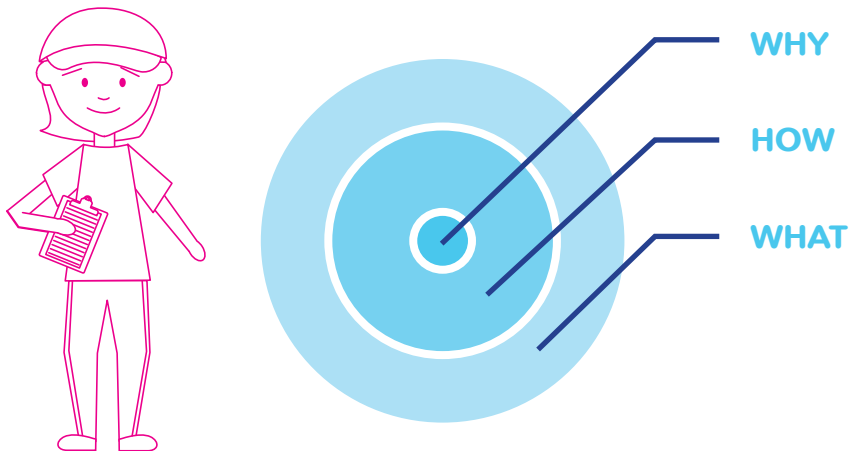


Advocacy 1: Being An Advocate

Top tips for advocating change

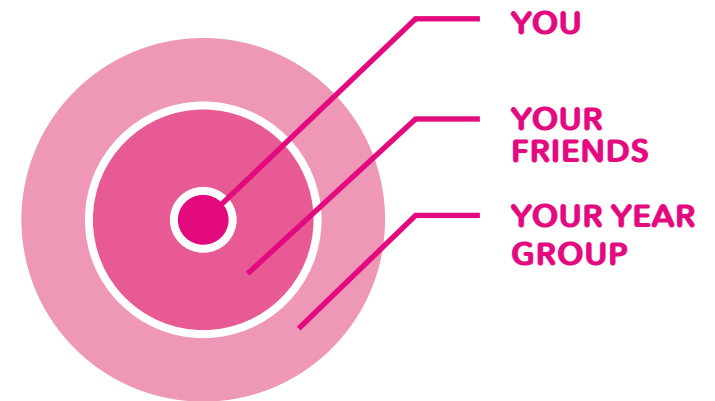
Use the **Golden Circle** approach:



1. Start with WHY: your belief or goal, e.g.
 - We want to have fun, make friends, get fitter
2. Explain HOW: the principles or process
 - We prefer informal, alternative, social activities
3. Describe WHAT: the actions or provision
 - We would like daily lunchtime drop-in sessions

Advocate: Publicly support or speak in favour of something; uphold or defend a cause.

Become **pebbles in a pond**: your ripples influence others:



1. Start by believing in yourself and your message
 2. Convince one friend
 3. Ask your friend to convince someone else...
- and so on until you have lots of allies
- Boys, staff, governors and parents can be allies too!



Advocacy 1: Being An Advocate

Here are some practical **examples**:

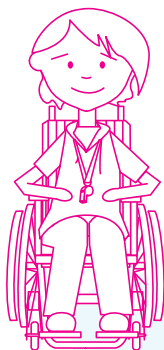
Lead a **discussion in PE** that explores **why physical activity is important** for life - not just for sport. Show the wider benefits of girls taking part in PE, sport and physical activity.

Invite **PE teachers** to a Girls Active **meeting** so you can **share feedback** from other girls about PE and sport.

Make a **presentation** to show what **senior leaders** to show what difference girls being active has had on their **attitudes and achievements in school** generally.

Deliver a **whole school assembly** that **challenges the stereotypes** around girls' and women's sport. Use a video, such as #Like a Girl, and share examples of successful girls and women - from your school as well as elite performers.

