



THIS GIRL CAN



VicHealth®

THIS GIRL CAN – VICTORIA

YEAR ONE CAMPAIGN
REPORT (2018)

INTRODUCTION

This Girl Can – Victoria celebrates real women giving it a go and getting active no matter how well they do it, how they look or how sweaty they get.

This powerful campaign from VicHealth is designed to encourage, motivate and inspire women to become more active. It's based on Sport England's highly successful This Girl Can campaign. Through VicHealth, Australia is the first country to license the world-renowned campaign.

In its first year, This Girl Can – Victoria has inspired more than 285,000 Victorian women to get active as a result of seeing the campaign.¹

This report outlines what we set out to achieve, what we did and the results as well as the lessons we learned along the way and what that means for our future plans.



¹ La Trobe University (Centre for Sport and Social Impact) 2018, *This Girl Can Summary of Evaluation*, VicHealth, Melbourne (unpublished).

WHAT WE SET OUT TO ACHIEVE

Background

Half of Australian women (50%) don't exercise enough,² with one in five women doing no physical activity in a typical week.³ And we know that women participate less than men in physical activity and sport.⁴

VicHealth research shows that while women know the health benefits of being active – it isn't a motivating enough factor to get them moving.

In fact, VicHealth research in 2016 revealed that it was a *fear of judgement* that stopped women from being physically active.⁵ A staggering 52% of Victorian women worried about being judged while exercising,⁶ and for 41% this fear of embarrassment was so bad it stopped them from getting active.⁷

National physical activity levels



Physical activity participation levels



The research also showed:



^{2,3,4} Australian Bureau of Statistics 2017, *National Health Survey: First Results. Physical Activity, 2014-15*, Commonwealth of Australia, Canberra.

^{5,6,7} TNS 2016, *Physical Activity Behavioural Change Formative Research, A Marketing Research Report*, VicHealth, Melbourne (unpublished).

⁸ Ipsos 2017, *Community Attitudes Survey 2017, Final Report*, VicHealth, Melbourne (unpublished).

⁹ TNS 2016, *Physical Activity Behavioural Change Formative Research, A Marketing Research Report*, VicHealth, Melbourne (unpublished).

¹⁰ Ipsos 2017, *Community Attitudes Survey 2017, Final Report*, VicHealth, Melbourne (unpublished).

¹¹ TNS 2016, *Physical Activity Behavioural Change Formative Research, A Marketing Research Report*, VicHealth, Melbourne (unpublished).

Objectives

This Girl Can – Victoria launched in 2018 with the aim of motivating and empowering women to be active. But it is more than just a physical activity campaign. This is about empowering women to feel comfortable in their bodies and in public spaces. This is about women getting active whenever, wherever and however they choose – without worrying about being judged.

The campaign aims to inspire women to smash old-fashioned stereotypes about what they can and can't do in sport, in the gym and in their neighbourhoods. It aims to motivate and inspire women to get out there and be active regardless of their background, ability, age or body shape.

Specifically, the campaign's objectives are to:

- **increase physical activity** among Victorian women, with a focus on less active women
- **support gender equality** by challenging traditional gender roles and stereotypes in sport and by celebrating women in this space.

The campaign focuses on women aged 18 and over who are less active. This Girl Can – Victoria features the voices and stories of diverse women. It features younger and older women; mums and non-mums; women from our Aboriginal and Torres Strait Islander community; women from culturally diverse backgrounds; women with disabilities; women from across the lesbian, gay, bisexual, trans, and/or intersex (LGTBI) community; women with lower incomes or education levels; and women living in metro, regional and disadvantaged areas.



WHAT WE DID

This Girl Can – Victoria features everyday women getting active their own way. There are no models or actors, just everyday women getting active however, wherever and whenever they choose.

In 2017, VicHealth put the call out for women to tell their stories about how they overcame their fear of judgement. Hundreds of women responded wanting to tell their stories about how they get active. In total, 25 women were recruited as This Girl Can – Victoria ambassadors to support the campaign. The ambassadors are everyday women who've found the confidence to get active.

