

Creating a lifelong sporting habit

**This Girl Can Case Study – Victoria**

The This Girl Can campaign is the first of its kind to feature women of all shapes, sizes and sporting abilities that sweat and jiggle as they exercise. It seeks to tell the real story of women who exercise and play sport by using images that are the complete opposite of the idealised and stylised images of women we are now used to seeing.

The campaign doesn’t hold back in trying to encourage women to beat their barriers. "Sweating like a pig, feeling like a fox" and "I kick balls, deal with it" are among the hard-hitting lines used in the campaign to prompt a change in attitudes and help boost women’s confidence.

The campaign celebrates women who have found their own ways of breaking down their barriers. The women featuring in the campaign include:

**Victoria**

Victoria, 29, is a paediatric nurse in A&E, from East London. While a lot of girls say that getting sweaty isn’t feminine, Victoria isn’t one of them. In fact, Victoria is proud of getting hot, red faced and sweaty. She said: “At first sweating may seem gross, but getting sweaty and red-faced shows your body’s working hard and that’s something to be proud of, not worry about. You have to put your shoulders back and hold your head high when you leave the gym or finish a run because having a sweaty face shows you’ve achieved something. It gives me more energy as well - I have to fit exercise around shift work because I’m a nurse and I often do a spin class before a night shift because it sets me up for what’s ahead.”