Run a flash mob or short **taster sessions** during lunchtimes to show girls that **physical activity can be fun** and sociable.



Write a **blog** or make a **vlog** and post it on the school's website. Drip feed messages to **challenge everyday sexism**.

Make a video for a **governors' meeting** that explains Girls Active and suggests ways that they could **support** you.



Set up a **display** or do a performance at **parents' evening** showing how girls can lead **healthy active lifestyles** - at school and at home. Provide information for families on how they can be active together.

Keep throwing pebbles in different parts of the pond to get more ripples!



Consultation 1: Consulting Other Girls

Top tips for consulting other girls

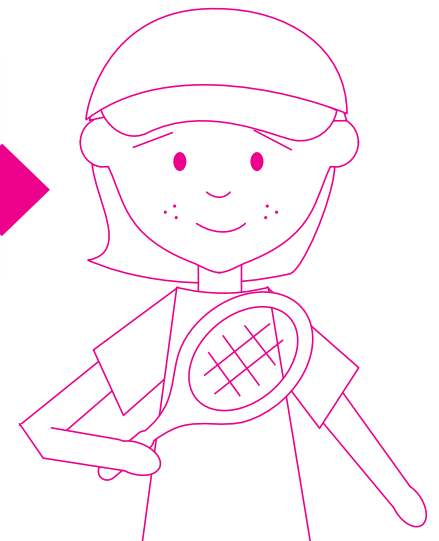
You can consult:

- **Informally**, e.g. talking to girls during breaks
- **Formally**, e.g. interviewing a focus group
- Tell the girls **why** you are consulting them.
- Meet where girls feel **comfortable** and **safe**.
- Be **approachable**, **listen carefully**, have **empathy**.
- Don't let the confident girls dominate: allow **all** to talk.
- Keep girls' **confidentiality**: use their views, not names.
- Make sure girls know the **facts** before making choices.
- **Negotiate** and **compromise**: give and take.
- Use the findings to make **recommendations**.
- Agree **actions** - be clear who will do what and when.
- Keep your **promises**.
- **Report** your progress and share any problems.

Ways to consult other girls

- Informal **chat**, with individuals or small groups.
- Online **survey**, e.g. Survey Monkey or Google.
- Paper **questionnaire**.
- **Interviews** with individuals or small groups.
- **Focus group**, i.e. discussion with invited girls on a topic.
- **Forum** or open discussion in a large group.
- **Drop-in** session, where girls come to you at given times.
- **Ideas drop**, e.g. suggestion box, graffiti wall, online posts.
- **Feedback**, e.g. scoring or ranking activities and events.

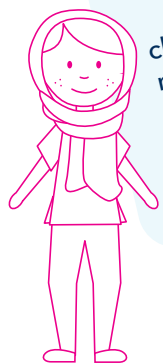
Be creative but keep
it short and simple to
do!





Consultation 1: Consulting Other Girls

Here are some practical examples.



Set up two boards - one with a smiley face and one with a sad face in the changing room. Give girls some post-it notes. Ask them to write what they like or dislike about PE and stick the notes on the matching board, while they are changing after PE.

Set out a line of cones during a PE lesson - red at one end, yellow in the middle, green at the other end. Read out your categories (e.g. PE kit). Girls stand next to the relevant cones, like traffic lights. Red is dislike, yellow is don't mind, green is like. Take a photo so you have a record. Read the next category.

Create a short paper questionnaire that can be completed in 5-10 minutes. Ask each form tutor if pupils can complete the questionnaire during form time at the start of the day.

Agree a small number of questions you want to ask. Each Girls Active leader interviews five other girls, at breaks, during the week. Record their answers on your phones to save time.

Set up a Girls Active social media account using a platform that all/most girls will be able to use. Promote it through friends, school noticeboards and assemblies. Have a different theme each week and ask girls to post their views in their own time.

