



YOUTH  
SPORT  
TRUST

# THIS GIRL CAN... **CREATE CHANGE!**



**GUIDE FOR TEACHERS**

# INTRODUCTION

**This Girl Can... create change!** is a new campaign for schools. It is for all girls aged 11-18.

This campaign recognises that friends are the greatest influencers on adolescent girls and that positive encouragement and support from their peers is the most effective way to get girls active – at school and at home. It supports girls to lead campaigns in their own school. By taking ownership of the campaign – and by creating and promoting messages that influence their peers – girls can help each other to get active, in ways that are right for them.

The school campaign is part of the national This Girl Can campaign that supports women and girls to get active. It promotes the message that there's no right way to get active. If it gets your heart rate up, it counts! It inspires women and girls to find what's right for them.



Get a taste of This Girl Can by watching the video:  
**[thisgirlcan.co.uk](https://thisgirlcan.co.uk)**

## WHY DO WE NEED THE CAMPAIGN?

- Girls are less active than boys at every age, and the gap gets wider from age 9 upwards<sup>1</sup>.
- Only 10% of girls aged 13-16 achieve the recommended levels of physical activity.
- Only 28% of girls really enjoy taking part in physical activity.

Insight shows that specific groups of girls tend to be less active. For example:

- Girls from less-affluent families.
- Girls from Asian and Black backgrounds.
- Girls with special educational needs and disabilities (SEND).

The UK Chief Medical Officers recommend that young people aged 5-18 years old should:

- Move more – an average of at least 60 minutes per day across the week.
- Get strong – develop movement skills and build muscle and bone strength.
- Sit less – reduce time being sedentary.

They also emphasise that **some activity is good; more is better**.

**This Girl Can... create change!** will help girls to get more active.

---

## Sign up to the This Girl Can supporters hub!

**This Girl Can... create change!** is part of the This Girl Can campaign.

Visit [thisgirlcan.co.uk](https://thisgirlcan.co.uk) and sign up to the supporters hub and access further resources and tools for you and your girls.

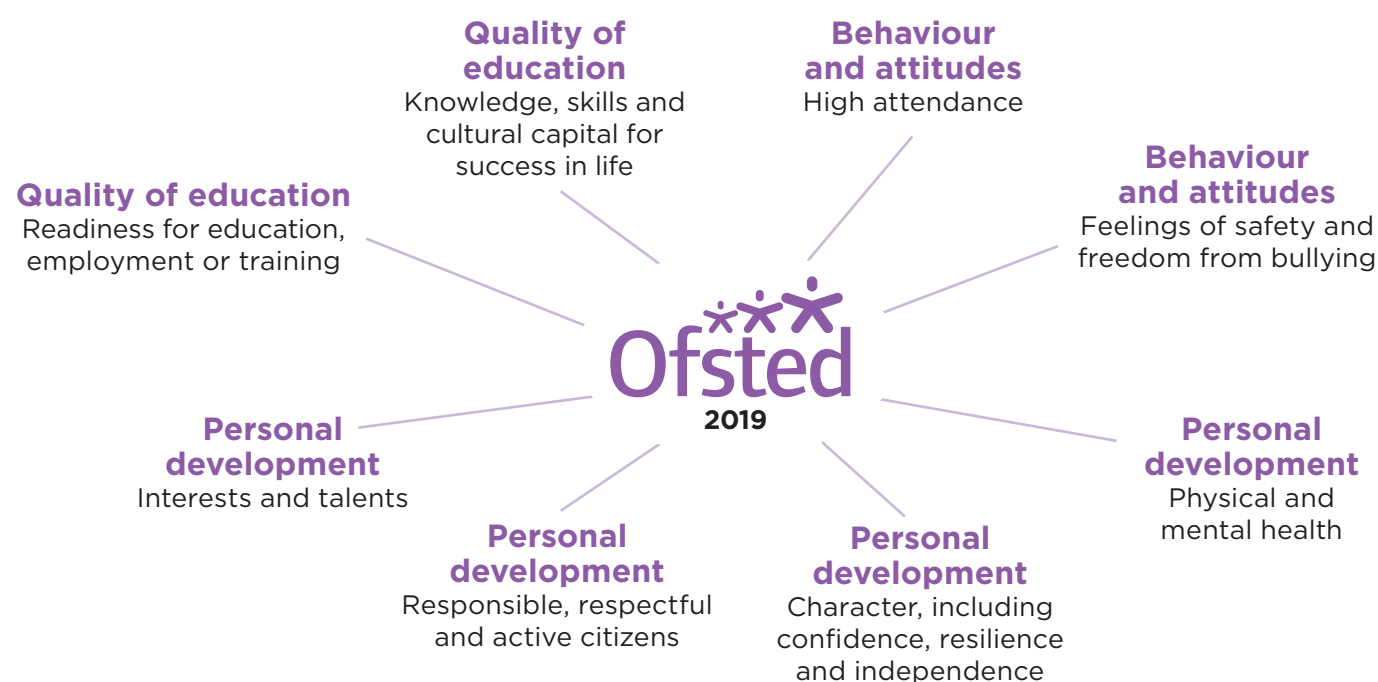
<sup>1</sup>Statistics are from Sport England, Women in Sport and the Youth Sport Trust (see page 7).

