

Brighton to Beijing to Post 2015: Gaining the 'World We Want' In Girls and Women's Sport

*Keys to making quality sports programming accessible to
the most underserved girls*

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UN Commission on
the Status of Women
March 10, 2014

Why is the Women's Sports Foundation involved?

- We are one of the USA leaders dedicated to advancing the lives of girls and women through sports and physical activity.
- We frequently receive requests for assistance from all over the world and realized two things:
 - We had much to learn about what was going on globally for girls and women and
 - We could potentially offer our learnings in the area of sports and physical activity to others

The Women's Sports Foundation Strategy for Increasing Access

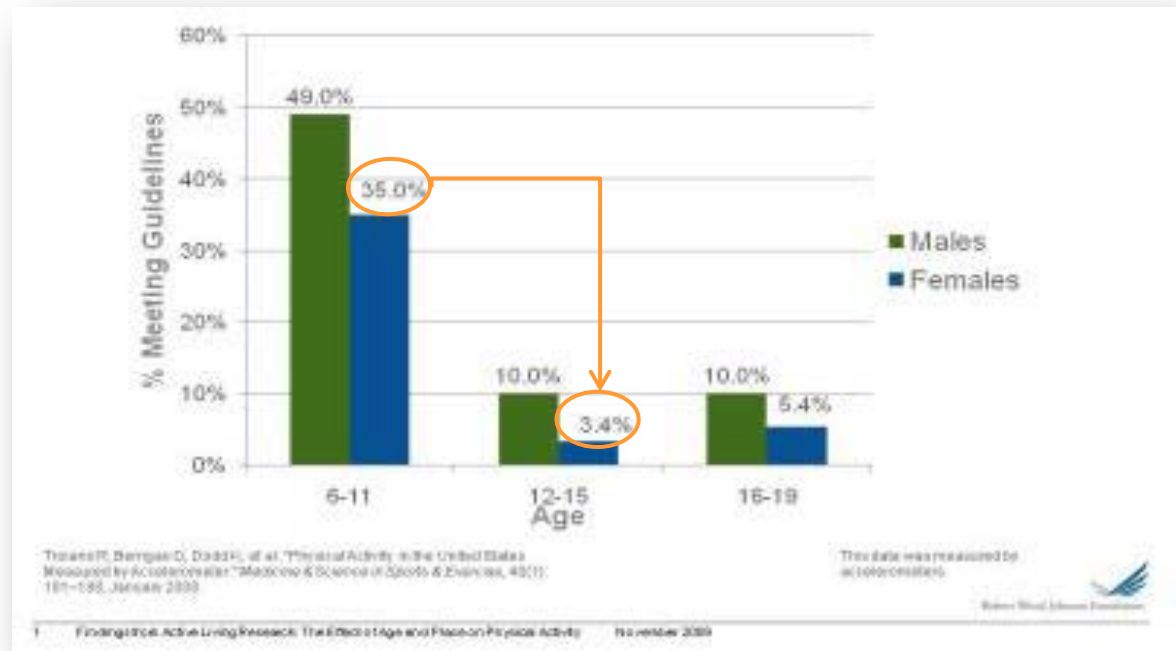
- Make the case for why sports and physical activity are important for girls
- Identify the special issues disproportionately faced by girls and women that are barriers to access



Evidence-based approach looking first for data that already exists to support the case

- Government Data
 - CDC
 - NIH
 - DOE
- NGO's
 - Robert Wood Johnson
 - SGMA
 - NCAA
- Academic Journals

Percent of Youths Meeting Physical Activity Guidelines Declines with Age



Her Life Depends On It

A comprehensive compendium of research that points to physical activity and sport as fundamental solutions for many of the serious health and social problems faced by U.S. girls

Compiled from more than 2,000 studies

**WOMEN'S
SPORTS
FOUNDATION**
equal play.

December 2009

Her Life Depends On It II

Sport, Physical Activity, and
the Health and Well-Being of
American Girls and Women

A Women's Sports Foundation Research Report

**WOMEN'S
SPORTS
FOUNDATION**

“Team ‘Nippon’ Multi Support Project – Female Athletes Strategic Support Project”

Juntendo University in a project supported by the Japanese government is building an online resource of data and information to increase awareness and knowledge of girls and women’s sports issues in Japan.

