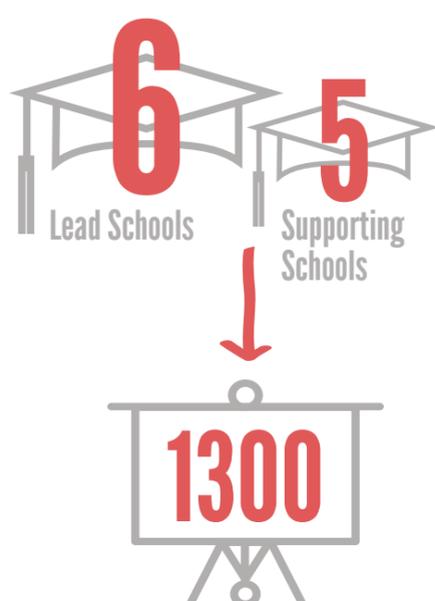


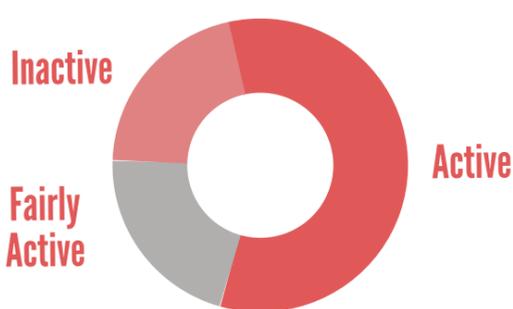
## INSIGHT

We partnered with 6 lead schools and a further 5 supporting schools to deliver This Girl Can. Assemblies were delivered, raising awareness for the campaign among 1300 female students.



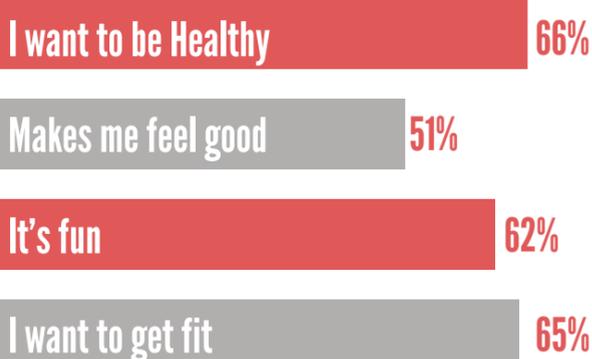
\*non unique users

## ACTIVITY LEVELS



21% of female students across Worcestershire are classified as inactive, exercising less than once a week.

## MOTIVATIONS



## BARRIERS



## 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 Worcs Girls Can suggests that the following changes may help them enjoy PE more.



## 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 Worcs Girls Can, 43% of girls said they felt more positive about sport and physical activity.



7.45



8.43

Before taking part in Worcs Girls Can girls rated their feelings towards sport and physical activity as an average of 7.45 out of 10. After participation in the campaign, this improved to 8.43 out of 10.

Worcs Girls Can helped me look at PE from a different point of view and helped me to enjoy the extra-curricular activities that I would not normally go to

Made me feel less self-conscious and made me want to do sports more