## HOW WILL WE BENEFIT FROM THE CAMPAIGN?

Being physically active helps girls to thrive in school, at home, at work and in society. It generates personal, social, cognitive, creative and physical outcomes, such as:

EMOTIONAL WELLBEING	PHYSICAL HEALTH	MENTAL WELLBEING
Enjoyment Higher self-esteem Confidence Lower anxiety Stronger friendships Social skills Resilience	Less illness More energy Fitness Healthy weight	Motivation Decision-making Concentration Memory Problem-solving Aspiration

These outcomes support you to engage girls and raise their achievement in school generally as well as in PE.



## WHAT WILL CAMPAIGNING INVOLVE?

The **This Girl Can... create change!** campaign will help to raise awareness, change attitudes and inform future provision regarding physical activity. Crucially, it will be led by your girls.

Their campaign will focus on:





<b>INSPIRATION</b> Creating role models and support networks	<b>MOTIVATION</b> Delivering messages that match girls' priorities	<b>ACTIVATION</b> Recognising barriers and ways to overcome them
---	---	---

The details of the campaign will reflect your girls' needs, interests and ideas. They can do anything – if it gets girls active!



# WHAT MIGHT CAMPAIGNING LOOK LIKE?

## Examples from schools.

 <p><b>PE lessons</b></p>	<p>Through <b>focus group</b> discussions with less-active girls, campaigners identified what would motivate them to take part in PE. They fed back to PE staff and suggested improvements to lessons.</p>	<p>Campaigners helped to shape an <b>assessment</b> process that focuses on girls' personal and wider achievements. It is embedded in teacher-, peer- and self-reviews and reports to parents.</p>	<p>Campaigners set up <b>Google classroom groups</b>. These are used to provide support, encouragement and reminders about activities. Girls can share their concerns and solutions about PE.</p>
 <p><b>Extra-curricular sessions</b></p>	<p>Campaigners created an '<b>active selfie</b>' challenge, encouraging girls to join a lunchtime drop-in activity session then post a selfie on <b>Instagram</b>. Each girl generated as many selfies as possible over a term.</p>	<p>Campaigners promoted '<b>walk and talk</b>' to encourage girls to be less sedentary during breaks, lunchtime and travelling to and from school. Girls use the NHS Active 10 app to log their active time.</p>	<p>With support from the deputy head, campaigners ran <b>assemblies</b> to promote women and girls' sport. They invited motivational speakers, including celebrities, mums and female staff.</p>
 <p><b>Home-based activity</b></p>	<p>Campaigners made a <b>video</b> to promote simple 'time out' exercises that girls can do in their own time. It was posted on <b>YouTube</b> and promoted through the school's social media channels.</p>	<p>With support from an English teacher and a local newspaper, campaigners set up a <b>blog competition</b>. Girls share tips for being active at home. There is a prize for the best blog each term.</p>	<p>Campaigners promoted a '<b>Ms Motivator</b>' scheme using <b>WhatsApp</b>. Girls sign up to different groups depending on their home location then message each other to meet for a walk, cycle or swim.</p>
 <p><b>Community-based activity</b></p>	<p>Campaigners <b>interviewed</b> women who take part in community activities and shared their experiences through a <b>regular vlog</b>. They included relatives, school staff and other club/ session participants.</p>	<p>With help from a local partner, campaigners ran a <b>sports fair</b> to promote local opportunities for women and girls. Family members were also invited – as potential participants or supporters.</p>	<p>Campaigners invited representatives from <b>local clubs/ leisure centres</b> to school to discuss some of the barriers to attending. They suggested solutions to make the clubs more accessible to all girls.</p>






For more examples, see the **This Girl Can...create change!** cards for girls.

# HOW DO GIRLS BECOME CAMPAIGNERS?

Engaging girls in physical activity is most effective when they have a voice (see page 6). Girls are more likely to discover and understand what their peers need and want and are also better at sharing messages that resonate with other girls.

Recruiting girls as campaigners involves them in physical activity in a different way and opens the door to their engagement as participants and leaders. Many girls are also motivated by the need for social action.

You can recruit, develop and deploy girls as campaigners according to your school's needs. The following approaches have been effective in empowering girls as change-makers<sup>2</sup>.

