

Background to the campaign

Building on last year's momentum, Women and Girls Like Us continues to evolve. While we previously focused on celebrating sport and inspiring women and girls to try new activities, this year our attention turns to the real experiences shaping how women and girls feel about being active.

Across Essex, many face unique barriers, from confidence and time pressures to cultural expectations and past experiences, often leaving them feeling that "sport" isn't for them. This campaign challenges those perceptions.

Women and Girls Like Us now highlights authentic voices and celebrates movement in every form, whether someone is starting out or returning after time away. Our aim is to make activity feel welcoming, flexible and judgement-free. Our refreshed theme, Wellbeing Without Barriers, puts feeling good at the heart of movement. It recognises that activity can sometimes seem competitive or intimidating and instead shifts the focus to support, safety, honesty and improved wellbeing.

This is a campaign that meets women and girls where they are, not where they are expected to be.

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.



Begin Where You Are

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



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.



WGLU LEAFLET

We've put together a general leaflet to give you a clear overview of the campaign and the goals we're working towards. Please click [here](#) to view it!



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 - Wellbeing Without Barriers logo here](#)
- ▶ [Download a social media asset here](#)

Social Copy 1:

At *[Insert Organisation Name]*, we're proud to support the new @ActiveEssex Women and Girls Like Us: Wellbeing Without Barriers campaign.

Women and girls across Essex face real barriers to getting active, and this campaign aims to change that by putting wellbeing, confidence and inclusion first.

Keep an eye on our page for more...

#WGLU #WellbeingWithoutBarriers

Social Copy 2:

Together, we can break down barriers!

We're excited to join @ActiveEssex in supporting the Women and Girls Like Us – Wellbeing Without Barriers campaign. Let's empower women and girls to feel confident, supported and welcomed as they find movement that feels good for them.

Get involved and be part of a community that puts wellbeing first.

#WGLU #WellbeingWithoutBarriers

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

 @ActiveEssex

 @FindYourActive

 @ActiveEssex

 @ActiveEssex