Year One of the campaign launched in March 2018, with a comprehensive social marketing approach, including state-wide mass media advertising, stakeholder engagement, funded sports partnerships and a thorough evaluation approach.

Campaign development

Campaign planning and development was a comprehensive process including:

- Use of the FLOWPROOF Model* to inform planning, implementation and evaluation
- Utilisation of the Theory of Planned Behaviour* as the underpinning theory to guide the campaign
- Pre-formative research (segmentation research and focus group testing)
- Formative research (focus group testing and stakeholder consultation)
- Use of a Program Logic* to guide campaign development and evaluation.

* See Glossary on page 15.

Campaign elements

The campaign included:



Advertising – on TV, cinema, outdoor (tram and bus shelters, bus backs, tram wrap), online (video and search) and social media (Facebook and Instagram).



Media engagement – sharing our ambassadors' stories with national, regional, suburban and Culturally and Linguistically Diverse (CALD) media outlets.



Social media – continuing to build and engage a Community of Women on Facebook and Instagram using #ThisGirlCanVIC.



Campaign supporter program – enabling stakeholders to promote their own activities and helping them to create welcoming and inclusive environments for women and girls.



Digital – showcasing the campaign ambassadors, information about a range of physical activities and sports, and links to physical activity opportunities through the website www.thisgirlcan.com.au.



Sport partnerships – extending the campaign reach through high profile sporting organisations and funding new, social and flexible activities for Victorian women and girls to get active.

This Girl Can – Victoria is so much more than an ad campaign. We're taking a systems approach to creating change by working with sporting organisations, clubs, gyms, local councils and other activity providers to make the environment as welcoming to women and girls as possible.

Through This Girl Can – Victoria we're shifting the way women see themselves (and others) being physically active, and building a community of supportive and empowered women across Victoria.

We want to motivate and empower women to be active, but we also want to influence the places and spaces where women go to be active – so they feel welcome, included and supported.

This is why:

- we're working with sporting organisations to create social, flexible, fun sports programs
- we created the *Helping women and girls get active guide* to help activity providers improve what they do
- we've created an online community of women supporting women.



Campaign evaluation

VicHealth has a strong focus on creating and strengthening the evidence base for health promotion action, in order to improve people's health. This means that rigorous research and evaluation are at the centre of all our work.

For This Girl Can – Victoria, the project evaluation encompassed process, impact and outcome evaluation, and included qualitative and quantitative methods. VicHealth appointed the Centre for Sport and Social Impact at La Trobe University to evaluate the campaign.

Key evaluation elements included:

- **Quantitative research:** Campaign impact and outcomes were assessed via an online survey of the target audience. Year One campaign results were based on matched sample responses of 2,000 women (completed both the pre and post campaign surveys).
- **Qualitative research:** In-depth phone interviews with 40 women, to explore emerging themes from the target audience.
- **Process evaluation:** Reports on each campaign element were collected from the relevant agencies throughout the campaign delivery, to feed into the process evaluation and to inform future campaign activities. VicHealth also surveyed ambassadors, staff, supporters and stakeholders to gather insights. A weekly monitoring process during the campaign phase supported real-time insights and gathered both anecdotal and data-driven evidence.

