REFRAMING SPORT FOR TEENAGE GIRLS:
Tackling teenage disengagement

@WOMENINSport_UK #REFRAMINGSPORT
BACKGROUND

Our Reframing Sport for Teenage Girls insight showed the need to engage girls in more active lifestyles has never been more urgent. This generation of teenage girls are experiencing worrying mental health issues and report being less confident, less happy and increasingly concerned with their appearance[1]. The pandemic has amplified these issues for many girls.

When teenage girls are active, they are healthier and happier, and have greater self-esteem, body confidence and wellbeing. But teenage girls are disengaging with sport and physical activity. They are less physically active generally and are also far less likely to take part in team sports than boys[2]. Worryingly girls lose their love of sport and exercise during teenage years and this presents a significant psychological barrier throughout life.

Teenage girls are not a homogenous group. They have different lived experiences of sport and exercise and attitudes towards it, which fundamentally influence their behaviours. Understanding their start-point is key to creating truly effective offers that will inspire more girls to get active.

To underpin our extensive knowledge and understanding of this important life-stage for girls, we carried out a nationally representative survey of over 4,000[3] adolescent girls and boys age 11-18 years old to explore their engagement in and attitudes towards sport and exercise.

**ENJOYMENT OF PHYSICAL ACTIVITY**

- Girls: 37%
- Boys: 54%

**ACHIEVING RECOMMENDED PHYSICAL ACTIVITY**

- Girls: 42%
- Boys: 49%

**PARTICIPATING IN TEAM SPORTS**

- Girls: 55%
- Boys: 71%

*S: Teens (11-16)

**SOURCES:**

[3] Nationally representative survey of 2,291 girls and 2,024 boys aged 11-18 conducted by Savanta in July 2021. All figures presented in this report are from this sample, unless otherwise specified.
SUMMARY

Our findings illustrate the importance of understanding teenagers’ engagement with sport and exercise through a gendered lens. Teenage girls and boys experience it differently and require different solutions. Girls have numerous, complex barriers that influence their enjoyment and participation and understanding how these manifest across the spectrum of engagement is key to providing more targeted and effective solutions that give girls what they really want and need.

We have a significant opportunity to re-engage them and we must work harder to do so and to prevent girls from missing out. In particular, we are deeply concerned by the number of girls who disengage from sport and exercise post primary school, with a further dip at age 17-18, once school sport is not longer compulsory. Many of these girls enjoyed being active when younger but have needlessly fallen out of love with it in adolescence. We can now pinpoint and address their needs through our insight and understanding.

KEY FINDINGS

► Too many girls are disengaging from sport and exercise in their teens. This is huge compared to boys – a significant missed opportunity for the sector.
► Self-belief, capability and body image concerns can be significant issues for all girls, but more so for girls who stop taking part.
► All girls, even the most sporty, need more support to manage the physical and emotional impact of puberty on physical activity.
► Fathers/father figures support their daughters less than their sons and could play a powerful role in encouraging girls to love being active.
► Girls want a wider variety of fun, exciting and accessible opportunities to get active – many like competition if the context is right.
GIRLS & BOYS BOTH WANT A MORE ACTIVE LIFESTYLE

DESIRE & UNDERSTANDING

GIRLS...

- experience disconnect between desire and enjoyment
- find it more difficult to motivate themselves
- fall out of love with sport and physical activity

BUT

DON’T LOVE IT & FIND MOTIVATION HARD

UNDERSTAND BENEFITS OF BEING ACTIVE

WANT TO BE MORE ACTIVE

EASY TO MOTIVATE MYSELF

ENJOYMENT OF PHYSICAL ACTIVITY

93% 94%
76% 77%
47% 67%
27% 44%
MANY GIRLS ARE FAILING TO ENGAGE IN ORGANISED SPORT OUTSIDE OF SCHOOL PE

37% OF GIRLS ONLY DO SPORT & PHYSICAL ACTIVITY IN SCHOOL PE VS 27% OF BOYS*. And those girls are much less likely to ‘love sport and exercise’ and more likely to say they ‘try and avoid it’.

