

GOT YOUR PERIOD?

WE'VE GOT YOU!

A GUIDE TO TACKLING FEMALE DISENGAGEMENT IN GIRLS FOOTBALL

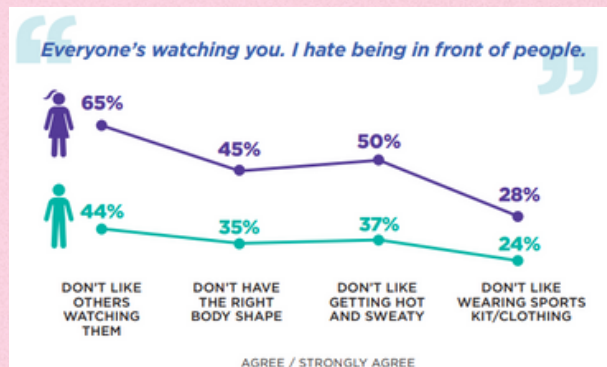


BY LEICESTERSHIRE & RUTLAND COUNTY FA AND LEICESTERSHIRE WOMEN AND GIRLS FOOTBALL LEAGUE

SUPPORTED BY WOMEN IN SPORT AND COALVILLE TOWN FC

TACKLING TEENAGE DISENGAGEMENT DURING PUBERTY

Puberty is a time of difficult physical and emotional changes but also when girls would benefit most from being active. Physical activity can highlight insecurities and make them feel self-conscious, vulnerable and objectified.



Credit: Women in Sport; Tackling Teenage Disengagement

WHAT DO WE NEED TO DO?

- Identify and target these girls with early interventions before they reach their teens.
- Create innovative offers that will excite and inspire them to get active with friends and family.
- Provide a wider range of positive experiences that are free from judgement and focus on fun
- Leverage key influencers from an early age to encourage and support them.
- Be flexible on kit options, do you order female kit sizes? Can you add a sports bra to the season kit list?
- Eliminate 'body talk' from the game.
- Educate other coaches on the impact of puberty on the girls.
- Provide support and signpost the girls to resources which will help (see our resource poster)

WHAT WOULD HELP THEM TO DO MORE?

- 48% would take part if their friends did
- 47% if more fun/exciting/adventurous
- 36% if less serious/competitive
- 27% if saw more who look like them
- 23% if sport/exercise could fit more easily into their lives
- 21% if easier to find options nearby
- 19% more sport/exercise opportunities outside of school

KEY INFLUENCERS

- Mum is their biggest source of support to get active. Dad is an important influencer to leverage. But friends are unlikely to be influencers currently.
- 47% Mum
 - 25% Dad
 - 25% School/teachers
 - 18% Friends

CREATING AN ENGAGING FOOTBALL OFFERS FOR GIRLS

Designed with and for teenage girls, these 8 principles for success can help you minimise the complex barriers girls face and provide a more relevant and meaningful experience that aligns with their wants and needs.

1	NO JUDGEMENT Take pressure off performance and give freedom simply to play.	5	BUILD INTO EXISTING HABITS Tap into existing behaviours in other spheres
2	VOKE EXCITEMENT Bring a sense of adventure and discovery.	6	GIVE GIRLS A VOICE & CHOICE Allow girls choice and control to feel empowered.
3	CLEAR EMOTIONAL REWARD Reframe achievement as 'moments of pride', not winning	7	CHAMPION WHAT'S IN IT FOR THEM Make it much more than just about health.
4	OPEN EYES TO WHAT'S THERE Redefine sport as more than school sport.	8	EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE Create truly relatable role models which inspire

Credit: Women in Sport; Guide to Applying the 8 Principles for Success

Download Women in Sports Guide to Applying the 8 Principles for Success and evaluate your offer against these principles.

Where do your sessions currently sit? Score yourself out of 10 for each principle and then consider...

- What do we do well and how do we do it?
- What can we do better in designed, delivered and marketing of our offer?





PERIOD SUPPORT

Women in Sport insight shows that 7 in 10 teenage girls avoid being active on their period. Girls coping with their monthly period for the first time, might feel embarrassed to ask for help, feel tired or in pain, and struggle with the irregular nature and unpredictability of when they might next have a period. It is a natural stage of development, but when it is happening to a girl it can be traumatising and fearful because of the following:

- Embarrassment of leaking through shorts
- Sanitary products being visible to others
- Not knowing how to ask for an unscheduled break and how it could be perceived
- Worrying about running out of sanitary products at a sports club.

Players may also choose to not take part or could want to do less intense exercise due to painful cramps.

WHAT CAN YOU DO?

Be open - Why is this a taboo subject? Discuss this with your group and let them know you are there to support.

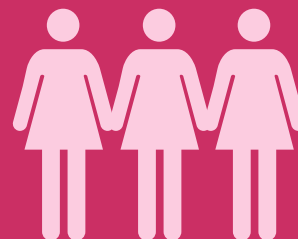
Toilet Access - Make sure you have access to a toilet and that the toilet also has sanitary disposal bins.

Rescue Packs - Consider having a rescue pack in your kitbag that the players can take out of whenever they need. Make sure the players know where it is and that they don't need to ask to access it.

PERIOD POVERTY

"Period poverty is the lack of access to sanitary products due to financial constraints, this can be caused by a wide range of life events that negatively impact on a girl or woman's ability to access sanitary products to manage a most intimate and regular occurrence in her life."

- Royal College of Nursing



1 in 4 girls struggle to afford sanitary products, with 1 in 10 saying they have resorted to using toilet paper at an alternative.

Despite the growing number, nearly a third of Brits have never heard of the term 'Period Poverty'.

WHAT CAN YOU DO?

As a club you are in a position to support your players and make sure they have the products they need to feel comfortable when they are playing. You might want to consider offering free products to those who need it. To help you provide these products you could consider:

- Asking for donations from a local supermarket. Lots of stores have community support programmes and may be able to help.
- Budget for costs of products when asking for kit sponsors. Why not ask a sponsor to provide some extra funds to pay for a season's worth of products.
- Foodbanks offer free products to those in need. Connect with your local organisation to see if they can support you.

RESOURCES FOR YOUR CLUB

POSTERS



BADGE



RESCUE PACK CHECKLIST



FIND THEM AT:

WWW.LEICESTERSHIREFA.COM/FEMALE-FOOTBALL