Partnerships with NGO’s around the world to share information

Collaborate with others to produce reports and conduct new research

- Academic
- Business
- NGOs
- Foundations
- Government

Engage key influencers



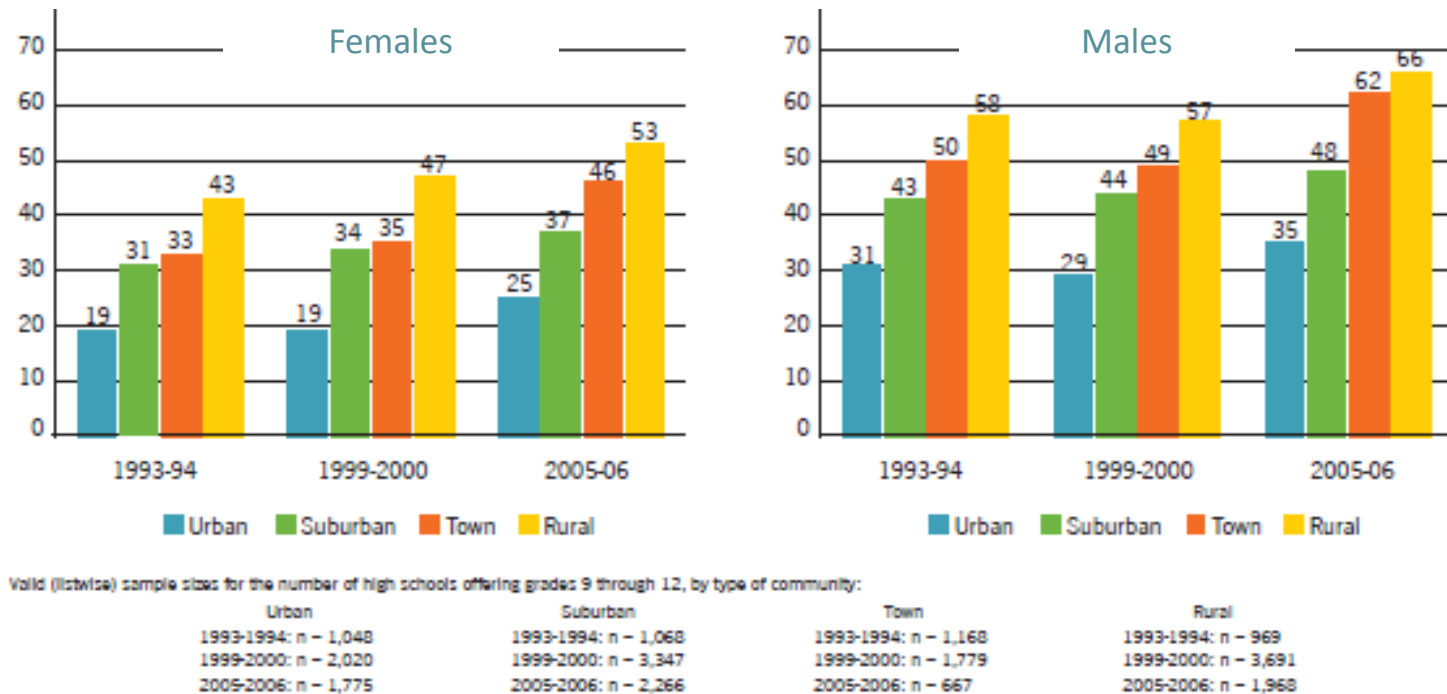
Identify the underserved girls

- Who will benefit the most?
 - Sedentary girls of color in urban centers
- How can you reach the most girls with the resources you have?