<table>
<thead>
<tr>
<th>REGULARLY TAKE PART IN...</th>
<th>GIRLS</th>
<th>BOYS</th>
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<tbody>
<tr>
<td>After-school clubs</td>
<td>23%</td>
<td>30%</td>
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<tr>
<td>Outside school clubs</td>
<td>31%</td>
<td>44%</td>
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<tr>
<td>Individual activities (running, swimming, gym, cycling)</td>
<td>45%</td>
<td>43%</td>
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* Of those who attend school/college
GIRLS ARE MUCH MORE LIKELY THAN BOYS TO STOP FEELING ‘SPORTY’ AFTER PRIMARY SCHOOL

AROUND 4 IN 10 TEENAGE GIRLS SAY THEY ‘ARE SPORTY’. COMPARED TO MORE THAN 6 IN 10 BOYS.

TEENAGE GIRLS ARE MUCH MORE LIKELY TO SAY THEY ARE NO LONGER SPORTY.

They enjoyed and engaged with sport and exercise when younger but fell ‘out of love’ with it in their teens, post primary school.
FOR GIRLS ‘NOT BELONGING’ ACCELERATES RAPIDLY IN LATE TEENAGE YEARS

BY AGE 17-18 FEWER THAN 3 IN 10 GIRLS SAY THEY ‘ARE SPORTY’.

28% 17% 28%

NEVER SPORTY USED TO BE SPORTY SPORTY NOW

12% 23% 65%

NEVER SPORTY USED TO BE SPORTY SPORTY NOW

COMPA​RED TO AROUND 6 IN 10 BOYS.

58%
So what’s happened since primary school?

88% of girls who used to be sporty said sport and exercise had changed since primary school!

Top 5 reasons girls disengaged:

1. 32% Motivation You are no longer able to take part just for fun
2. 27% Priority Too busy with schoolwork now
3. 25% Value It’s no longer important to me
4. 24% Pressure Sport got too competitive
5. 23% Opportunity Not as many opportunities to take part

When you’re younger it’s just friendly... nice to go out and see your friends, play and just have a kickabout.
BODY IMAGE & PERIODS ARE SIGNIFICANT ISSUES DURING PUBERTY

Puberty is a time of difficult physical and emotional changes but also when girls would benefit most from being active.

Physical activity can highlight insecurities and make them feel self-conscious, vulnerable and objectified.

“Everyone’s watching you. I hate being in front of people.”

AROUND 7 IN 10 AVOID BEING ACTIVE WHEN ON THEIR PERIOD (REGULARLY/SOMETIMES)

Managing periods is challenging for all girls, regardless of how sporty they are, and can lead to long term absences and habits that are difficult to reverse.

WHY DO THEY AVOID EXERCISE?

- 73% Pain
- 62% Fear of leakage
- 52% Tiredness
- 45% Self-consciousness
COMPLEX BARRIERS & DEEP ROOTED NEGATIVE ATTITUDES ARE AFFECTING ENJOYMENT

GIRLS TOLD US...

"If I had more confidence, I feel I would be doing it more."

"The fear is that you’ll be criticised by somebody... if I messed up they would laugh at me."

"Studying is way more important than it ever was, so sport has taken a drop in my priority list."
Yet boys and girls feel equally supported by their mum.

Friends can be positive and negative influencers for girls – girls feel less supported by their friends to be active than boys.

**DADS ARE LESS LIKELY TO SUPPORT OR ENCOURAGE GIRLS THAN BOYS**

<table>
<thead>
<tr>
<th></th>
<th>MUM</th>
<th>DAD</th>
<th>FRIENDS</th>
<th>SCHOOL/TEACHERS</th>
<th>COACH/INSTRUCTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>48%</td>
<td>31%</td>
<td>29%</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>Girls</td>
<td>48%</td>
<td>50%</td>
<td>37%</td>
<td>24%</td>
<td>12%</td>
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**WHO ENCOURAGES AND SUPPORTS YOU TO BE ACTIVE?**

I’m held back because my brother has to play football and because my dad plays football as well… there’s no way for me to get anywhere.