Lead an assembly on Girls Active. End with a slide showing three key questions: What would you keep and why? What would you adapt and how? What would you ditch and replace it with? Split into small discussion groups and give the girls time to talk and log their answers on flipchart paper.



Keep asking and listening - good consultation is an ongoing process!

Make sure you consult a wide range of girls!

Deliver 1: Delivering Activities For Girls

Girls Active delivery roles

You could be:

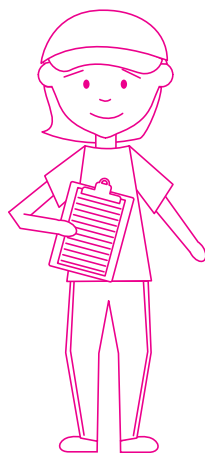
- an **instructor** - demonstrating what to do
- a **coach** - helping girls to improve
- a **choreographer** - designing routines
- an **official** - keeping the rules, time and scores
- a **kit organiser** - sorting equipment or sports kit
- a **captain** - supporting your team
- a **club organiser** - running a club for girls
- an **event manager** - organising an event for girls
- a **motivator** - encouraging other participants

and more...

Ask yourself...

- What do you **like** doing?
- What are you **good** at?
- What would you like to **learn**?

... then choose or volunteer for a role.



Top tips for delivering to girls

- Find out **what** they would like to do, e.g.
 - type and variety of activities, length of sessions
- Ask **how** they would like to take part, e.g.
 - drop-in, work-out, be coached, compete
- Help them to set personal **goals**, e.g.
 - get fit, make friends, relax, learn a skill, improve
- Vary **groups** to match their interests, e.g.
 - with friends, similar-ability, work alone
- Make sure everyone feels **welcome**, e.g.
 - swap names, avoid cliques, adapt activities (STEP)
- Make it feel **different** and special, e.g.
 - music, social breaks, rewards, club name

Use **SMILES** and **STEP** to make it fantastic for everyone!



 **Deliver 1:
Delivering Activities For Girls**

Here are some **examples** from other Girls Active leaders

Girls at Mortimer Community College held a **fitness rave** to launch their Girls Active campaign. The house with the most participants won house points.

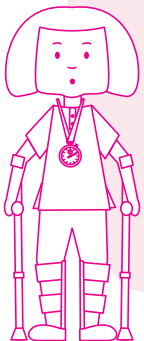
Girls Active leaders at Haughton Academy organise **competitions** between girls and female staff every term. They started with netball and rounders.

St Thomas More RC Academy girls love playing '**the pink ball game**' - a newly made-up game! They just put on trainers and play for 20 minutes at lunchtime.



At Cirencester Kingshill School, the Girls Active leaders ran a **festival** for Y6 girls in local primary schools. They run **after-school clubs** for those girls who are now in Y7.

Girls Active leaders at Slated Row School run girls-only **lunchtime sessions** on Wednesdays, including rounders, yoga, football, relay races and Zumba.



Girls Active leaders at Accrington Academy helped to run a **swimming gala** for disabled pupils. As team captains, they also recruited and encouraged their teams of swimmers.

Be creative - dare to be different - don't worry if it doesn't work - try again next time!



My Responsibilities

- Develop a Girls Active brand for your school
- Create slogans and logos
- Design posters and flyers
- Source and edit photos and other images
- Edit video footage to create films and animations
- Source or produce music
- Gather and display material from other marketing leaders



SPACE - What type of materials can you design for a variety of places such as changing rooms, PE corridor, school entrance, school media sites?

TASK - How can you use materials to provide information, celebrate success, recruit girls, build confidence, challenge prejudice, raise funds?

EQUIPMENT - How can you access free resources from public sites? What low tech and high tech equipment can you use?

PEOPLE - Who are the best people to get IT help from? How could you involve parents/local people with specialist skills?

