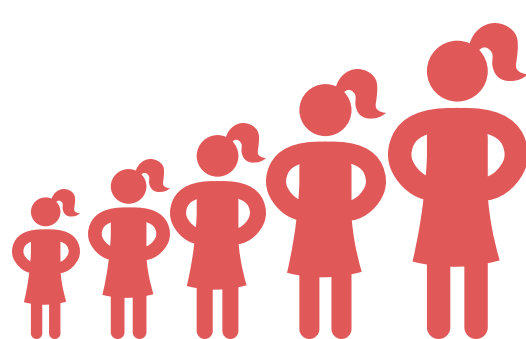
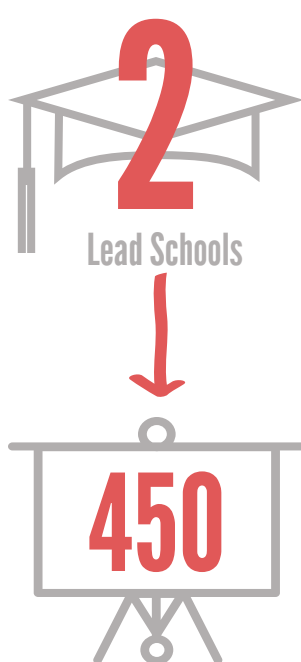


INSIGHT

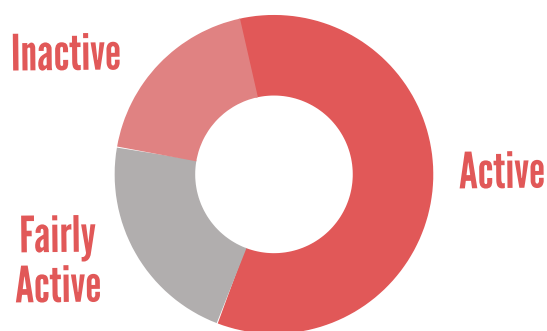
We partnered with 2 lead schools to deliver This Girl Can. Assemblies were delivered in each of our lead schools, raising awareness for the campaign among 450 female students.



Students from Year 7 - Year 11 participated in the campaign (ages 11-16)

*non unique users

ACTIVITY LEVELS



On average, 19% of female students across Herefordshire are classified as inactive, exercising less than once a week.

MOTIVATIONS

I want to be Healthy 65%

Makes me feel good 61%

It's fun 72%

I want to get fit 67%

BARRIERS

Fear of judgement 34%

None of my friends do it 33%

Too self-conscious 36%

Conscious of body image 39%

A FEW IDEAS...

According to research conducted by the Youth Sports Trust, the biggest drop-off in girls participating in sports activities occurs during the transition from primary to secondary school, with disruption to friendship groups and declining body confidence affecting girls' participation in PE and sport.

Insight from girls who took part in Here Girls Can suggests that the following changes may help them enjoy PE more.

Doing it with friends 52%

More varied activities 41%

Different kit 28%

MAKING A DIFFERENCE

Further feedback indicates that making PE lessons less competitive, adding music to lessons and having more choice about the activities they do would all increase girls' positivity in PE.

As a result of taking part in Here Girls Can, 39% of girls said they felt more positive about sport and physical activity.



8.14



8.47

Before taking part in Here Girls Can girls rated their feelings towards sport and physical activity as an average of 8.14 out of 10. After participation in the campaign, this improved to 8.47 out of 10.

Here Girls Can is cool and there is so much positivity involved in it. I love it.

Probably the best thing I have done with school - THANK YOU!