Fathers/father figures could be a powerful source of support for girls. Less than a third of teenage girls feel supported by their dad, compared to half of boys.

But we know when dads support their daughters, they are more likely to be sporty!
THE SPECTRUM OF ENGAGEMENT FOR TEENAGE GIRLS

In their teens, girls start to define themselves rigidly as either sporty or not sporty and this can affect their predisposition towards sport and exercise well into adulthood.

Even amongst the non-sporty, there is a broad spectrum in levels of engagement ranging from those who have had no positive engagement at all (never sporty), to others who have previously enjoyed sport but gradually disengaged as they got older (used to be sporty).

**NEVER SPORTY**

“Watching others be good at sport, and I am not, so I just give up.”

Long-term disengaged girls who’ve never identified with sport/physical activity. Associate sport with negative feelings and outcomes, based on narrow experiences. Require the most comprehensive intervention.

**USED TO BE SPORTY**

“When you’re younger it’s just friendly...nice to go out, see your friends, play and just have a kickabout... but people get more competitive.”

These girls have more positive attitudes and previous experiences of sport/physical activity, but are falling out of the habit as it no longer fits with who they are or becomes less enjoyable.

**SPORTY NOW**

“I love to play netball because of the feeling of teamwork and when you win after trying really hard.”

These girls have developed a strong sense of enjoyment of sport/physical activity. It aligns with their identity and fuels achievement/success. But WE need to guard against gradual disengagement.

**Disengaged** - Total refusers: Completely disengaged with sport

**Gradual Disengagement** - Uninspired: Not excited or don’t see relevance

**Engaged** - Open-minded considerers: Just need a nudge


Participation in external and after-school clubs
THE SPECTRUM OF ENGAGEMENT FOR TEENAGE GIRLS

4 in 10 girls used to love sport and exercise but have disengaged since primary school. This is a significant drop out and massive missed opportunity.

<table>
<thead>
<tr>
<th>THE UNINSPIRED</th>
<th>THE MISSED OPPORTUNITY</th>
<th>PASSIONATE PARTICIPANTS</th>
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</thead>
<tbody>
<tr>
<td>Never Sporty</td>
<td>Used to be Sporty</td>
<td>Sporty Now</td>
</tr>
<tr>
<td>15%</td>
<td>43%</td>
<td>42%</td>
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Need most intervention | Positive attitudes to leverage | Beware of disruptors
THE BARRIERS DIFFER IN MAGNITUDE DEPENDING ON GIRLS’ ENGAGEMENT

- Periods and schoolwork affect girls regardless of their engagement levels.
- Fear of judgement and lack of self-belief still affect even many of the sporty girls.

### BARRIERS TO SPORT AND EXERCISE

<table>
<thead>
<tr>
<th>Avoid When On Period</th>
<th>Don’t Like Others Watching</th>
<th>Feel Judged By Others</th>
<th>Not Confident</th>
<th>Don’t Feel Good Enough</th>
<th>Don’t Like Getting Hot &amp; Sweaty</th>
<th>Don’t Have The Right Body Shape</th>
<th>Too Busy With School Work</th>
<th>Don’t Belong</th>
<th>Nothing Available I Want To Do</th>
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<tbody>
<tr>
<td></td>
<td>78%</td>
<td>76%</td>
<td>78%</td>
<td>66%</td>
<td>69%</td>
<td>54%</td>
<td>47%</td>
<td>47%</td>
<td>43%</td>
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<tr>
<td></td>
<td>69%</td>
<td>68%</td>
<td>61%</td>
<td>56%</td>
<td>56%</td>
<td>52%</td>
<td>42%</td>
<td>47%</td>
<td>38%</td>
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<tr>
<td></td>
<td>64%</td>
<td>50%</td>
<td>38%</td>
<td>38%</td>
<td>37%</td>
<td>35%</td>
<td>35%</td>
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<td>29%</td>
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<tr>
<td></td>
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<td>49%</td>
<td>38%</td>
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<td>37%</td>
<td>35%</td>
<td>24%</td>
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THE UNINSPIRED
Never Sporty 15%

