

always

#35 HELP KEEP GIRLS IN SPORTS

Developed by: Always
Year and country: 2016, UK
Type of project: Ready-to-use kit

<http://www.always.com/en-us/help-keep-girls-in-sports>

Synthesis of the case study

Sport is critical to build and maintain girls' confidence and yet, many girls quit sports at puberty. To help them feel they belong in sports and encourage them to stay in sports, Always has developed ready-to-use tools for teachers, coaches, organizations and parents.

Context and approach

Always embarked on the #LikeAGirl campaign after uncovering the startling fact that more than half of girls experience a drop in confidence during puberty, and many never fully recover. As the brand with a heritage of over 30 years of championing girls' confidence globally, they want to stop the drop in confidence girls experience at puberty and empower girls to feel that they can do anything and everything #LIKEAGIRL.

Objectives / Challenges

- To stop the drop in confidence that girls experience during puberty by encouraging them to stay in sports. Using slogans "Keep Playing #LikeAGirl".

This kit is designed to provide simple assets and content that will help to engage the girls, parents, and others in a particular sphere of influence. With a simple slogan, the emphasis is given on the "keep playing" part.

Target

Girls in puberty. This toolkit can also be used by parents, coaches, and teachers.

The deliverable (What did they do specifically?)

This toolkit includes:

- dr. Jen's Tips - Dr. Jen Welter (MS Sport Psychology & PHD), the first ever female coach in the NFL, gives 5 tips on how to keep girls in sport; from giving them ownership of the team, to how to praise their process rather than the result of the game.
- Informative Posters - educate everyone by pinning them in key areas in your schools, office and workplace.
- Inspiring Posters – pick your favorite Keep Playing #LikeAGirl poster to inspire girls to stay in sports!
- Flyer – the flyer highlights the benefits of playing sports during puberty and the real impact it has on keeping our girls confident in their future lives.

Key learnings

This example is very good to do advocacy by using "visuals" and "simple" tools – posters and other materials are printable. Free space is provided to include contact information for parents or girls to learn more about registering your event/organization. Easy to use, customizable and visual resources can do a great job to raise awareness.

The three key learnings are following:

- how physiological issues of woman affect their role in sports;
- the role parents have in encouraging their daughter to keep playing sports when they reach puberty;
- the need for support when transiting this period of life.

Contact information

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