

FIND  
YOUR  
ACTIVE

# WOMEN AND GIRLS LIKE US

WELLBEING WITHOUT BARRIERS



## Be inspired, Be motivated, Be YOU

Women and girls across Greater Essex face real barriers to getting active, from low confidence and cultural pressures to limited time and the feeling that “sport isn’t for people like me.”

The Women and Girls Like Us campaign is here to change that.

### The campaign challenges these perceptions by:

- ▶ Positioning movement as something that supports wellbeing, not performance
- ▶ Showing real women and girls who face similar barriers
- ▶ Normalising stepping outside comfort zones in small, accessible ways



## Key principles:



### Breaking down barriers

Identifying and overcoming barriers such as stereotypes, limited opportunities, and confidence issues that restrict women's and girls' participation in sports and physical activities.



### Inspiring participation

Encouraging women and girls to enjoy the benefits of staying active for their mental and physical wellbeing.



### Changing perceptions

Promoting inclusivity in sports and physical activity for everyone, regardless of age, gender, or ability, challenges societal norms.



### Begin Where You Are

Recognising that everyone begins from a different place and ensuring activity feels welcoming, flexible and non-structured.



## We want to hear from YOU!

Whether it's about you, your organisation, or a project you've been part of. Get in touch with us and tell your story by visiting our webpage!



#WGLU

Find out more  
on our website!



[activessex.org](https://activessex.org)