THE MISSED OPPORTUNITY
Used to be Sporty 43%

PASSIONATE PARTICIPANTS
Sporty Now 42%
COMPETITIVE SPORT STILL APPEALS TO THE MAJORITY OF GIRLS

64% of girls enjoy competitive sport compared to 74% of boys.

66% of girls believe they are good at team sports compared to 73% of boys.

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<tr>
<th>LIKE COMPETITIVE SPORT</th>
<th>GIRLS</th>
<th>BOYS</th>
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<tbody>
<tr>
<td>Sporty now</td>
<td>84%</td>
<td>87%</td>
</tr>
<tr>
<td>Used to be sporty</td>
<td>59%</td>
<td>65%</td>
</tr>
<tr>
<td>Never sporty</td>
<td>23%</td>
<td>22%</td>
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I think competition gets so many more girls involved... I never knew I was competitive until I really enjoyed the games where you’re on teams and can win!

But girls lack the opportunities to play sport unless they are really good and therefore feel a sense of failure in a competitive environment where they will never thrive. It loses the fun factor!

Options to take part at the right level are important.
WHAT CHARACTERISES THEM?

WHAT’S STOPPING THESE GIRLS?

HIGH LACK OF CONFIDENCE AND PERCEIVED CAPABILITY
- 78% don’t feel confident
- 76% feel others are judging them
- 66% don’t feel good enough to take part
- 50% don’t feel good at team sports

FEEL VERY SELF-CONSCIOUS, EXPOSED AND VULNERABLE
- 85% don’t like other people watching them
- 69% don’t like getting hot and sweaty
- 54% don’t feel they have the right body shape
- 41% don’t like wearing sports kit/clothing

HAVEN’T EXPERIENCED THE TRUE BENEFITS AS MUCH AS OTHER GIRLS
- 38% makes them happier
- 38% sport/exercise good way to make friends
- 37% enjoy learning new skills
- 33% makes them feel less stressed

OPTIONS FEEL LIMITED AND UNINSPIRING
- 43% nothing available they want to do
- 42% it’s not relevant to them/their lives
- 36% nothing fun to do outdoors

“Not being as good as others isn’t a nice feeling or encouraging... some people make fun of the things you do.”

“You’re doing a lot of exercise and it makes you feel smelly and uncomfortable. You’re worried what other people will think.”

“You’re surrounded by sporty people who are all great and you’re not.”
LEVERAGING THE OPPORTUNITY

WHAT WOULD HELP THEM TO DO MORE?
- 48% would take part if their friends did
- 47% if more fun/exciting/adventurous
- 36% if less serious/competitive
- 27% if saw more who look like them
- 23% if sport/exercise could fit more easily into their lives
- 21% if easier to find options nearby
- 19% more sport/exercise opportunities outside of school

KEY INFLUENCERS
Mum is their biggest source of support to get active. Dad is an important influencer to leverage. But friends are unlikely to be influencers currently.
- 47% Mum
- 25% Dad
- 25% School/teachers
- 18% Friends

THE UNINSPIRED
Never Sporty 15%

Only 30% are happy with how active they are

89% recognise being active is good for them but most haven't personally experienced the real benefits

53% think keeping fit/active is more important than ever since the pandemic

“My mum says to me, ‘Honestly, exercise helps… trust me, go out, do a little bit of walking or something, it really helps.’"
THE UNINSPIRED
Never Sporty
15%

THESE GIRLS:
- Know why being active is good for them but just telling them why is not going to change behaviour.
- Want to be more active but need much more support and inspiration than other girls to change the way they feel about sport and exercise.

