



Girls in Sport: Best Practice Guide

This guide presents a range of case studies, focusing on programmes and initiatives which aim to increase girls' participation in sport and physical activity. Each programme is unique in its own respect, but each brings to life some of the 10 elements (noted in bold below) which were presented in the previous guide: '(Re)introducing girls to sport and physical activity'.

A selection of the case studies presented are included below:

- 1. This Girl Can™**
A British campaign which seeks to normalise women being physically active. This uses role models and promotes awareness of body image issues by centralising images of women taking part in a range of physical activity.
- 2. PowerPlay™**
A family of programmes based in New York which focus on sport participation and leadership for girls. PowerPlay offers a range of activities and provides high support by training girls as leaders to inspire the next generation.
- 3. UEFA Disney Playmakers™**
A programme which delivers a fun and safe introduction to football. The sessions are girls-only and focus on fundamental movement skills, therefore building competence and offering a non-competitive environment.
- 4. Her Time to Play™**
An NBA community which gives basketball clubs access to toolkits, practice plans, and support for female coaches and officials. The partnership with the National Basketball Association (NBA) and Women's National Basketball Association (WNBA) ensures strong female role models are used.
- 5. Coaching Her**
An online education programme for all coaches working with girls, aiming to support more coaches to understand the needs of their female participants.
- 6. Weetabix Wildcats™**
A non-competitive football programme for girls aged 5–11, aimed at those who have never played before and want to try the sport for the first time. One of the key focus areas for these sessions are to develop friendships and social connections and build fundamental movement skills, and therefore perceived competence.



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