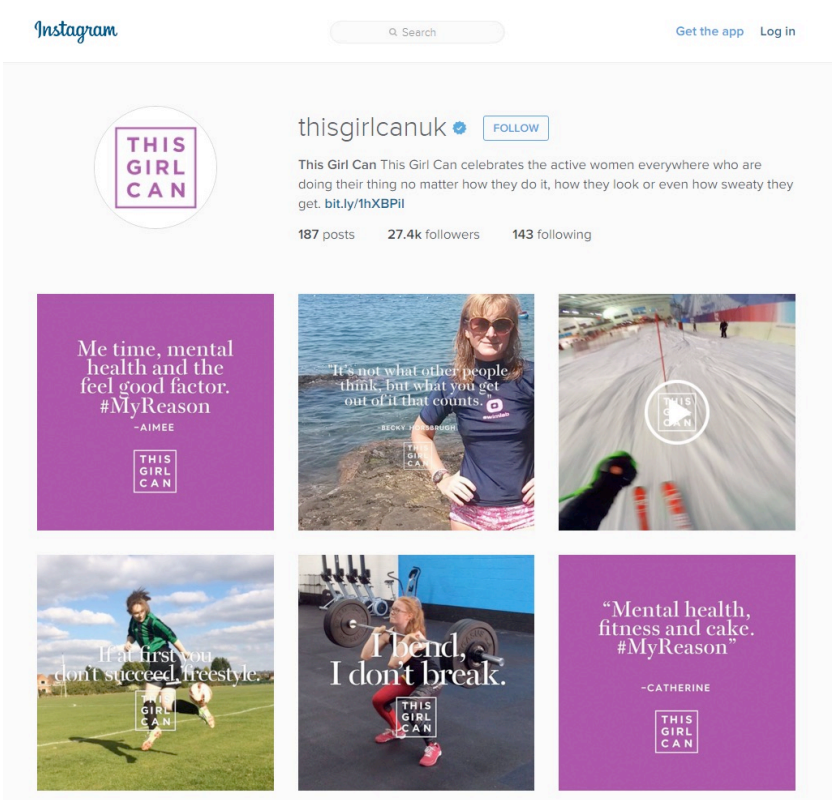
Facebook



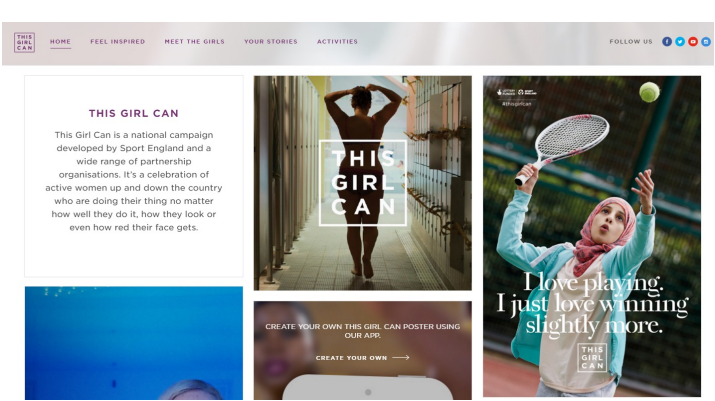
Twitter




Instagram



Website



A close-up photograph of a woman with dark, curly hair tied back, wearing black boxing gloves and a black and yellow athletic top. She is looking directly at the camera with a determined expression. The background is blurred, suggesting an indoor gym setting.

“I have felt a lot more positive about exercise once I have done it, I feel much better. I feel more confident in myself. When I run I keep the ad This Girl Can in my head and I just get out and do it.

Kim, Birmingham.