WHAT DO WE NEED TO DO?
- Identify and target these girls with early interventions before they reach their teens.
- Create innovative offers that will excite and inspire them to get active with friends and family.
- Provide a wider range of positive experiences, both in and out of school, that are free from judgement and focus on fun, enjoyment and building confidence in themselves and their abilities.
- Leverage key influencers from an early age to encourage and support them.

TOP PRINCIPLES FOR SUCCESS
1. NO JUDGEMENT
   Take pressure off performance and give freedom simply to play.

2. INVOKE EXCITEMENT
   Bring a sense of adventure and discovery.

3. OPEN EYES TO WHAT’S THERE
   Redefine sport as more than school sport.

4. BUILD INTO EXISTING HABITS
   Tap into existing behaviours in other spheres.

5. EXPAND IMAGE OF WHAT ‘SPORTY’ LOOKS LIKE
   Create truly relatable role models which inspire.

6. CLICK TO READ
   AMELIE’S STORY

REFRAMING SPORT FOR TEENAGE GIRLS: TACKLING TEENAGE DISENGAGEMENT
PUBERTY MAKES THEM FEEL VULNERABLE AND EXPOSED
78% have avoided sport when on their period
73% don't like other people watching them
56% don't like getting hot and sweaty
43% don't feel safe exercising outdoors in their area

FEAR OF FAILURE AND FEELING THEY DON'T BELONG
68% feel others are judging them
61% don't feel confident
56% don't feel good enough to take part
47% feel they don't belong

PUBERTY MAKES THEM FEEL VULNERABLE AND EXPOSED
78% have avoided sport when on their period
73% don't like other people watching them
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43% don't feel safe exercising outdoors in their area

FEAR OF FAILURE AND FEELING THEY DON'T BELONG
68% feel others are judging them
61% don't feel confident
56% don't feel good enough to take part
47% feel they don't belong

SPORT/EXERCISE BECAME TOO RIGID AND IMPORTANTLY LESS ENJOYABLE!
32% can no longer take part just for fun
27% too busy with schoolwork
25% it's no longer important to them

SPORT DOESN'T GROW WITH THEM AND OPTIONS START TO FEEL MORE LIMITED
38% nothing available they want to do
31% not relevant to them/their lives
31% nothing fun to do outdoors

WHAT'S CHANGED FOR THESE GIRLS?

83% liked/loved sport and exercise in primary school but only...
13% now describe themselves as 'very active/take part regularly'
27% actively dislike/hate school PE
56% don't feel good enough to take part

"It can get boring after a while when you keep doing the same old thing."
"Our crowd don't really play sports – my friends don't like sport either."
"The priorities at secondary school are work and going out."
"I do not play outside of school as there is no club I know of around my area."

WHAT CHARACTERISES THEM?

THE MISSED OPPORTUNITY
Used to be Sporty 43%

83% liked/loved sport and exercise in primary school but only...
13% now describe themselves as 'very active/take part regularly'
27% actively dislike/hate school PE
56% don't feel good enough to take part

REFRAMING SPORT FOR TEENAGE GIRLS: TACKLING TEENAGE DISENGAGEMENT
LEVERAGING THE OPPORTUNITY

THEY HAVE EXPERIENCED AND VALUE THE BENEFITS:
9 in 10 say being physically active is important for fitness, good mental health, building confidence, feeling good, having fun, and feeling happy.

WHAT WOULD HELP THEM TO DO MORE?

- 50% if more fun/exciting/adventurous
- 47% would take part if their friends did
- 32% if easier to find options nearby
- 32% if sport/exercise could fit more easily into their lives
- 28% if less serious/competitive
- 26% if saw more who look like them taking part
- 25% more sport/exercise opportunities outside school

KEY INFLUENCERS
Feel most supported to get active by mum but dad and friends could play a crucial role in keeping these girls engaged in sport.

