

Girls Active 'Stepping Up For Change' Online Training

Primary and Secondary Girls Active Leader (GLAMS) Training

Name of course	Girls Active Leadership & Marketing Roles
Impact on young people	<p>As a result of this course, girls will have:</p> <ul style="list-style-type: none">• higher levels of enjoyment and engagement in physical activity• greater learning, life and leadership skills• improved health and wellbeing – now and in the future• greater self-confidence in transitioning between schools and key stages.
Targeted learners	The course is aimed at girls (primary & secondary) who have no prior experience of being a Girls Active Leader
Learning outcomes	<p>By the end of this course, learners should be able to:</p> <ul style="list-style-type: none">• Identify the different roles they might undertake as a Girls Active Leader• Explain how girls can motivate their peers by taking on advocacy, marketing, and delivery roles• Understand the importance of developing an engaging brand• Develop an impactful slogan that engages and influences an audience
Course timings	60 minutes
Format	The training will be delivered through Zoom.

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Overview of session

Venue requirements

- Large classroom/space so girls can move around

Equipment/software requirements

- Laptop/PC
- Headset or microphone/headphones
- Zoom Pro (ability to annotate screen)
- Music player (optional) – to play at start/during activity

Resources – for Athlete Mentor

- Workshop notes
- Slide deck (and Intro slide deck if first session)
- Videos (on desktop): Nike - Dream Crazier - <https://www.youtube.com/watch?v=zWfX5jeF6k4> & Countdown clock - <https://youtu.be/M2dhD9zR6hk>

Resources - for School

- Flip chart paper
- Paper and Pens

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No.	Learning outcomes <i>By the end of this session, learners should be able to:</i>	Suggested learning activities	Resources	Approx. time
1	Get to know each other; build a sense of belonging	<p>Welcome to SUFC: Girls Active Leadership & Marketing Roles</p> <p>Athlete Mentor - if first session...</p> <p>Introduce self and get to know our GLAMs team: Congratulate the girls on being selected. Explain that out of everybody in their school they have been selected because they have the potential to have a positive impact on their peers. These sessions will help to develop their leadership skills and support them in inspiring and influencing other girls to get and stay active.</p> <p>Name game: Ask each girl to introduce themselves by sharing their name and one word that describes them. This adjective must start with the same letter as their first name, i.e. Joyful Jenna. The next person following has to repeat the first person's name and adjective before adding their own.</p>	Intro slides 1-5	5 mins

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2	<p>Identify the different roles they might undertake as a Girls Active Leader</p>	<p>Introduce workshop outcomes. Explain that today's session will consider the different roles they might undertake as a Girls Active Leader.</p> <p>Activity: Verbal Tennis</p> <p>Choose a theme, and ask the girls to get in a pair and in turn say a word related to that theme. They have to keep going back and forth until they can't think of any more words. The last one to speak is the winner! E.g., if the theme was 'sports' this could include: running - gymnastics - netball - football, etc.</p> <p>Suggested themes could include:</p> <ul style="list-style-type: none"> • Fruits/Vegetables • Sports (could be broken up into individual/team sports - we're trying to encourage the girls to think of different/new ways of moving) • Benefits of physical activity • Barriers to physical activity • Finally, finish with the different roles they might undertake as a Girls Active Leader. 	Slides 1-3: Intro	10 mins
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3	<p>Explain how girls can motivate their peers by taking on advocacy, marketing, and delivery roles</p>	<p>Girls Active Leadership & Marketing Roles</p> <p>Explain that today’s session is about the different roles the girls could take on as Girls Active Leaders to motivate their peers. Specifically, we are going to focus on advocacy, marketing and delivery roles. Ask the girls what they think each of the roles mean and take feedback.</p> <p>Advocacy - Support/champion the importance of sport & physical activity and promote the positive values of sport and physical activity in and throughout school. Marketing - Consult with peers and find out what they would like to do. Collate ideas and promote/market the activities or sessions. Delivery - Lead activities, sessions, clubs and/or events for the participants</p> <p>Next, ask the girls to form a different pair and for the teacher to assign each pair a role (either advocacy, marketing, or delivery) and give each of the pairs a piece of paper. Ask the girls to write down as many ‘jobs’ that they can think of that might come under that role. See which pair can write down the most jobs in 5 minutes. E.g.,</p> <p>Advocacy - Deliver an assembly, present to SLT, create a school sports council, create a newsletter Marketing - Create posters, develop a promotional video, create a blog, social media presence Delivery - Set up a breakfast club, deliver fun playground activities, set up a new lunch time or after school club, support teachers in the delivery of PE lessons</p> <p>After 5 minutes is nearly up play the Countdown 30 second clock video in the background to let the girls know time is almost up. See which pair got the most jobs written down and then ask each of the pairs to present back.</p>	<p>Slide 4: Girls Active Leader roles</p> <p>Flip chart and pens</p> <p>Youtube video playing in background - Countdown clock</p>	15 mins
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4	<p>Understand the importance of developing an engaging brand</p>	<p>Developing a Brand - Marketing</p> <p>In order to have an impact and attract girls to your sessions, it's important that you create a strong, appealing brand within school; one that represents you as a team of GLAMs and what you're trying to achieve.</p> <p>Play video: Nike - Dream Crazier - https://www.youtube.com/watch?v=zWfX5jeF6k4</p> <p>How does that video make you feel? Why is it inspiring? Take feedback. Female athletes who have broken barriers and achieved things what people didn't think they were capable of. Inspiring more girls and women to be active and chase after their dreams. This is a perfect example of a successful marketing campaign - it makes you feel something; it has an impact.</p>	<p>Youtube video</p>	10 mins
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