Girls in Urban Schools Have Fewest Sports Opportunities

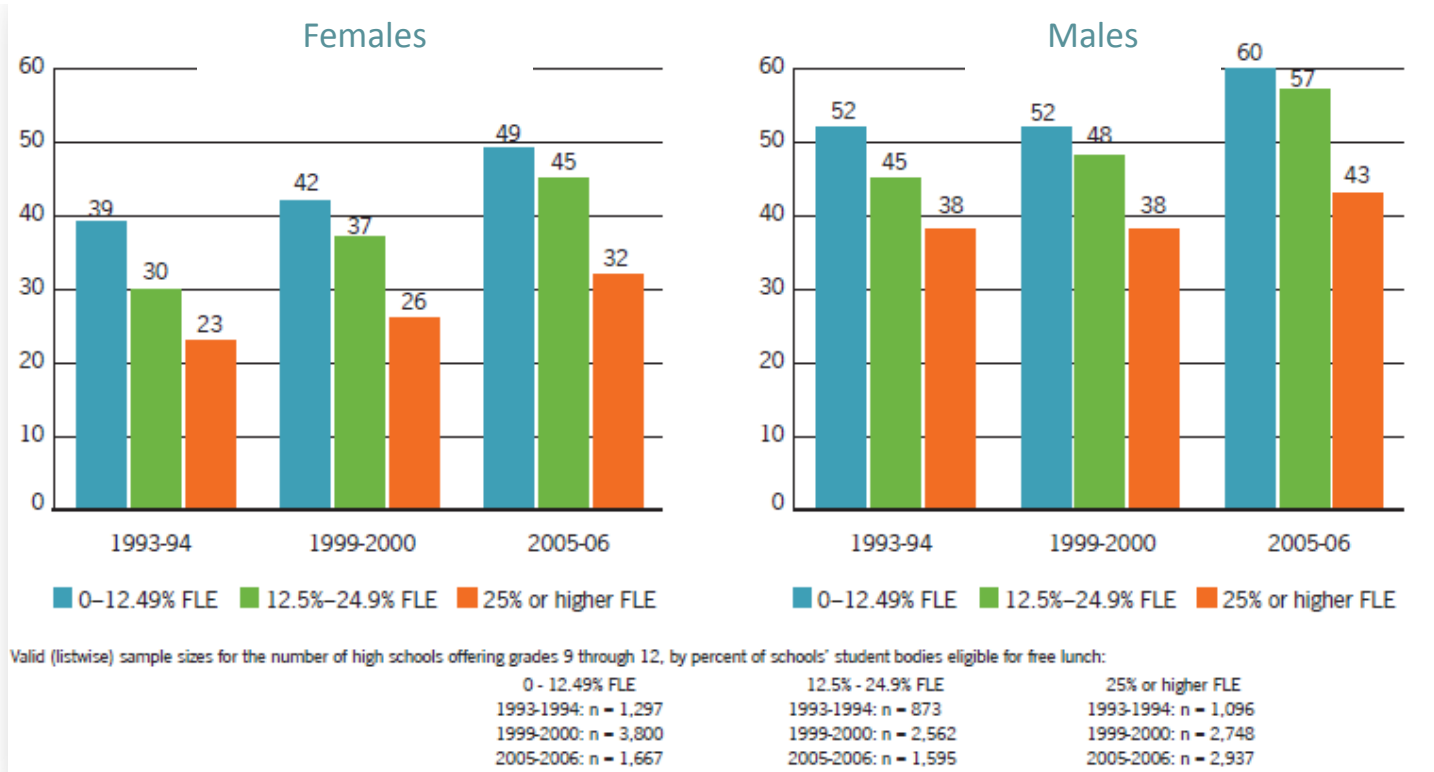
Percentage of Athletic Participation Opportunities that U.S. High Schools Provided to Girls and Boys, by the Type of Community Where the School Is Located



Progress Without Equity: The Provision of High School Athletic Opportunity in the United States, by Gender 1993-94 through 2005-06; November 2011; Center for Research on Physical Activity, Sport & Health, D'Youville College and the Sport, Health and Activity Research and Policy (SHARP), a Collaboration between the Women's Sports Foundation and the University of Michigan

Lack of Sports Opportunities Hits Hardest for Girls in Lower Income Communities

Percentage of Athletic Participation Opportunities Provided by U.S. High Schools to Girls and Boys, by Percentage of School Population Eligible for Free Lunch