Self Identification



Poppy Mylroie @PoppyMylroie · Mar 17

First run for 7 weeks.... after having a bit of a crappy time of it recently something in me went you need to run today! It was tough... it was slow but boy do I feel better now than I did 40mins ago! #ThisGirlCan #Run



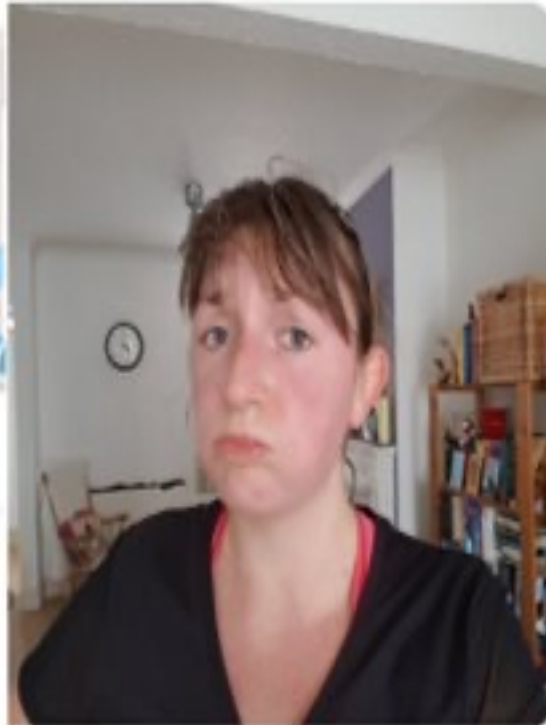
First run in absolutely AGES!!

Distance
5.4 km

Avg Pace
6:48 /km

Moving Time
37:10

Elevation Gain
30 m



This Girl Can ✓
@ThisGirlCanUK

Following

Make your #ThisGirlCan online poster! Click here from your mobile or tablet to get started: app.thisgirlcan.co.uk



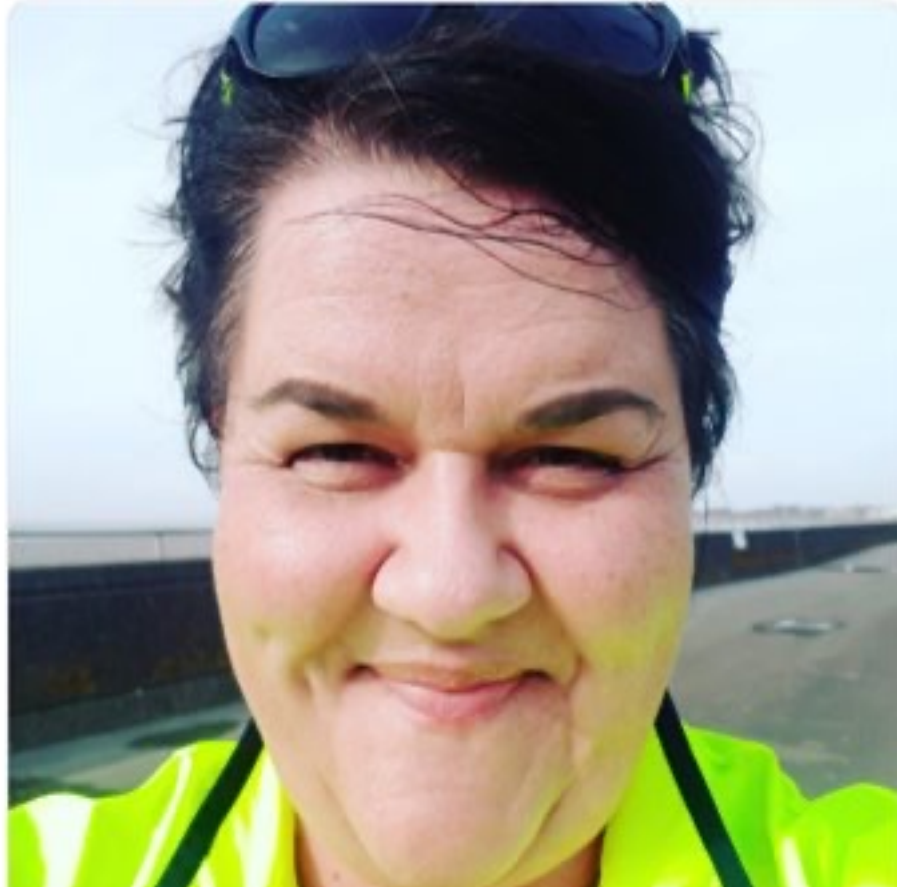
Impact



Emma Britton @theemmabritton · Mar 14

Afternoon plod on the seafront trying to keep the wind behind me!