- 41% Mum
- 23% Dad
- 28% Friends
- 26% School/teachers

"My dad used to drag me along on walks but now it has stopped because of homework, school and events."
THESE GIRLS:
- Have fallen out of love with sport/exercise in their teens as they are made to feel as if they’re not good enough and don’t deserve to be there.
- Have more positive experiences and emotional connections with sport and exercise which we can leverage to re-engage.

WHAT DO WE NEED TO DO?
- Work much harder to prevent girls from gradually disengaging, especially in the transition from primary to secondary school and during puberty.
- Make them feel they deserve opportunities to play even if not top tier ability.
- Providing the right offer at the right time is key – offers that cater to their changing needs and focus on enjoyment and excitement so they compete with other things in their lives.
- Leverage key influencers to prevent drop out and support re-engagement – dad could be particularly powerful.

THE MISSED OPPORTUNITY
Used to be Sporty 43%

59%
like/love competitive sports
61%
feel good at team sports
43%
think of their body as athletic

TOP PRINCIPLES FOR SUCCESS
1. NO JUDGEMENT
   Take pressure off performance and give freedom simply to play.
2. INVOKE EXCITEMENT
   Bring a sense of adventure and discovery.
3. CLEAR EMOTIONAL REWARD
   Reframe achievement as ‘moments of pride’, not winning.
4. GIVE GIRLS A VOICE & CHOICE
   Allow girls choice and control to feel empowered.

CLICK TO READ ZAINAB’S STORY
**WHAT DEFINES THEM?**

**WHY DO THESE GIRLS ENGAGE?**

**VALUE SPORT AND EXERCISE HIGHLY – 9 IN 10 SAY BEING PHYSICALLY ACTIVE IS IMPORTANT TO THEM FOR:**
- Keeping body fit and active
- Good mental health and wellbeing
- Building confidence
- Feeling good about themselves
- Having fun and feeling happy

**KEY INFLUENCERS**
Sporty girls feel much more supported by key people in their lives - and dad has a significant influence.

- 55% Mum
- 41% Dad
- 34% Friends
- 26% School/teachers

**I love to play netball because of the feeling of teamwork and when you win after trying really hard is rewarding and makes my happy.**

**You’re with school friends all week and then when you go to a club it’s like new friends and you can get away from any school stress.**

**(Exercise) makes me feel better, more confident and good about myself.**

**My dad, he motivates us more. When I go to competitions I’ll know where he is, I can just hear his voice.**

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**PASSIONATE PARTICIPANTS**
Sporty Now 42%

- 84% describe themselves as ‘very active and take part regularly’
- 95% like/love sport and exercise and 85% like/love PE at school
- 94% say it makes them feel happier
- 84% like/love competitive sport
- 80% find sport and exercise easy

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**REFRAMING SPORT FOR TEENAGE GIRLS: TACKLING TEENAGE DISENGAGEMENT**

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**22**
HOWEVER, EVEN SPORTY GIRLS...

are more self-conscious, feel judged by others and worry more about their body image compared to sporty boys.

BARRIERS TO SPORT AND EXERCISE AMONGST THOSE WHO ARE SPORTY

- **50%** don’t like others watching
- **49%** feel judged by others
- **38%** not confident
- **38%** don’t feel good enough
- **37%** don’t like getting hot & sweaty
- **35%** don’t have the right body shape
- **35%** too busy with school work
- **32%** don’t belong
- **30%** nothing available I want to do
- **29%** don’t like wearing sports kit/clothing

Passionate participants: Sporty Now 42%
WHAT ARE THE POTENTIAL DISRUPTORS?