THE RESULTS

Campaign metrics

Some key campaign metrics (as at 17 June 2018) include:

- 700 Target Audience Rating Points (TARPs) (Metro) and 860 TARPs (Regional) delivered via the **TV** buy, reaching 74% of the audience at least once
- More than 3 million video views via **digital advertising**
- More than 67,000 reached via **cinema**
- **PR activity** resulted in 988 mentions, reaching an audience of 8,248,857, at an advertising equivalent value of more than \$2 million
- **Social** reach of 133,883 on Facebook and 843,266 on Twitter
- More than 30,000 visits to the **website**
- Over 500 organisations registered as **Campaign Supporters**

Campaign impact

Launching in March 2018, the This Girl Can – Victoria campaign has inspired more than 285,000 Victorian women to get active as a result of seeing the campaign in its first year.¹²

After watching *This Girl Can – Victoria*, many women were inspired to start a sport or physical activity for the very first time. Others were motivated to get back into exercise after taking a break.¹³

The campaign, which features real Victorian women instead of professional athletes or airbrushed Instagram models, inspired an incredible one in seven Victorian women to get moving.¹⁴

VicHealth's campaign is based on Sport England's viral hit This Girl Can. It's proven to be a winning formula, with the Australian version achieving the equivalent level of success as its English counterpart in its first year (This Girl Can inspired 1 in 7 women in England to get active in Year One).¹⁵

Now over three-quarters of women who've seen the campaign feel it has helped women increase their confidence and overcome their fear of being judged when being active.¹⁶



More than **285,000 Victorian women** were more active after seeing the campaign



This Girl Can – Victoria **inspired 1 in 7 women** aged between 18-65 across the state to get active



Over three-quarters of women who have seen the ad believe it **helped women feel more confident** getting active

¹²⁻¹⁶ La Trobe University (Centre for Sport and Social Impact) 2018, *This Girl Can Summary of Evaluation*, VicHealth, Melbourne (unpublished).

Since the campaign began, a community of women have come together online to support and encourage each other to be active.

Right across Victoria, women are participating in more social, fun, supportive and welcoming activities that are what the This Girl Can – Victoria campaign is all about.

Impact with diverse audiences

This Girl Can – Victoria represents the diversity of Victoria, featuring women from a range of cultural backgrounds, including Aboriginal and Torres Strait Islander, Filipino, Sri Lankan, Turkish and African women.

The campaign has been particularly successful with women from CALD backgrounds – 37% of culturally diverse women said they got active as a result of seeing the ad compared with 28% of the broader community.¹⁷

Importantly the campaign also had an impressive impact on women from disadvantaged communities, who were just as likely to get active after seeing the campaign as other Victorian women.¹⁸

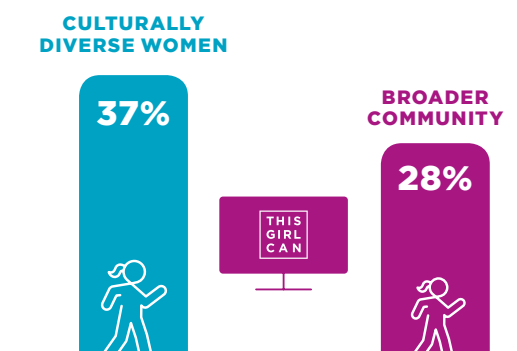
Recognition and Awards

The campaign has been recognised for excellence already in its first year:

- Winner of the National Sports Convention's Sport, Recreation and Play Innovations Awards, in the 'Marketing and Communication' category – *Packaging and communication of an opportunity in a manner that has encouraged more people to be active*
- Winner in the Parents' Voice Fame and Shame Awards, in the 'good' category Parents' Voice – Physical Activity.
- Shortlisted for Mumbrella's Sport Marketing Ad of the Month and Ad of the Year
- Shortlisted in the Casting Guild of Australia Awards under the category 'Best casting in a TVC' – Community



17% of women who saw the ad **started a new sport** or physical activity or returned to exercise after taking a break



37% of culturally diverse women said they got active as a result of seeing the ad compared with 28% of the broader community

¹⁷⁻¹⁸ La Trobe University (Centre for Sport and Social Impact) 2018, *This Girl Can Summary of Evaluation*, VicHealth, Melbourne (unpublished).

THE LESSONS WE LEARNED ALONG THE WAY

As outlined above, the results from Year One were incredibly positive and show that the campaign is working. However, we have still learnt a lot throughout the first year of the campaign, and have identified a number of opportunities to improve the campaign into the future.

