

YOUTH SPORT TRUST  
**GIRLS ACTIVE**



## #20 Girls Active

Developed by: Youth Sport Trust

Year and country: 2015, UK

Type of project: Campaign

<https://www.youthsporttrust.org/girls-active>

### Synthesis of the case study

Girls Active offers a simple flexible action planning framework to help teachers and girls work together to address their individual needs. Girls Active was developed as the result of our work with 20 schools through a 12-month pilot program, aimed at tackling the negative attitudes that girls have towards their body image, improve their attitude towards PE, and to work with schools to make sport more relevant to girls' lives.

### Context and approach

The 2010 PE and School Sport Survey of schools in England showed an alarming drop in participation as girls become teenagers. Only 15% of girls aged 17-18 took part in at least three hours of PE and school sport each week, compared to 68% of girls aged 10-11 years. By 14, just over 10% of girls achieved the recommended 60 minutes of physical activity per day.

### Objectives/Challenges

The main objective of Girls Active is to help teachers and teenage girls understand what motivates them to take part in PE and sports by developing an action plan based on their feedback on how it should be delivered. In addition, we help some of the girls to become role models within their school, setting up leadership groups which focus on how they could make PE and physical activity more appealing to their peers.

### Target

Female students and schools

### The deliverable (What did they do specifically?)

A pilot program that was carried out in 20 schools is now transferrable to other schools through self-review, submitting a pledge, and attending future trainings. They also organize a Girl Active camp that brings girls together.

### Key learnings/Questions to think about

- What could be the reasons why girls' drop out of regular sport?
- How to involve girls in shaping the PE classes?

#### Contact information

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