YST GIRLS ACTIVE

EMPOWERING GIRLS TO LEAD

Funded by:

YOUTH SPORT TRUST

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THIS GIRL CAN

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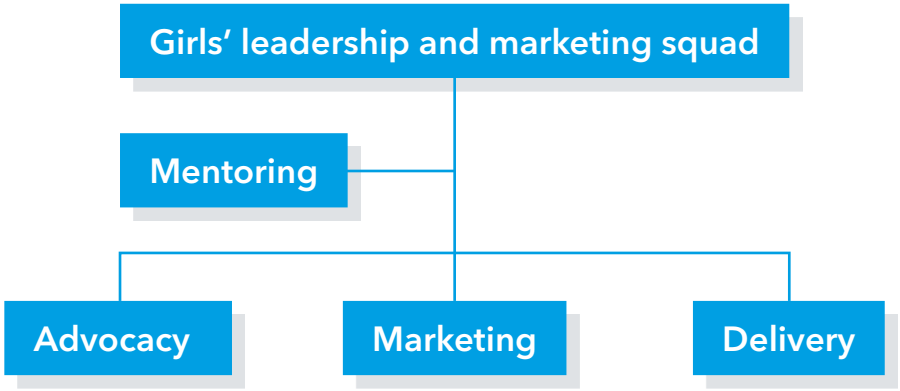
What does Girls Active Involve?

Girls Active Leaders

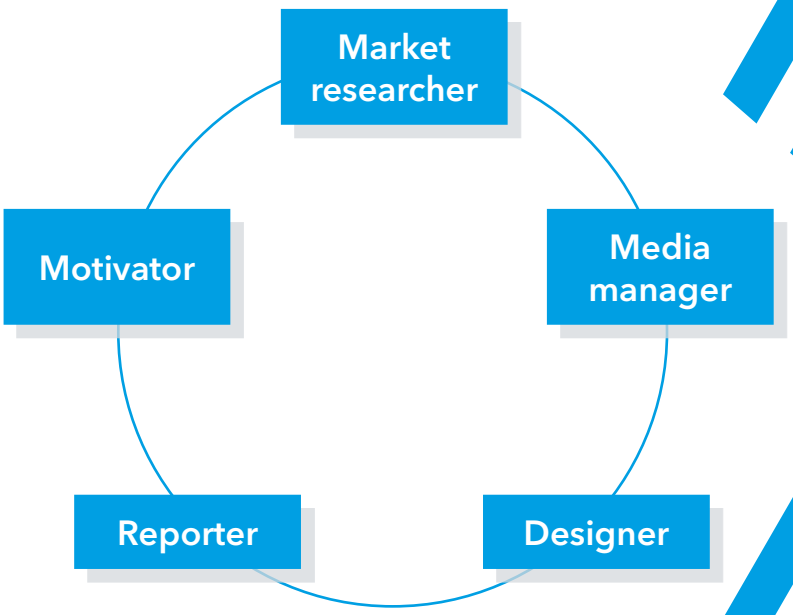
Enabling girls to have ownership of PE, sport and physical activity is essential for success. Recruiting, deploying and supporting girls as leaders helps to create this sense of ownership. It also provides you with a workforce: a girls' leadership and marketing squad (GLAMs).



- **Advocates –** shape provision by championing girls' needs.
- **Deliverers –** organise and run activities.
- **Marketeers –** promote opportunities to make them attractive to girls.
- **Mentors –** support new or younger leaders.

Marketing

Using a marketing approach is what makes Girls Active unique and effective. It recognises that girls are more likely to promote physical activity in a way that appeals to other girls. It also recognises and develops girls' wider skills, such as creativity and networking. Girls Active highlights five marketing roles:



Examples of marketing in action

Market researchers created a video booth to gather girls' activity ideas over break. They set up a tablet in a private space, posted questions on the wall and asked girls to drop in and record their views – as video or voice memo as they preferred.

Media managers run the Girls Active noticeboard, which is next to the girls' toilets. They liaise with the PE team to gather information then create and maintain attractive displays.

Reporters interviewed female staff across the whole school about their physical activity habits. Using a template, they created an inspiration wall featuring the stories and photos of women being active.

Designers produced a set of posters, which are displayed around school. With permission, they took photos of girls taking part in extra-curricular sessions and added motivational hashtags. The school printed and framed them.

Motivators were released from morning lessons five minutes early and met other girls as they passed through the central hall. They encouraged them to go along to the lunchtime activity sessions.

Together, the **marketing team** ran assemblies for different year groups. Using a flash mob they promoted the benefits of physical activity and the opportunities for girls to be active.

This Girl Can... create change!

Girls Active provides the girls' leadership and marketing squad with resources to support their different roles. In addition, as part of the national This Girl Can campaign, the Youth Sport Trust created a campaign pack for girls and teachers. This was sent to all secondary schools in 2019.

To access the resources, posters and videos, visit:

Teachers: **www.youthsporttrust.org/this-girl-can/teachers**

Girls: **www.youthsporttrust.org/this-girl-can/girls**

Supporting the GLAMs

Girls Active leaders should be representative of the girls you want to be more active. Make sure you recruit diverse girls, such as less-active girls, those with additional needs or disabilities, girls from less-affluent backgrounds and those from Black and minority ethnic communities (BAME).

You will need to support the girls initially but you also need to develop their independence.

Top Tips

- Be adaptable and open-minded
- Start with a quick win
- Establish a code of conduct/contract
- Agree clear roles and responsibilities
- Recognise the girls' other commitments
- Allow the girls to meet independently
- Use the girls' preferred communications
- Adopt a trial and improvement ethos
- Ask other staff to provide support
- Trust the girls and let go!

Leadership framework

Embed Girls Active within your wider leadership framework. Although the GLAMs focus on girls' engagement in physical activity, they also play a part in shaping your school's wider provision – both within and outwith physical activity. Many of the Girls Active approaches are applicable to boys and transgender young people.

Find out more at:
www.youthsporttrust.org/leadership

The Youth Sport Trust has also developed a resource to support **Bubble Leadership** during the Coronavirus pandemic: **www.youthsporttrust.org/bubble-leadership**

"Being leaders and supporting the younger girls has really boosted their self-esteem and confidence. One of the girls was recently awarded 'overall leader of the year'."

PE teacher, Castleford Academy