#slowrunningisbetterthannorunning
#GetInspired #fitgotreal #thisgirlcan



Marianne Molotov

That was my reaction too.

52 minutes ago · Like · Reply



Lisa Castagner

All advertising is vom, but I just passed this considered antidote:





Rachael Pells ✓

@RachaelPells

Following



Truly excellent ad placement at Notting Hill Gate station [#thisgirlcan](#) v [#beachbodyready](#)



RETWEETS
35

LIKES
90



6:04 PM - 25 Jan 2017



Search: This Girl Can

70% of women aged
14-40 have reported
being motivated by
the campaign

Source: Kantar's Standard Advertisement
Evaluation Metric





I also know
the
offside rule.

THIS
GIRL
CAN

Two-thirds of women
(67%) agree the ads made
them think that any
exercise they can fit into
their schedule is worth
doing

Source: Sport England's This Girl Can Survey, Kantar
Public

A woman with blonde hair tied in a bun, wearing a blue hoodie, is crawling on green grass. She is looking towards the camera with a determined expression. The background is a solid purple wall.

One is one more
than none.

53% of women agree that
'people like me are doing
sport and exercise'

Source: Sport England's This Girl Can Survey, Kantar
Public



2.9 million women aged
14-60 have been more
active as a result of seeing
the campaign

Source: Kantar's Standard Advertisement Evaluation
Metric – Kantar Public



A kick right in
the stereotypes.

LEARNING:

Fear of Judgement doesn't go away. Its about managing fears & gathering the confidence to get active in spite of them



LEARNING:

Small changes by providers can make a **HUGE** difference to how women feel

THIS
GIRL
CAN

#FITGOTREAL

LEARNING:

Don't just show ... **TELL**



LEARNING:

