

she plays



Designing sport experiences for girls, with girls

Background

As part of an initiative to reduce drop-out rates in girls aged 11 to 14, viaSport BC partnered with 8 sport organizations across B.C. and Nova Scotia and worked with the participants, coaches, administrators and parents to understand the factors that influence their sport participation and identify strategies to improve their sport experiences. viaSport helped organizations implement and evaluate these strategies, and here's what was learned:

Girls reported engaging in sports because they...

- Like being **active**
- Find sport **fun**
- Want to try something **new**
- Like being part of a **team**
- Want to meet **new people**
- Want to learn **new skills**
- Enjoy the sense of **belonging**



75% of girls viewed being active & spending time with friends as the most valuable part of sport

After participating in our program...

95% of girls intend to return to the same sport next season

100% of girls plan to engage in sport in some form in the next year

100% of girls felt that their input was valued

80% of girls indicated that being active in sport made them happier

87% of girls viewed the program they designed positively



100%

of participants identified mentorship and team building as key elements to successful programming

¹ viaSport uses the B.C. Activity Reporter to collect membership data on all B.C. sport sector participants. For details, contact info@viasport.ca

Girls' sport participation snapshot in British Columbia¹:

Sport participation begins to decline when girls reach

11 years old

By the age of 19, girls' sport participation drops by

83%

Girls face several obstacles to sport participation, including...



Friends dropping out of sport



School demands



Few opportunities to try different sports



Coaching strategies viewed as better suited to coach boys than girls

What sport organizations can do to enhance sport experiences for girls...



Educate coaches to better understand the unique needs of girls



Create opportunities for organic relationships across age groups



Provide opportunities for older girls to move into coaching and mentorship roles



Introduce new sports in the warm-up or expose participants with cross training opportunities



Enable motivational visits by national level athletes



Host team workshops or social nights



Provide skill nights that allow girls to play at varying levels of competitiveness



Develop social campaigns that build awareness for girl's sport and inspire participants to share

What can you do?

Engage girls in the creation of sport programs because there is no one more knowledgeable about the experiences of girls in sport than girls themselves!

