

# FIT FOR LIFE

VISIBILITY & ENGAGEMENT CAMPAIGN :  
NOVEMBER 2021



## WHAT?



#FIT4LIFE  
#MOVE4EQUALITY

The **2030 Agenda for Sustainable Development** recognizes sport as an important enabler of inclusive, human-centered development. To activate sport's full potential as an accelerator of **COVID-recovery**, we need intersectional thinking and integrated action! This is where **UNESCO's new flagship Fit for Life** comes in. Fit for Life, **powered by a global compact of partners**, uses sport education to tackle urgent and intersecting crises in physical inactivity, mental health and inequalities. Sport has the power to convene, convince and activate. It is a tool to build physical, mental and societal resilience, deliver values education and promote inter-cultural dialogue. In a time of compounded inequalities and rising racism, where communities have been devastated by the impacts of COVID-19, sport offers us a productive pathway to "rebuild" our societies based on inclusion, human connections and collective wellbeing.

This November, as part of the **Fit for Life flagship**, UNESCO will launch a one-month visibility and engagement campaign to promote equality, empowerment, inclusion in and through sport. The campaign calls for partners and activists from sport, education, health, youth and equality ecosystems to mobilize around a common theme: powering equality in and through sport. The campaign coincides with the launch of Fit for Life as well as other international advocacy landmarks like the **International Day for the Elimination of Violence against Women** (November 25th). Much like Fit for Life, which unites partners to promote integrated and inclusive development through sport, this visibility and engagement campaign is an opportunity to join forces and promote sport as a high-yield investment to uproot inequalities and "build back better". There are two ways you can get involved:

**1. Share messaging on your social media platforms and encourage your networks to join the campaign;**

**2. Call on your youth networks (aged 18 to 35) to take part in the Fit for Life Photo Contest.**

If you are a company, organization, agency or influencer who believes in the power of sport to drive equality and inclusive development then this is a campaign for you!

## WHO?

## WHEN?

Photo contest: 15 October - 30 November 2021

Social media campaign: 1 - 30 November 2021

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## HOW CAN I GET INVOLVED?

**1. Call on your communities and brand ambassadors to engage in the social media campaign by posting content which promotes the link between sport and equality outcomes.** Content can be quotes, photos, short videos, testimonies and statistics (see below examples). The aim is to create an issue-based conversation between elite athletes and grassroots sports leaders. The online visibility campaign will be coordinated by UNESCO and all partners invited to use common hashtags (see below) to ensure coherence and increase online imprints. Key partner contributions include: connection with athletes, in-kind support with messaging/script development, and cross-promotion of the campaign online and through organizational networks. UNESCO will work with partners to develop coherent storyboards, key messaging and related scripts (max. 30 seconds) which can be used to communicate with athletes, agents, youth and organizational networks to be engaged.



#FIT4LIFE #MOVE4EQUALITY

**2. Support and promote the Fit for Life Photo Contest by encouraging young people aged 18 to 35 to submit a portfolio of photos which showcase the power of sport as a driver of equality, inclusion and empowerment.** From 15 October and until the end of the visibility campaign, youth participants will be invited to submit one or several photos to have the opportunity to win a prize, be featured on the UNESCO webpage and have their work exhibited at UNESCO HQ. Partners are warmly invited to cross-promote the contest on their social media channels, engage their networks of influencers, ambassadors and athletes to sponsor the contest and/or donate prizes for the winners.



Join the photo contest! 



**Social media content, interviews and news on the activities will be featured on UNESCO and Fit for Life webpages.** The Fit for Life webpage will centralize all the contributions made by participants around the world (photos, messages, testimonies, stories and content related to the campaign and the contest). Each partner is invited to share content, including testimonials and short videos, to be showcased on the website. Equally, partners are invited to nominate young leaders and sports leaders to be interviewed as part of the campaign.

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## CONFIRM YOUR PARTICIPATION!

If you are interested in promoting how sport can power equality, please contact Nancy McLennan ([n.mclennan@unesco.org](mailto:n.mclennan@unesco.org)).

### EXAMPLE MESSAGING **#FIT4LIFE** **#MOVE4EQUALITY**

Women are 8% less active than men. This gender gap in physical activity should be tackled, now and together.

Let's **#move4equality** **#Fit4Life**

<https://en.unesco.org/themes/sport-and-anti-doping/fitforlife>

Photo: Phan Cu



Only 30% of board leadership positions in the sport field are held by **#women**.

Sport has huge potential to break down gender stereotypes, but women continue to be underrepresented.

It's time to **#move4equality**, in sports & everywhere! **#Fit4Life**

<https://en.unesco.org/themes/sport-and-anti-doping/fitforlife>

Photo: Jornada



Sport can be a force for empowerment and equality.

80% of women report ↑ confidence and ↓ anxiety levels thanks to participation in sport.

Join the movement  
**#Fit4Life** to  
**#Move4Equality!**



<https://en.unesco.org/themes/sport-and-anti-doping/fitforlife>

Photo: Juan Espinosa Torres

**#DYK** that physical activity declined by 41% during the COVID19 lockdown?

Vulnerable & low-income communities were the worst hit.

**#Inequalities** are reflected in sport. It's time to **#move4equality** & get **#Fit4Life!**

<https://en.unesco.org/themes/sport-and-anti-doping/fitforlife>

Photo: Kelly Lacy

