

THIS GIRL CAN - LAMBETH

Increasing physical activity participation in young females

The problem

Over 85% of girls around the world are not sufficiently active

Interventions to increase & sustain physical activity have often been ineffective

Multi-level influences of participation are not well understood

Levels of Influence

Intra-personal



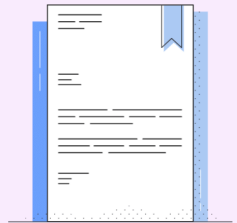
Inter-personal



Organisational Environmental



Policy & Legislation



WE INTERVIEWED PROVIDERS AND FEMALES ABOUT EACH LEVEL AND FOUND...

Findings

Girls' biggest motivations in being active are learning skills and de-stressing

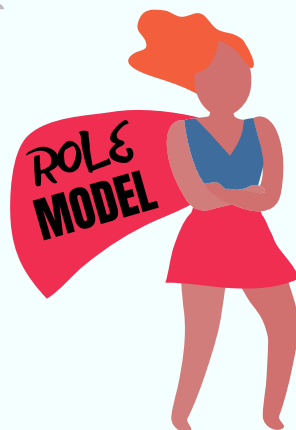
Male encouragement & support is highly valued by young females

Girls feel across settings female physical activity deserves equal & increased recognition

Organisational & environmental factors are the most difficult to overcome

Deficient funding, policy & resources place a great strain on physical activity providers

Recommendations



KEY RECOMMENDATIONS

To increase and sustain the engagement of young girls programs should address the multi-level factors that influence physical activity participation

The Intrapersonal level includes...

Physical, psychological and demographic factors

- Both physical and mental well-being should be considered in your offer
- Sessions should be enjoyable, content-rich and progressive
- Sessions should be adapted according to participants ability and goals

The Interpersonal level includes...

Social interaction and relationships in the shared environment

- Activities should be delivered by highly-trained, relatable and diverse coaches
- Support between male and female groups should be encouraged and fostered
- 'Fun' should be the focus of mixed-gender sessions

The Organisational level includes...

Organisational and institutional involvement

- Schools should assign active homework such as collecting leaflets or soil samples, and discourage sedentary behaviour with provision during breaks
- Female role models should be made more visible, and human and physical resources should be allocated equitably across genders
- PE teachers should be up-skilled and community-pathways should be offered

The Environmental level includes...

Physical and cultural environmental structures

- The range and amount of female activity sessions should be increased
- Social media/mobile apps should be used to engage, educate and retain females
- Location, culture and physical infrastructure should be considered when designing interventions

The Policy & Legislation level includes...

Funding, regulations and guidelines that influence healthy lifestyles

- Quantitative and qualitative impact should be considered in project evaluation
- Marketing campaigns should promote a realistic perspective on diverse female bodies, and focus on empowerment and fun
- Decision-makers should consult and collaborate with providers, and consider how funding and deliverables may influence existing best practice