Make physical activity FUN for all girls

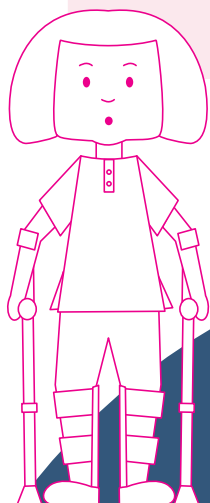


Market 1: Designer

Ideas for Action

★ Top Tips

1. Encourage girls to **contribute design suggestions** and ideas to get them involved.
2. **Update and refresh** the photos, posters, noticeboards and website regularly to keep everyone motivated.
3. **Share** all your ideas with your lead teacher to ensure you have full support of the school.



**'Be creative...
old ways won't open new doors'**

Design a Girls Active noticeboard to share girls' success stories

Create a Girls Active web page for the school website

Design a wall of inspiring Girls Active quotes

Create a promotional video 'Our Girls Can'

Create a Girls Active slogan which is visible in the school entrance

Access free resources from public sites

Lead a team of girls to help with design ideas

Make a video for a senior leadership team which explains Girls Active and the ways they could support you

Create a Girls Active wall of honour for those girls who have achieved a new activity goal

Design success postcards for active girls/families



Market 2: Market Researcher

My Responsibilities

- Listen to girls' feelings, thoughts and suggestions
- Set up simple ways for girls to make suggestions
- Make sure a wide range of girls are consulted
- Create and conduct surveys and questionnaires
- Share the opinions and ideas of other girls

SPACE - How can you speak to girls in different places, such as in class time, during breaks?

TASK - What are the different ways you can gather ideas and suggestions such as questionnaires, discussion groups, suggestion 'box', informal chats?

EQUIPMENT - What can you use to capture and report ideas e.g. paper/online surveys, video, display board, Girls Active noticeboard?

PEOPLE - How can you get people to give you ideas e.g. go to friendship groups, get support from class teachers?

Make physical activity FUN for all girls



Market 2: Market Researcher

Ideas for Action

★ Top Tips

1. Respect confidentiality. **Treat girls' views respectfully**
2. Focus on **positives and solutions** - what girls would like
3. Report back to girls: **share progress**



'Research is creating new knowledge'
Neil Armstrong

Organise a girls-only debate: "PE should not be a requirement in school"

Introduce a suggestion box for ideas

Capture thoughts of girls on a graffiti wall

Ask girls to write what they like and dislike about PE

Invite girls to a fun focus group discussion e.g. how can we get girls moving?

Set out a line of red, yellow and green cones. Girls stand next to a cone when they hear a statement e.g. PE kit, running

Lead a Year 5/6 assembly on Girls Active. Finish with a slide showing three questions: What would you keep and why? What would you change and why? What would you stop and replace it with? Split into discussion groups and put ideas on flipchart

Involve school staff in interviews on how they keep active



Market 3: Media Manager

My Responsibilities

- Work with the other Girls Active leaders
- Create ideas for a Girls Active media plan/campaign
- Find easy ways for girls and families to be active for 60 minutes every day at home or at school
- Show ideas to girls, teachers and parents
- Use social media to inform girls about events

SPACE - Where can you find places in school and at home to publicise Girls Active, e.g. noticeboards?

TASK - How can you share and promote information about Girls Active, celebrate success, get other girls to join you?

EQUIPMENT - What can you use to promote physical activity for girls, e.g. videos, photos, music, taster activities?

PEOPLE - How could you get more help and advice, from other girls, staff, parents?



