



David Fairlamb THE FIT FACTOR

FITNESS TIP

This girl can means just that, no matter what, size, shape or level of fitness you can get involved in some form of physical activity. Be inspired and motivate yourself to do exercise.

LIFESTYLE CHANGE

Check the this girl website and set some goals and challenges. Keeping physically active becomes much more part of your lifestyle if you have goals and challenges to keep your focus.

Don't miss David's tips every Saturday in your Journal

IN 2015, This Girl Can was launched, a celebration of active women who are doing their thing, no matter how well they do it, how they look or even how red their face gets!

Research had revealed a huge difference in the number of men and women playing sport and it wasn't because females didn't want to get active.

Developed by Sport England, This Girl Can was designed to help women overcome the fear of judgment which was stopping many from joining in exercise.

Three years ago Sport England revealed fewer women than men played sport regularly - two million fewer 14-40 year olds in total. Despite this, 75% say they wanted to be more active.

This week phase 3 of the campaign was launched with the new strap line #fitgotreal. The previous two campaigns have clearly had an impact as 13 million people have now viewed the flagship This Girl Can film online.

The campaign doesn't hold back in trying to encourage women to beat their barriers. "Sweating like a pig,

feeling like a fox" and "I kick balls, deal with it" are among the hard-hitting lines used in the campaign to prompt a change in attitudes and help boost women's confidence.

The campaign carefully studied what women were saying about why they felt sport and exercise was not for them. Some of the issues, like time and cost, were familiar, but one of the strongest themes was a fear of judgment. Worries about being judged for being the wrong size, not fit enough and not skilled enough came up time and again.

The first wave of this new campaign will talk about how you can take initial steps to activity by exer-

cising in your home. It will then build to promote out-of-home activity.

Sport England's executive director of mass markets, Dave Newton said: "Sport England is committed to working with operators to 'activate' the 25% of the population who are sedentary and that funding is available from Sport England for initiatives which can achieve this. It will run for three years and will focus on the stories of real women."

He also said he would like to see the industry behave more like a mass-market retailer, with less of a "public sector attitude."

He also hinted that Sport England will roll out more campaigns and can see opportunities for families and men moving forward.

This campaign has progressed over a number of years and has inspired millions of women to get involved with physical activity.

I feel this campaign is a hugely positive step forward towards a healthier nation and I'm sure the latest phase will be just as successful and inspiring.

■ To find out more visit www.this-girlcan.co.uk

*There is no force
equal to the
strength of a
determined
woman*

**Motivational quote
of the day**