 <p><b>Recruit</b></p>	<ul style="list-style-type: none"> <li>• Use an assembly to raise awareness; show the <b>This Girl Can</b> video.</li> <li>• Create adverts that appeal to girls' different skills and interests, not just sport.</li> <li>• Use personal encouragement to give targeted girls the confidence to apply.</li> <li>• Select girls who can relate to and influence the less-active girls in school.</li> </ul>
 <p><b>Induct</b></p>	<ul style="list-style-type: none"> <li>• Give the girls the <b>This Girl Can... create change!</b> cards; they're for their use!</li> <li>• Allow for drop-off or intermittent involvement: girls have commitments too.</li> <li>• Encourage the girls to consider and take on different roles and responsibilities.</li> <li>• Help girls to create a simple action plan for a realistic, initial, short-term 'win'.</li> </ul>
 <p><b>Deploy</b></p>	<ul style="list-style-type: none"> <li>• Communicate: listen, report back and involve the girls in solving any problems.</li> <li>• Encourage the girls to meet independently of staff and report back regularly.</li> <li>• Allow the girls to take (managed) risks; endorse learning from mistakes.</li> <li>• Let go! Empowerment means trusting the girls, not trying to control them.</li> </ul>
 <p><b>Support</b></p>	<ul style="list-style-type: none"> <li>• Involve senior leaders at an early stage to ensure whole school commitment.</li> <li>• Recruit other staff who can develop the girls' skills, e.g. design, ICT, writing.</li> <li>• Raise families' awareness and seek their support, at home or in school.</li> <li>• Engage with external partners who bring ideas, skills, resources and time.</li> </ul>
 <p><b>Sustain</b></p>	<ul style="list-style-type: none"> <li>• Maintain interest by linking to other events, e.g. International Women's Day.</li> <li>• Celebrate the campaign's successes across the school and with families.</li> <li>• Show the impact of the campaign on girls' wider achievements, not just PE.</li> <li>• Use the experienced campaigners to recruit and mentor the next cohort.</li> </ul>

<sup>2</sup>These tips were shared by schools involved in the Youth Sport Trust Girls Active programme (see page 7).

## WHAT HELPS GIRLS TO BE MORE ACTIVE?

Girls understand the benefits of physical activity, yet many are still not confident, able or motivated to take part in the physical activities on offer. We need to acknowledge and tackle the practical barriers – such as time, location and cost – that prevent girls from being active, but we also need to address the attitudinal barriers that deter them from engaging. Above all, we need to help girls to enjoy being physically active.

To do this, we need to listen and respond to what girls need and want – and make provision that is relevant to them. As girls differ – from each other and over time – there is not one solution. There are, however, common approaches that have consistently proven to work<sup>3</sup>.



How physical activity is provided is often more important than what is provided. For example, enabling girls to create their own mini-game and play it with peers of a similar ability may be one way to increase their enjoyment of a 'traditional' games unit.



Complete a short survey and receive updates and opportunities!  
We would love to find out how you plan to use the campaign and resource.  
Complete a five-minute survey: <https://bit.ly/2Msifwo>  
The first 800 schools will receive This Girl Can pin badges!

<sup>3</sup>These reflect strategies developed by the Youth Sport Trust and Women in Sport (see page 7).

## WHERE CAN WE FIND MORE SUPPORT?

National organisation	Examples of resources
	Card 5 of the <b>This Girl can...create change!</b> cards for girls shows the range of resources they can use to support their campaign.
	<ul style="list-style-type: none"> <li>• Active Lives Children &amp; Young People Survey</li> <li>• Youth Insight: Under the Skin</li> <li>• Secondary Teacher Training programme</li> <li>• Small Grants</li> </ul>
	<ul style="list-style-type: none"> <li>• Girls Active</li> <li>• Game of Our Own</li> <li>• My Personal Best</li> </ul>
	<ul style="list-style-type: none"> <li>• Reframing Sport for Teenage Girls</li> <li>• Changing the Game for Girls</li> <li>• Get Out Get Active</li> <li>• Puberty &amp; Sport: An Invisible Stage</li> </ul>
	<ul style="list-style-type: none"> <li>• As a national partner and the subject association for physical education, provides support for curriculum PE and extra-curricular sport and physical activity</li> </ul>
	<ul style="list-style-type: none"> <li>• Us Girls (support for girls from areas of socio-economic disadvantage)</li> </ul>
	<ul style="list-style-type: none"> <li>• Support for disabled girls</li> </ul>
	<ul style="list-style-type: none"> <li>• Support for girls from Black, Asian and Minority Ethnic (BAME) backgrounds</li> </ul>

There are more examples of resources on the **This Girl Can...create change!** cards for girls.

Local partners include:			
School staff	Governors	Parents/ carers	Former students/ FE or HE students
Active Partnerships	Local authority leisure/ sports development	Leisure centres	Governing body affiliated clubs
Community/ youth centres	Uniformed/ faith groups	Informal events, e.g. Park Run	Charity events, e.g. Race for Life

# THIS GIRL CAN... **CREATE CHANGE!**

...AND YOU CAN HELP  
HER TO DO IT!

Follow **This Girl Can** for  
updates and tools  
[thisgirlcan.co.uk](http://thisgirlcan.co.uk)

This resource has been developed by the  
Youth Sport Trust on behalf of Sport England.  
To download additional copies, visit:  
[youthsporttrust.org/this-girl-can/teachers](http://youthsporttrust.org/this-girl-can/teachers)



YOUTH  
SPORT  
TRUST