Below we have outlined some of the key learnings in the hope that they are useful for others working in this space.

Campaign planning

Taking the time at the beginning of the project to undertake thorough planning (including use of the FLOWPROOF model, use of behavioural theory and development of a program logic – all outlined above) was critical to ensuring a strong foundation for the campaign.

Likewise, establishing clear objectives and an evaluation plan at the start was essential to guiding campaign development and ensuring we could effectively evaluate the implementation of the campaign and measure impact. Following this, best-practice planning, implementation and evaluation model has been an important factor in the campaign's success.

Ambassadors

Using everyday, diverse women as our campaign ambassadors (instead of actors, models or athletes) was critical to success. The women and their stories helped to drive campaign relevance as well as social media engagement, PR, web visitation, stakeholder and partner engagement.

When selecting ambassadors, it was important to VicHealth to ensure they had a genuine connection to the campaign ethos and would be able to speak naturally about the insights behind it (the fear of judgement).

Our ambassadors remain committed to the campaign and enthusiastic about their involvement. They confirmed that our thorough briefing before the campaign launched was useful. This included:

- sharing all creative and media plans
- providing media training
- discussing social media tips, best practice and privacy.

PR

A critical element of success was the fact we ensured we had biographies for all ambassadors, as well as other assets (high quality videos and images) before launch. This meant greater PR pick up and several media outlets used them.

Creative

Given the strong performance of the campaign, there was no need to produce any major new creative or to significantly change the existing creative for Year Two of the campaign. However, some opportunities for improvement were identified, including:

- using the ambassador interview videos in paid media to ensure greater reach of these assets and ensure greater relevance to the audience
- editing existing creative (ad and interviews) to shorter lengths to better suit digital/social channels and mobile environment.

Paid media

The evaluation showed that frequency of exposure and the use of multiple media channels was important to drive action.

- The more often women saw the campaign, the more likely they were to report getting active as a result of the campaign.
- Women who saw the campaign across multiple channels were more likely to report getting active.

Stakeholder engagement

Stakeholders responded incredibly positively to the campaign, with more than 500 organisations registered as supporters already. Feedback from them included:

- Having a portal for registration was great as it gave them 'exclusive access' to campaign materials
- They wanted the ability to further localise the branded resources, such as by using their own images.
- They were keen to understand when best to promote the campaign. Often the response of 'whenever it suits you' provided minimal impetus for stakeholders to concentrate their efforts.



FUTURE PLANS

The aim for Year Two is to amplify this impact as much as possible and to look for opportunities to improve campaign performance – without the need for any major creative changes.

The thorough approach to research and evaluation will also continue throughout the campaign, to understand what's working, to shape future work and to inform the health promotion evidence-based more broadly.

Campaign elements

Year Two of the campaign will launch in March 2019, and will again take a comprehensive approach, including the following elements:



Advertising on TV, outdoor, online and social media.



Media engagement sharing our ambassadors' stories along with case studies of our 'Community of Women' who have been positively impacted by the campaign.



Social media – continuing to build and engage a Community of Women on Facebook and Instagram using #ThisGirlCanVIC.



Campaign Supporter program –

continuing to enable stakeholders to promote their own activities and create welcoming and inclusive environments for women and girls through improved resources, a dedicated online Campaign Supporter Hub and a strategic communications plan.



Digital – improving the digital experience at www.thisgirlcan.com.au showcasing the women featuring in the campaign, information about a range of physical activities and sports, and links to physical activity opportunities.



Sport partnerships – continuing to extend the campaign reach through high profile sporting organisations and funding new, social and flexible activities for Victorian women and girls to get active.



This Girl Can Week – a new element in 2019, running from 18-24 March, which will provide Campaign Supporters an opportunity to offer free/ low-cost beginner or introductory classes to help encourage more women to get involved.