**LOW CONFIDENCE IMPACTS EVEN THE SPORTIEST GIRLS**
- 49% feel others are judging them
- 40% don't feel confident
- 38% don't feel good enough to take part
- 29% feel they don't belong

**BODY CONSCIOUSNESS IS AN UNDERLYING ISSUE FOR MANY**
- 50% don't like others watching them
- 37% don't like getting hot and sweaty
- 35% don't feel they have the right body shape
- 22% don't like wearing sports kit/clothing

**WHAT WOULD HELP TO KEEP THEM ENGAGED?**
- 47% if more fun/exciting/adventurous
- 37% would take part if their friends did
- 33% if easier to find options nearby
- 32% more opportunities outside school
- 25% if it could fit more easily into their lives
- 24% make it more competitive

PASSIONATE PARTICIPANTS
Sporty Now
42%

64% avoid exercise when on their period
51% have lost confidence in their sporting ability since the pandemic
35% say they’re too busy with schoolwork

LOW CONFIDENCE IMPACTS EVEN THE SPORTIEST GIRLS

BODY CONSCIOUSNESS IS AN UNDERLYING ISSUE FOR MANY

It’s good to have the opportunity to try something new.

There’s not really much time since GCSEs... there’s a lot of revision already so it’s hard to fit in everything.

If someone says that I’m a ‘try hard’... I have to stop, I have to hold back a bit.

There's not really much time since GCSEs... there's a lot of revision already so it's hard to fit in everything.
THESE GIRLS:
- Take part regularly and have positive attitudes towards sport and exercise.
- Feel more confident and capable than others on the spectrum but even the sportiest can start to disengage if sport/exercise no longer meets their needs or becomes boring.

WHAT DO WE NEED TO DO?
- Provide more practical and emotional support to help them stay active during puberty and reinforce body confidence.
- Guard against potential barriers that could lead them to gradually disengage, particularly shifts in friendship groups and pressure of school work.
- Provide more accessible opportunities outside of school to continue their interest and build their love of sport and exercise.
- Keep sustaining their interest through progression and new skills.

TOP PRINCIPLES FOR SUCCESS

2 INVOKE EXCITEMENT
Bring a sense of adventure and discovery.

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.

PASSIONATE PARTICIPANTS
Sporty Now
42%

85% enjoy trying new and different sports and activities
89% enjoy learning new skills
88% believe taking part is a great way to make new friends

CLICK TO READ
SAKINAH’S STORY
REFRAMING SPORT FOR GIRLS USING THE 8 PRINCIPLES FOR SUCCESS

Women in Sport have developed 8 Principles for Success to minimise the barriers girls experience and to make sport and exercise a much more meaningful and exciting prospect in their lives.

Sport and exercise providers can use these principles to evaluate and enhance existing programmes, and to develop new initiatives through a teenage girl lens to ensure they are truly accessible and meet the needs of girls across the spectrum of engagement.

1. **NO JUDGEMENT**
   - Take pressure off performance and give freedom simply to play.

2. **INVOKE 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 behaviours 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 about more than just health.

8. **EXPAND IMAGE OF WHAT ‘SPORTY’ LOOKS LIKE**
   - Create truly relatable role models which inspire.
RECOMMENDATIONS

Women in Sport want sport and exercise providers to use these findings:

- To build their understanding of teenage girls and their attitudes towards sport and exercise.
- To better target their teenage girl audience and provide tailored offers that give girls across the spectrum what they want and need.
- To use our 8 Principles for Success to interrogate existing programmes and initiatives and to design new ones through a teenage girl lens.
- To innovate solutions that reframe sport as a much more exciting and inspiring prospect in teenage girls’ lives.

‘NEVER SPORTY’ GIRLS
need the most comprehensive intervention – we need to identify and target earlier before teenage years.

‘USED TO BE SPORTY’ GIRLS
are the huge missed opportunity – we need to work much harder to prevent drop off and reengage.

‘SPORT NOW’ GIRLS
need us to guard against signs of gradual disengagement and ensure your offer continues to meet their needs.
We would love to hear how you have used this research. Get in touch with us at:

Email: support@womeninsport.org
Website: www.womeninsport.org

Join the #reframingsport conversation on social media

Twitter: @womeninsport_uk
Instagram: @womeninsport_uk

For more ideas and resources to help you Reframe Sport for Teenage Girls visit our online toolkit »