



## #3 Changing the Game for Girls: In Action

<https://www.womeninsport.org/resources/changing-the-game-for-girls-in-action/>

Developed by: Women in Sport  
Year and country: 2013-15 study and report  
updated 2016 UK  
Type of project: Guidelines

### Synthesis of the case study

During the two year programme, Women in Sport established a network of 25 schools and worked with them to adapt a new approach to girls' PE classes. During two years schools were offered help to research what their female students thought about PE and sports and what they wanted to change. We helped them to work with the girls to implement those changes, to shape PE activities and to engage their peers. In addition, the pilot project was particularly focused on the transition from primary to secondary school, where Women in Sport aimed to have a positive impact on decreasing the dropouts of girls taking part in sport and physical activity as they move schools and to sustain active lifestyles throughout their school experience.

### Context and approach

This programme was based on a research study "Changing the Game, for Girls" that was carried out in 2010-2012 with the Institute of Youth Sport at Loughborough University. The study identified the main barriers why girls are not active in schools or PE classes. The aim was to put the recommendations from the study into practice.

### 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; develop an action plan based on their feedback on how it should be delivered. In addition, we helped some of the girls to become role models in their schools, setting up leadership groups that focused on how they could make PE and physical activity more appealing to their peers.

### Target

Schools, PE teachers.

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

A Schools Relationship Manager was provided to lead support within each school. They introduced the training course that we developed, which could be disseminated through the school. He/she surveyed girls about their attitude towards PE and sport and analysed that data to make recommendations to the schools and develop a toolkit. Educating schools and the girls about leadership and role models helped to maximise the students' voice allowing schools to maximise the opportunities outside of the school environment.

### Key learnings/Questions to think about

Think about involving external people to have a fresh perspective and assess the barriers why girls might not be participating in physical activity.

#### Contact information

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