Habits are hard to build
and easy to break

Enhance the
opportunities
available to women
and girls to be active

TGC Activity Finder



HOME ACTIVITY FINDER MEET THE GIRLS YOUR STORIES SUPPORTERS HUB



HOME EXERCISE

10 Minutes or Less

100% Kid Approved

Feeling Stronger

Time to Unwind

Making a Splash

Something Different

×



WALKING



PARK WORKOUTS



CYCLING



SWIMMING

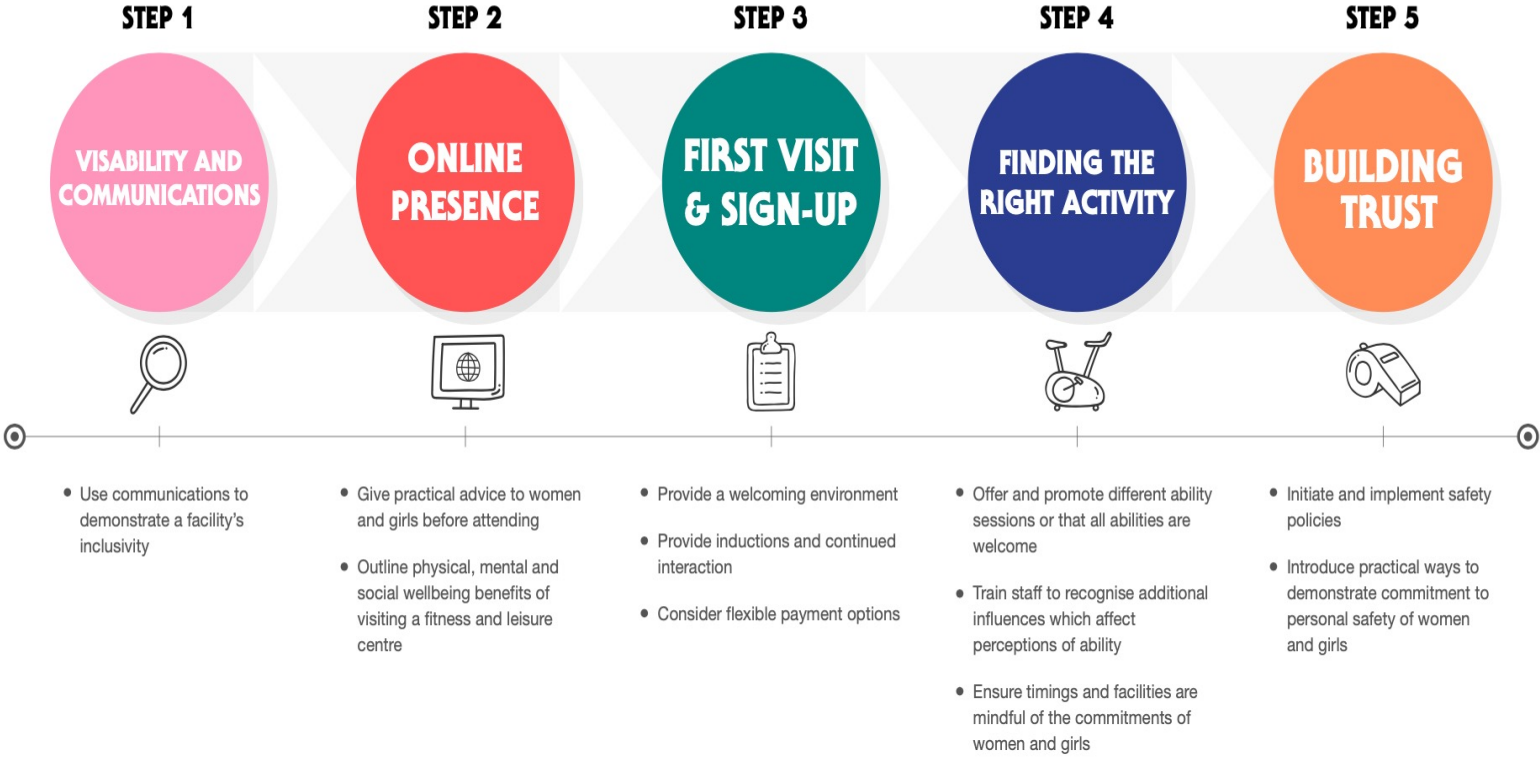
Partnerships



ACTION PLAN

5 key steps to help you attract more women and girls to your setting

05



TGC Classes

 This Girl Can
Sponsored · 

Join our fun and friendly fitness classes today, and enjoy getting it wrong before getting it right.



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CLASSES

THISGIRLCAN.CO.UK
Join in today
Start your journey your way [Learn More](#)

 Like  Comment  Share



Come do your worst



Sweat on. Pressure off.



