

## #27 IN HER VOICE

Developed by: CAAWS

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Type of project: Survey + Recommendation

[http://www.caaws.ca/ActivelyEngaging/documents/CAAWS\\_CS\\_4L\\_Engaging\\_Women.pdf](http://www.caaws.ca/ActivelyEngaging/documents/CAAWS_CS_4L_Engaging_Women.pdf)



### Synthesis of the case study

This resource provides insight to the sport and physical activity experiences of girls and young women. The report is based on focus group interviews with young women aged 13–17 from five diverse communities across Canada. The information gathered offers a better understanding of the diverse needs, interests, and experiences of young women to programs providers and decision makers in sport and active living, health, education, and social service sectors, and allows to create better programs and more responsive health promotion initiatives.

### Context/Approach

In Her Voice was a project conducted by the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS). Using focus group interviews, a total of 46 participants from six cities across Canada was involved. The purpose of In Her Voice was to find out about their physical activity and sport experiences. CAAWS was interested in discovering what young women think about physical activity and sport, what activities they enjoy, and what factors encourage or discourage their participation. CAAWS also wanted to gain insight from adolescent girls regarding methods on how to increase their participation in physical activities. Based on that information, program providers and decision-makers in the sport and active living, health, education, and social service sectors got a better understanding of how to create positive, inclusive physical activities and sport programs for girls and young women.

### Objectives/Challenges

- To encourage adolescent girls to engage in physical activity;
- to gain insight into adolescent girls' experiences with physical activity and sport;
- to help women overcome body confidence images.

**Challenge:** the aim looks simple, but the target audience is broad. The solution should have mass influence and have to elicit a behavioural change.

### Target

Teenagers.

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

In the document, you will find some insights about:

- adolescent girls' perspectives on physical activities;
- activity levels of adolescent girls;
- factors that influence adolescent girls to be physically active;
- what do adolescent girls like about physical activity;
- what facilitates adolescent girls' participation in physical activity;
- reasons adolescent girls stay away from physical activity;
- what discourages adolescent girls from participating in physical activity.

You will also find tips on how to create a successful program as well as communication and promotion ideas that will specifically target young women and girls.

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

The remainder of the resource is divided into three sections:

- how can individuals enhance self-esteem;
- focus on the notion of self-esteem;
- how can organizations and institutions enhance self-esteem?

### Key learnings

This resource can allow to answer to these questions:

1. how should programs be changed?
2. what can program leaders do?

The key to attracting adolescent girls is to focus on fun, being with friends, and feeling successful. These factors, in combination with positive ways to communicate the importance of physical activity, may encourage more young women to adopt a healthy active lifestyle.

### Contact information

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