

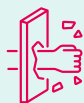
Background to the campaign

With an exciting year of women and girls sport ahead and following the long-term commitment to work together through the Community Sport Improvement Plan, we're pleased to launch, in line with International Women's Day 2025, the Women and Girls Like Us – A Year in Sport campaign.

Taking place throughout the rest of the year, the campaign aims to inspire women and girls to try new activities and find their active. Inspired by a calendar of exciting sporting events taking place this year across the county, such as Essex Women's Cricket turning pro, the campaign also aims to use worldwide competitions like the Women's Euros and the Rugby World Cup to showcase the sporting opportunities on offer in Essex. Throughout the campaign, we aim to use stats to provide context as to why this campaign is so important, and to help drive awareness of women and girls in sport.

We hope that throughout the year, this campaign can help National Governing Bodies (NGB's) to promote their offer and sport to more women and girls, to increase participation and positive attitudes towards physical activity.

Key Principles:



Breaking down barriers

Identifying and overcoming obstacles such as stereotypes, lack of opportunities, or confidence issues that prevent women and girls from engaging in sports or physical activity.



Inspiring participation

Encouraging women and girls to rediscover the joy and benefits of staying active, promoting both mental and physical wellbeing.



Creating a supportive community

Bringing together National Governing Bodies, organisations, and individuals to cultivate an environment where women and girls feel welcomed, supported, and empowered to participate.



Changing perceptions

Challenging societal norms and promoting a more inclusive view of sports and physical activity as being for everyone, regardless of age, gender or ability.



Monthly Focus Card

We have found that using monthly focuses throughout campaigns can help with direction and maintain engagement. We've created a focus card that outlines each monthly focus, which can be found [here](#).



Social Media

Please find below a bank of social posts/copy you can utilise to advertise your involvement and commitment to the campaign. If you'd like to use photos of your own sports, feel free to do so. Just make sure to include our logo on your chosen asset.

- ▶ [Download the Women and Girls Like Us - A Year in Sport logo here](#)
- ▶ [Download a social media asset here](#)

Social Copy 1:

At [Insert Organisation Name Here](#), we're proud to support the new @ActiveEssex Women and Girls Like Us - A Year in Sport campaign.

With numbers of women and girls taking part in physical activity decreasing, the campaign aims to bring National Governing Bodies together to help change this!

Keep an eye out on our page for more information...

#WGLU

Social Copy 2:

Together, we can change the game!

We're thrilled to join forces with @ActiveEssex for the Women and Girls Like Us in Sport campaign. Let's inspire women and girls to rediscover the joy of being active, break barriers, and build confidence! 🤝

Get involved and be part of the movement. Stay tuned for updates and stories that will motivate us all.

#WGLU

Campaign hashtag to be used on all associated posts: #WGLU

 @ActiveEssex

 @FindYourActive

 @ActiveEssex

 @ActiveEssex