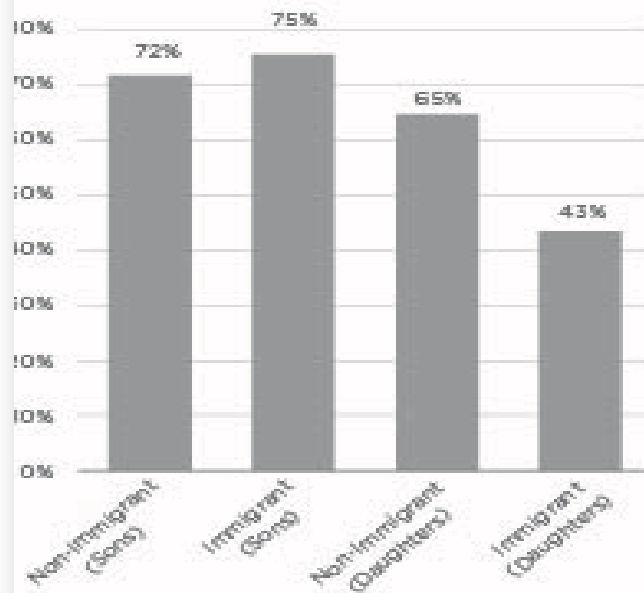


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Girls Have a Narrower Window of Opportunity in Sports

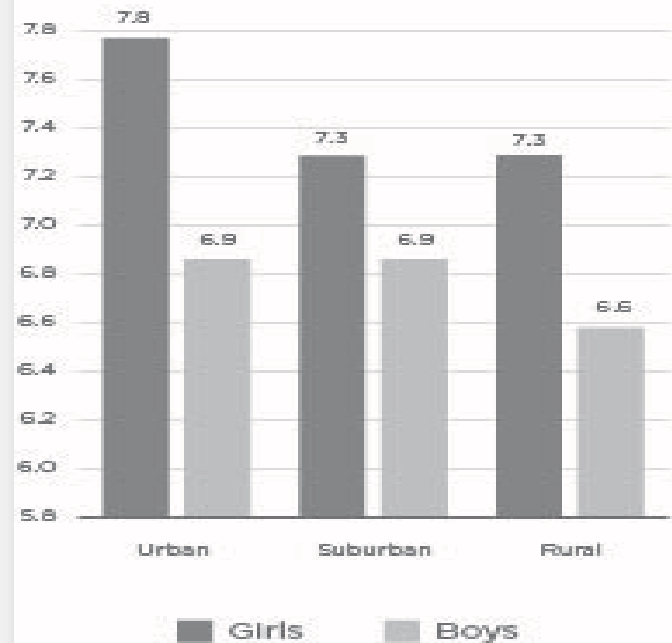
Girls Participate Less Frequently

Children's Involvement with Organized or Team Sports by Gender and Immigration Status



Girls Participate at a Later Age

Average Age of Children when They First Enter Sports by Urban, Suburban, and Rural Areas



"GO OUT AND PLAY: YOUTH SPORTS IN AMERICA" Women's Sports Foundation October 2008

Create Public Debate

- Garner media coverage of data
- Disseminate findings to key influencers
- Use champion female athletes and/or other celebrities to get attention
- Focus on key messages – Myth Busting

Addressing a Health Crisis

- 1 in 3 U.S. children born in 2000 will become diabetic if current dietary and exercise patterns persist
- Women's Sports Foundation research and other data show lack of exercise is a primary cause
- School-based physical activity programs being eliminated including PE, recess, and extra-curricular sports
- Inactivity-related diseases account for much of the more than \$1 trillion spent on health care
- Physical activity is not as accessible and not everyone can afford to purchase sports opportunities
- Cultural, environmental, and economic factors present real risk factors for girls in both ethnic and underserved communities
- Girls in these communities represent a vulnerable population and require special interventions to achieve success in meeting daily P.A. requirements

Girls At Greater Risk

- African American and Latina girls are twice as likely to be overweight as their Caucasian counterparts
- If a girl doesn't participate in sports by the time she is 10, there is only a 10% chance she will participate when she is 25
- Between middle school and high school, girls drop out of sport at double the rate of boys
- By the time a girl is 17, she has seen 250,000 TV commercials focusing on her looks
- There is equity in suburbs and rural areas, but girls lag behind in cities:
 - they enter sports later
 - they participate at lower rates
 - they dropout earlier



Advocate for policy change at governmental, ngo and institutional levels

The Chronicle of
Higher Education

November 14, 2008

After Long Battle, NCAA
Publishes Guidelines to
Protect Pregnant
Athletes



**USA
TODAY**
A GANNETT COMPANY

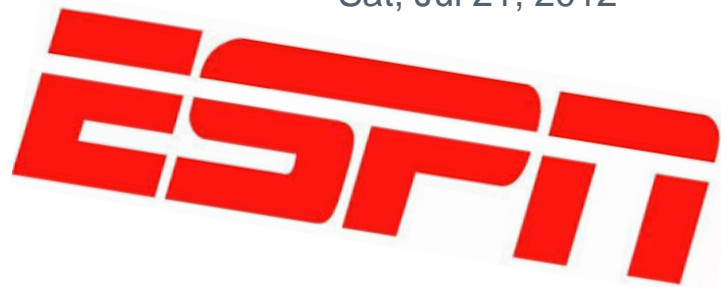
Keynote presenter at the
Softball Coaches Association
and the U.S. Track and Field
and Cross Country Coaches
Associations.