Make physical activity FUN for all girls



Market 3: Media Manager

Ideas for Action

★ Top Tips

1. Be loud and clear on **'WHY' Girls Active**
2. Take time to plan **HOW** you can appeal and engage **all** girls
3. Get ideas from GLAMs and girls on **WHAT** actions, events, activities will work best

Media Activities

- Video
- Photographs
- Newsletters
- Flash mobs
- Displays/posters
- Assemblies
- Social media sites

"Girls only" club T-shirt

Suggest a Girls' Champion for each club/activity, agree their roles, display their pictures on the notice board

Organise assemblies

Active homework, for parents and girls

Create displays

Plan a collage of action photos to show lots of physical activity events

Create a fun school video to promote girls enjoying activities

Plan to set a new school/world skipping records

Mums and daughters events



Market 4: Motivator

My Responsibilities

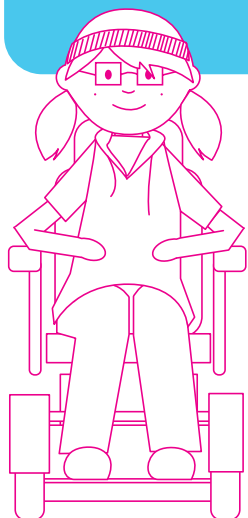
- Make sure girls know physical activity is for everyone
- Share information in a fun, engaging way
- Set up 'girl-power' schemes - bring-a-buddy, paired healthy selfies - so girls encourage each other
- Organise short taster sessions or flash mobs
- Work with staff to create simple rewards or treats

SPACE - How can you run taster sessions in assemblies? Which unexpected places could you set up flash mobs?

TASK - How can you promote physical activity to make new friends, gain leadership skills, feel happier about yourself?

EQUIPMENT - What technology can you use to promote physical activity, e.g. photos, video, vlog, music? What rewards can you provide such as t-shirts or incentives such as 'first in the lunch queue' passes?

PEOPLE - How could you involve more girls as motivators? Suggest family events, ask non sporty staff to be involved.



Make physical activity FUN for all girls



Market 4: Motivator

Ideas for Action

★ Top Tips

1. Take time to find out **what motivates** different girls to take part
2. Encourage every girl to **bring along their friends**
3. Recognise any level of physical activity is better than none. **Reward commitment** and **effort**

Suggest a Girls Active Motivating Team

Plan a girls-only team building day

Buddy/Family healthy selfie week

#Girls Get Moving Flash Mob

Suggest one-off family activities in school

Active Girls of the Week Award

Plan with staff how to make more lessons actives

Plan an outdoor treasure hunt in the school grounds

Introduce a cheerleading team

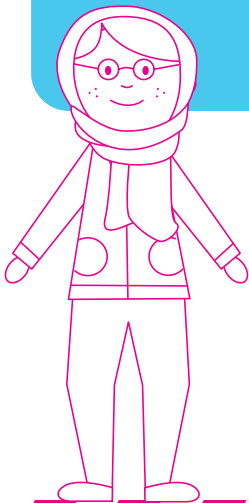
Promote girl role models: 'Be a role model - I got involved myself'

'I want to see what happens if I don't give up'



My Responsibilities

- Conduct and record interviews
- Write reports on Girls Active events
- Take photos to promote and celebrate success
- Record film footage of girls in action
- Gather true stories for school newsletters



SPACE - How can you capture a range of material such as on the sports field, on the bus home, during breaks?

TASK - What are the different ways to provide interesting information to your school community, to celebrate success, recruit girls, build confidence?

EQUIPMENT - What can you use to capture material easily, e.g. mobile phones, video cameras, tablets?

PEOPLE - Who can help you in your role e.g. literacy teacher, IT teacher, Teaching Assistants?

Make physical activity FUN for all girls



Market 5: Reporter

Ideas for Action



Top Tips

1. **Involve other girls** in gathering and producing information
2. **Celebrate** girls' participation and **personal achievements**
3. Make reporting another way to **have fun** and **make friends**

'We rise by lifting others'

Robert Ingersoll

Capture emotions and feelings of girls who have enjoyed sport

Interview girls who have participated in a new activity

Create a writing competition: 'Girls Get Moving'

Create a collage of Girls Active activity photos

Lead a team of school match reporters

Motivate girls to take photos of activity at weekends and after school

Research sporting role models and their inspirations

Involve school staff in interviews on how they keep active

Write reports on sports festivals, competitions