Campaign improvements

Key improvements and changes to the campaign for Year Two are outlined below:

CREATIVE

The focus for Year Two of the campaign is on increasing the reach of our existing creative. Minor edits are being made to ensure greater impact, particularly in the social/digital space. Edits will include:

- shorter (6 second) edits of the TV ad
- shorter (<15 second) edits of the ambassador content videos
- outdoor advertising will also rotate to different ambassadors in Year Two.

PAID MEDIA

Several improvements are being made to the paid media schedule, including:

- improving social targeting so the advertising is more relevant to viewers

- moving to an 'always on' approach to social and digital media (running from December to June)
- aiming to increase reach and frequency among the target audience
- maintaining the multi-channel buy as this was shown to be effective in driving physical activity.

STAKEHOLDER ENGAGEMENT

A major new element for the 2019 campaign is the introduction of This Girl Can Week, which will run from 18-24 March. This will provide Campaign Supporters an opportunity to offer free/ low-cost beginner or introductory classes to help encourage more women to get involved.

Registered Campaign Supporters will also have greater freedom to localise campaign resources via an online design tool where they can upload their own local imagery.

OTHER INFORMATION

Get involved

Want to get involved and support the campaign? Here are the five best things to do:

1. Share the campaign far and wide. This year we learnt that the more often women see the campaign, the more likely they are to get active. Help us reach and inspire every woman across Victoria.

2. Check out social media – listen to the community of women and join the conversation with the hashtag **#ThisGirlCanVIC**

3. Make changes where you can from the tips within the [Helping Women and Girls Get Active Guide](#)

4. Use the campaign to promote your own activities to women locally – register as a Campaign Supporter at **thisgirlcan.com.au**

5. Set up some activities to take part in This Girl Can Week! Talk to your local council or see what else is happening in your area. Tell us about your event so we can help you promote it.

Find out more

THIS GIRL CAN - VICTORIA

- **Website**
thisgirlcan.com.au
- **Facebook**
facebook.com/ThisGirlCanVIC
- **Instagram**
instagram.com/ThisGirlCanVIC
- **Twitter**
twitter.com/ThisGirlCanVIC
- **Hashtag**
#ThisGirlCanVIC
- **Watch the TV ads**
thisgirlcan.com.au/watch-the-ad
- **Meet our ambassadors**
thisgirlcan.com.au/meet-the-girls

VICHEALTH

- **Website**
vichealth.vic.gov.au
- **YouTube**
youtube.com/user/VicHealthMedia
- **Hashtag**
#VicHealth

GLOSSARY

- **Less active** – based on the number of days in the past week that they have completed a total of 30 minutes or more of physical activity (which was enough to raise their breathing rate). Less active means they have completed this level of activity on only 0-4 days.
- **FLOWPROOF Model** – This is a best-practice protocol comprising nine components:
 - Formative research
 - Logic model development/use of theory
 - development of Objectives including KPIs
 - Well-resourced (considering resource and partnerships)
 - conducting a Process evaluation
 - Running the campaign
 - On-the-ground support
 - Outcomes
 - Financial and summative (integrated) evaluation, including cost breakdown and returns on investment

For more information, see [Mass media campaigns addressing physical activity, nutrition and obesity in Australia 1996-2015](#)

- **Theory of Planned Behaviour** – A theory which assists in predicting behaviour and intentions from attitudes, subjective norms and perceived behavioural control. For more information, see Ajzen, I (2012), 'The theory of planned behavior' In PAM Lange, AW Kruglanski, & ET Higgins (Eds.), Handbook of theories of social psychology (Vol. 1, pp. 438-459). London: Sage
- **Program Logic** – A program logic describes how a program is intended to work. It aims to represent the causal links for a program and to link each component of a program to

intended short-intermediate- and long-term outcomes.

For more information, see [Evaluation framework for health promotion and disease prevention programs. Department and Health and Human Services, 2011.](#)

thisgirlcan.com.au

#ThisGirlCanVIC

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