Testified before the
U.S. Senate HELP
Committee June 20,
2012.

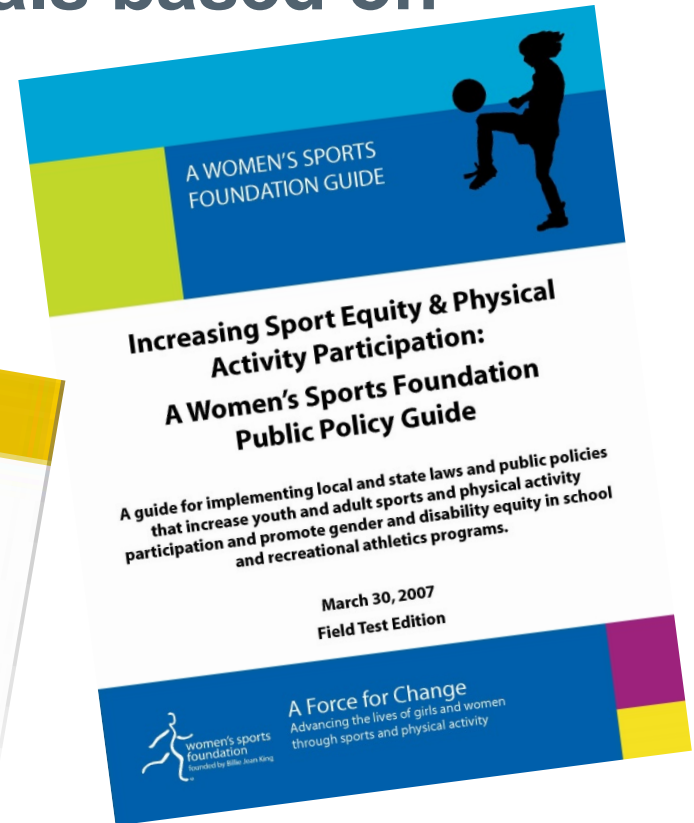


~~The Florida Times-Union~~

Boys aren't being hurt by Title IX
Sat, Jul 21, 2012



Develop programs and materials based on data



GoGirlGo!

Free educational & physical activity program that makes sport and physical activity attractive and accessible to the most underserved girls



5-7 yr-olds



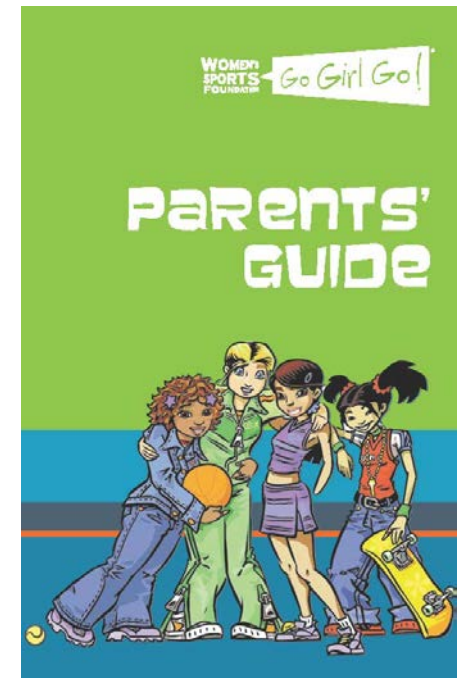
8-10 yr-olds



11-13 yr-olds



In Spanish



In English

Partner with Community Leaders and stakeholders

- Each community is different so programs must be tailored to meet their needs
- Look for ways to engage parents, and other key influencers



Build Capacity - Train Program Leaders to:

- recruit and retain girls in their programs
- deliver quality programs
- evaluate their programs
- fundraise for their programs
- network with others to share resources

