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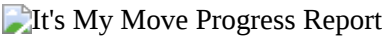
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# It's My Move Progress Report

Theme:  
Youth



[Emma Evans](#)

Co-authored by Sport NZ



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## It's My Move Progress Report

Today Sport NZ released a progress report on **It’s My Move** – the Sport NZ-led campaign, in collaboration with the sector, which supports young women to get and stay active their way. This report outlines what we set out to achieve through the campaign, the results to date, as well as where we’re heading next.


We know that teenage girls spend less time per week being physically active than teenage boys. Factors like time pressure, fear of judgement and lack of confidence mean young women gradually drop out of sport and organised activities at a much faster rate than young men. So we’re excited to see in this report that It’s My Move is inspiring shifts in attitude that encourage young women to be more physically active. The TV commercial, aimed at adults, reached more than 1.7 million people, with social activity on TikTok reaching more than 2.2 million young people.


Of those who had seen the campaign:


- Nearly half of young women surveyed chose physical activities that made them feel good, learned about different ways to be active, or talked to family or friends about being active.
- The response from parents and caregivers has also been encouraging. 84% surveyed have taken action – whether that’s encouraging young women to be active their way or learning about the barriers they experience when it comes to participation.
- 64% of parents and caregivers surveyed have encouraged young women to focus on fun when being physically active, and 58% believe they now know more about what may be holding young women back from being physically active.

It’s My Move is shifting attitudes, but our collective efforts must continue to turn intentions into action. In the next phase of the campaign, launching early next year, we will be focusing on reaching more young women through social media, amplifying their voices, and providing further support to the sector.

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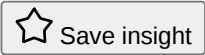
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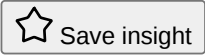
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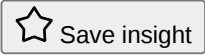
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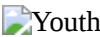
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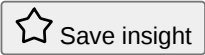
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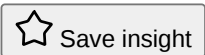
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