

**Media Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| This Girl Can is a national campaign developed  by Sport England and in conjunction with a  wide range of partnership organisations. |  |
| The purpose of the campaign is to break  down the primary barrier holding women  back from participating in sport – the fear  of judgement. |  |
| The campaign seeks to target  and celebrate ‘active women who are doing  their thing, whatever that may be, no matter  how well they do it, no matter how they  look or even how red their face gets’. |  |
| The campaign is currently funded by  the National Lottery and backed by a  government body, Sport England; there  is no commercial aspect to it at all. |  |

**Social and Cultural Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| Sport England carried out a lot of research  to figure out why there was such a big  gender gap in sports participation. They  discovered that two million fewer 14-40  year old women than men partake in sport  regularly and they wanted to understand why. |  |
| Sport England discovered that:  13 million women said they would like to  participate more in sport and physical activity. |  |
| Sport England discovered that:  Just over 6 million of these are  not currently active at all. |  |
| Sport England discovered that:  Fear of being judged was the number one  barrier for most women who felt they were  unable to participate in physical activity. |  |
| As a result of the campaign, 1.6m women  have started exercising and the number  of women playing sport and being active is  increasing faster than the number of men. |  |
| Soon after the launch of the “This Girl Can”  campaign, Nike released a more motivational  campaign called “Better for it” which also  portrayed a more ‘real’ side to fitness. |  |