GoGirlGo! Has a History of Success



GoGirlGo!
Is scalable and measurable

We have trained



8,000+

Program leaders

We have reached



1,000,000

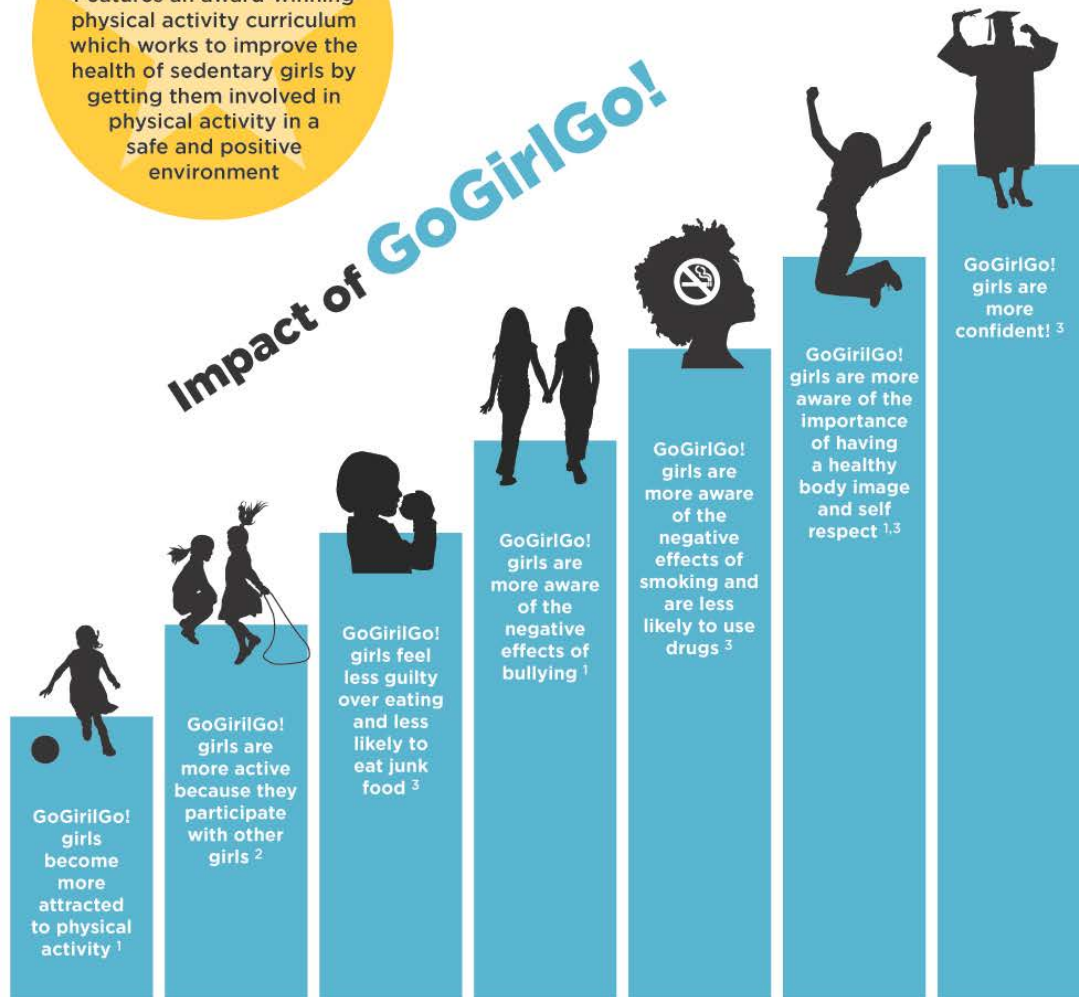
Underserved and sedentary girls
across the U.S. since 2001



The Women's Sports Foundation's GoGirlGo! program

Features an award-winning physical activity curriculum which works to improve the health of sedentary girls by getting them involved in physical activity in a safe and positive environment

Impact of GoGirlGo!



Summary – Keys to Success

- Make the case with research
- Collaborate with others
- Identify the barriers and solutions
- Create public debate
- Advocate for change
- Develop evidence-based programs
- Identify the communities with the greatest need
- Tailor programs to communities
- Build capacity
- Evaluate progress

For more information: Womenssportsfoundation.org

