

THIS  
GIRL  
CAN



# AMBASSADOR PACK

ActiveEssex



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WHAT  
NEXT?

For 2023 and beyond, we want to pioneer a new wave of This Girl Can - Essex, to make a real lasting impact on women and girls across the county.

Sport England's This Girl Can (TGC) campaign launched nationally in 2015 and has grown in Essex over the last 7 years, encouraging women and girls to get moving, regardless of their shape, size or ability. It aims to enable all women to feel empowered both physically and mentally, by nurturing a positive relationship with mind, body and movement.

As part of National This Girl Can Phase 5, 2.4 million fewer women than men strongly agree that they enjoy getting active, and it's up to women and girls to make a stand and close 'The Enjoyment Gap'. Enjoyment is the biggest driver of activity and to reshape women and girls' experiences of movement to help them feel like they belong, working together is key.

As a This Girl Can Ambassador, we want you to share your physical activity journey, your achievements (no matter how big or small) and to encourage others along the way. Together, we can drive change and inspire more women and girls to get moving, all across the county.



# THIS GIRL CAN AMBASSADORS

To be an ambassador, you will need to be passionate about helping other women and girls, as well as championing movement for your mental and physical wellbeing.

## MOVE CHEERLEADER AMBASSADOR



You are the everyday woman finding your active. By sharing your personal story and updates along the journey, you will inspire others to follow in your footsteps. As a Move Cheerleader, you champion the fact that there's an activity for everyone. You might buddy up, helping other women take that first step to lead an active and healthy life.

### TOOLS TO USE

- Sharing tips and stories
- Supporting other ambassadors and Essex wide campaigns
- WhatsApp
- Facebook groups

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## CHANGE MAKER AMBASSADOR



By encouraging women to move in their own way, you will improve lines of communication and offer support for them to find an activity that's right for them. You will motivate other women to get active and make positive changes to their life. The Change Makers will be pioneers to support women through the delivery of activity, reaching out to women across the county.

### TOOLS TO USE

- Facebook live
- #TakeoverTuesday
- Events
- Blogs



# START YOUR JOURNEY

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## THIS GIRL CAN SOCIAL MEDIA

Log into your Facebook page and search for 'This Girl Can Essex Ambassadors Closed Group'. Ask to join this group, and you will receive a confirmation notification. Follow and like us on Facebook and Instagram under 'This Girl Can Essex'. When posting or sharing content on your own social media accounts, use '#ThisGirlCanEssex'.



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## WHAT YOU NEED TO MAKE A DIFFERENCE

### APPS

Join our tribe of like-minded women, who will cheer you on and help keep you motivated through the ups and downs on the rollercoaster of life!

Download Her Spirit App [here](#)

### DAYS

Help us in highlighting key days and months of the year, such as National Girls and Women In Sports Day in February, International Women's Day in March, Women's Health Month in May, and many more!

#WomenLikeUs

### LIVES

**Takeover Tuesday** will take place once a month and offer ambassadors the chance to takeover the 'This Girl Can' Facebook page to share their tips and tricks to keeping active!