



REFRAMING SPORT FOR TEENAGE GIRLS:

Building strong
foundations for
their futures



THE
LEADING
EDGE



TEENAGE GIRLS ARE MISSING OUT ON THE LIFELONG REWARDS OF SPORT

Women in Sport exists so that every women and girl in the UK can experience the transformational lifelong rewards of sport. This booklet provides an overview of an important area of our work; Reframing Sport for Teenage Girls.

We know that being physically active is positively associated with a wealth of physical, mental, social and wellbeing outcomes and children who are physically active during their teens, are far more likely to be active

and healthy adults. Despite this, we see too many girls dropping out of sport and exercise during their teenage years and developing deep-rooted negative attitudes towards it, which act as barriers throughout life.

Our insight puts the spotlight on the wider world of teenage girls, putting them at the heart of this research. This has helped us to start the journey of re-imagining how sport and physical activity can have both relevance and appeal during this time.

To read our full report, please visit www.womeninsport.org

ONLY
42%
OF GIRLS MEET
RECOMMENDED
LEVELS OF
PHYSICAL ACTIVITY

ONLY
37%
OF GIRLS REALLY
ENJOY TAKING PART
IN SPORT/EXERCISE

ONLY
22%
OF GIRLS FEEL
CONFIDENT WHEN
THEY PLAY SPORT/
EXERCISE ¹



¹ Active Lives Children & Young People Survey, Academic Year 2018-2019 (Sport England, 2019)

UNDERSTANDING YOUR TARGET AUDIENCE

A SPECTRUM OF ENGAGEMENT



To engage girls in sport and exercise, we need to understand this spectrum to target our efforts more effectively, providing tailored solutions that match the needs and experiences of different girls.






ONLY **4/10** GIRLS DEFINE THEMSELVES AS 'SPORTY' COMPARED TO MORE THAN 6 OUT OF 10 BOYS.²

² Boys are More Likely than Girls to Participate in Sport Outside of School, Study Finds (Chance to Shine & Yorkshire Tea, 2018)

UNDERSTANDING TEENAGE GIRLS

WHAT REALLY MATTERS IN THEIR LIVES?

Girls' interests change significantly between the ages of 11-16. If we can align sport and exercise with what really matters in their lives at this time, it can have a more relevant and meaningful role. We uncovered Five Anchors which reflect what teenage girls today value, which could be adapted and applied to sport and exercise.

1. Support Network	2. Socially Connected	3. Independence & New Experiences	4. Moments of Pride	5. Keeping on top of it all
				
A sense of place in the world	Validation	Making formative memories	Fuelling self-worth	Time well spent (re-prioritisation)
<p>A strong support network is vital to give girls a sense of place and identity in the world, friends and mums in particular, are important influencers.</p>	<p>Social media plays a significant role in girls' lives, providing important validation of who they are, their friendships, popularity and success.</p>	<p>This life-stage is all about independence, discovery, new experiences and making formative memories for girls.</p>	<p>Girls live in a world of great pressure to achieve and be good at everything, and moments of pride help to build girls confidence and realise their best.</p>	<p>This is a time when girls have to set their own priorities and juggle what they 'must do' with what they 'want to do'.</p>

HOW CAN WE MAKE SPORT & EXERCISE MORE RELEVANT FOR TEENAGE GIRLS?

OUR 8 PRINCIPLES FOR SUCCESS

We listened to what's wrong with sport and exercise, why girls dropped out and why it is not relevant to them now.

By combining this with our understanding of girls' broader lives we developed 8 Principles for Success which organisations can use to enhance their existing programmes, and when developing new initiatives for teenage girls.

1



NO JUDGEMENT

Take pressure off performance and give freedom simply to play.

2



VOKE EXCITEMENT

Bring a sense of adventure and discovery.

3



CLEAR EMOTIONAL REWARD

Reframe achievement as 'moments of pride', not winning

4



OPEN EYES TO WHAT'S THERE

Redefine sport as more than school sport.

5



BUILD INTO EXISTING HABITS

Tap into existing behaviour in other spheres

6



GIVE GIRLS A VOICE & CHOICE

Allow girls choice and control to feel empowered.

7



CHAMPION WHAT'S IN IT FOR THEM

Make it much more than just about health.

8



EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE

Create truly relatable role models which inspire.

We have created an online **Reframing Sport for Girls Toolkit** of resources to support organisations in their understanding of teenage girls and to apply our 8 Principles for Success in practice.

Visit www.womeninsport.org for more information.

INNOVATION WITH & FOR TEENAGE GIRLS TO:

REFRAME

sport in the mind of these girls as something that inspires and motivates

REDEFINE

their experience, to be broader and better than what they've ever experienced at school

REINFORCE

the enjoyment of physical activity and sport, and how it adds real value to their lives

Women in Sport want to be the driving force to change the landscape for girls.

Through our **Reframing Sport for Teenage Girls** work, we look to inspire others to think differently about girls so that as a sector, we can work better together to address the challenge of them disengaging with sport. We believe that by reframing sport for teenage girls, we can help them build strong foundations to become healthy, happy, active women of the future.

REFRAMING SPORT INNOVATION SERIES

We have been supporting organisations and have developed an 'Immersion & Innovation' series of expert workshop sessions, to help organisations understand the needs of their target participant, apply the insight and 8 Principles for Success, and ultimately to inform strategies and inspire new ideas.

“A NEW AND REFRESHING APPROACH TO CREATING IDEAS AND WORKING WITH A GROUP OF LIKE-MINDED AND PASSIONATE PEOPLE.”

“WE WERE ABLE TO GET A REAL TEENAGE GIRLS' PERSPECTIVE ON SPORT. ESPECIALLY THOSE WHO ARE DISENGAGED. IT IS SO EASY FOR US TO ONLY SPEAK TO THOSE WHO HAVE SOME ENGAGEMENT WITH OUR SPORT ALREADY.”

“I VALUED THE DEPTH OF INSIGHT, LEARNING FROM OTHER ORGANISATIONS AND FOCUS GROUPS WITH TEENAGE GIRLS.”

“HEARING FROM THE GIRLS WAS ALSO HUGEY VALUABLE AND I THINK FOCUSED OUR MINDS.”

INNOVATION SERIES PARTICIPANTS

If you would like to get involved with our work, or would like further information or support working with teenage girls, please visit our Reframing Sport for Girls Toolkit at www.womeninsport.org or get in touch with us at; support@womeninsport.org.