Partnerships



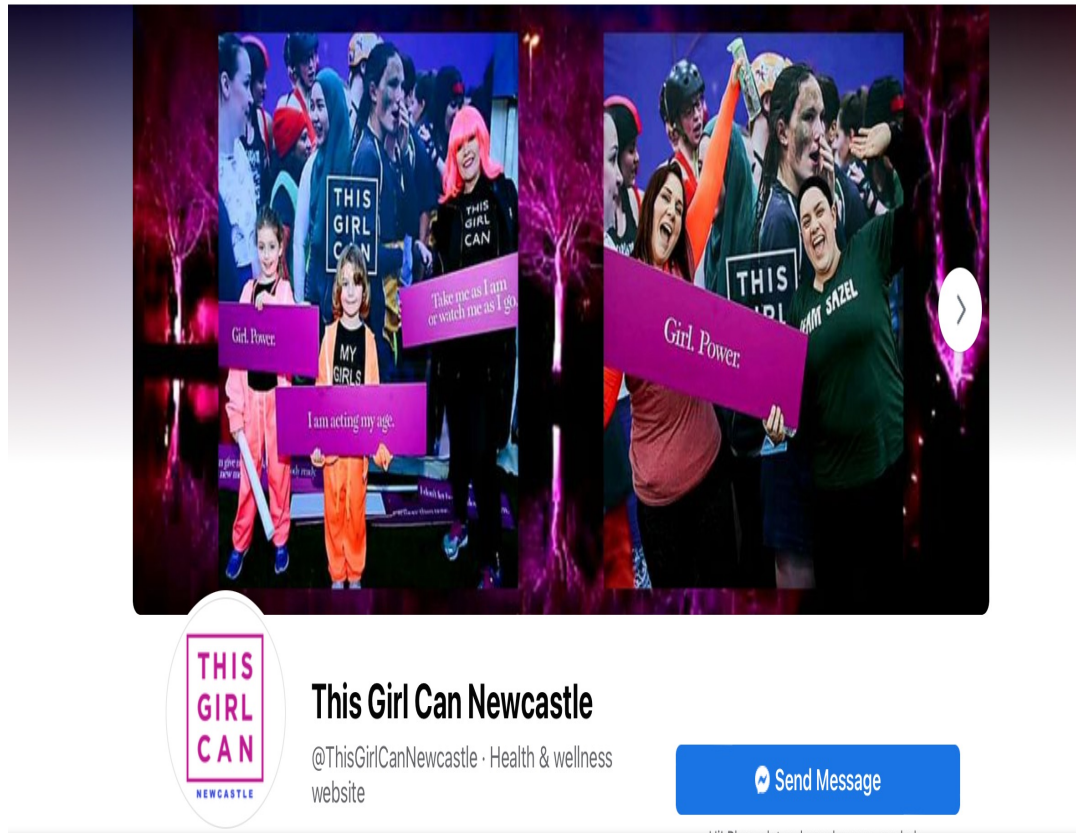
Partnerships



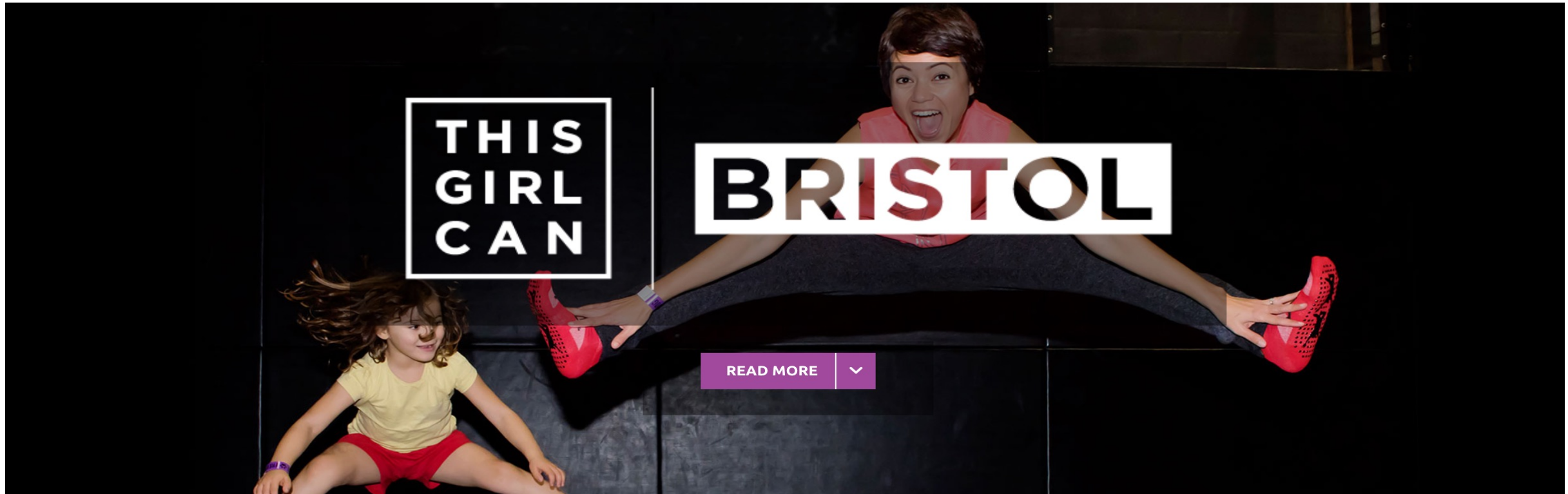
Partnerships



Partnerships



Partnerships



BRISTOL

HOME

ACTIVITIES

FEEL INSPIRED

MEET THE GIRLS

YOUR STORIES

COMPETITION

BRISTOL ACTIVE CITY

THIS
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#FITGOTREAL

Reflections

- Insight led design
- Unconventional approach
- Tone of voice
- Demand & Supply
- National & Local
- Collaboration
- Evaluate & adapt
- Remain relevant



@OKeefeLisa