YST GIRLS ACTIVE

APPETISER

Girls Active supports schools to get more girls more active.

WHY?

At all ages, girls are **less active** than boys.

Girls have **lower** levels of **confidence and enjoyment** than boys.

Less-active girls have **poorer wellbeing** than more-active girls.

Being active helps girls to have:

- good **health and wellbeing** and personal fulfilment
- educational **achievement**
- **employment** satisfaction
- active **citizenship**.

HOW?

Six key principles underpin Girls Active:

- take a **long-term** approach to engaging girls
- put developing **self-confidence** at the heart of PE
- make PE and sport **relevant** to girls' lives
- recognise the power of **friends** to drive progress
- develop **role models** for the future
- **empower** girls to design and deliver PE and sport.

These have **positive relationships** with staff and other girls at their core.

WHAT?

Girls Active leaders are positive peer influencers.

As part of a girls' leadership and marketing squad (GLAMs) they:

- **advocate** – champion girls' needs.
- **deliver** – organise and run activities.
- **market** – promote activity in ways that appeal to girls.
- **mentor** – support new and younger leaders.

Adopting a marketing approach is unique to Girls Active.

Marketeers take on roles such as:

- **market researcher**
- **media manager**
- **designer**
- **reporter**
- **motivator**

Find out more:
www.youthsporttrust.org/girls-active

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