



#29 SELF-ESTEEM, SPORT & PHYSICAL ACTIVITY

Developed by: CAAWS

Year and country: 2003, Canada

Type of project: Survey + Recommendation

http://www.caaws.ca/e/wp-content/uploads/2013/02/Self_Esteem.pdf

Synthesis of the case study

Women, from a very young age, underestimate themselves (and their potential) of success in physical activity. This resource is a 4 pages document to have some advices and knowledge about self-esteem for women, especially for teenagers and how organizations and institutions can enhance self-esteem.

Context and approach

While self-esteem is most strongly developed at a young age, individuals and society continue to affect and influence self-esteem throughout our lives. It is never too late to alter one's perspective and encourage positive self-worth. There is good evidence to suggest that sport, active living and physical education can have a positive effect on self-esteem in adolescent women.

Objectives / Challenges

- To make your institution's physical activity more inclusive, accessible and empowering for young women.

Target

Teenagers.

The deliverable (What did they do specifically?)

The remainder of the resource is divided into 3 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 is useful to better understand the behavior of women in sport by enhancing the self-esteem.

Contact information

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