



News and Resource Update June 2015: Your guide to what's happening around the world

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IAPESGW 18th World Congress, Barry University, Florida, USA 17 – 21 May 2017

There is now a website for our event being hosted by Barry University at:

www.barry.edu/iapesgw

Joining IAPESGW – Special membership offer extended

We are pleased to advise colleagues of the special rate of \$50 Canadian for a membership covering 2015 to 31 March 2017 – please encourage your contacts to take up this offer.

[Visit 'Joining IAPESGW' to take advantage of the offer](#)

International

European Commission (15 June 2015) High Level Groups call for applications

The European Commission has launched two calls for applications regarding the High Level Group on Sport Diplomacy and the High Level Group on Grassroots Sport. Applications are open for both organisations and individuals and full details may be found in the forms found below.

[Call for applications regarding a High Level Group on Grassroots Sport](#)

[Call for applications regarding a High Level Group on Sport Diplomacy](#)

Interested applicants are required to submit their application no later than 15 July 2015, 18:00 (CET).

[Source of information](#)

Br J Sports Med 2015;49:883-886 doi:10.1136/bjsports-2015-094619. Review: Safeguarding the child athlete in sport: a review, a framework and recommendations for the IOC youth athlete development model. Mountjoy, D et al

Abstract

Participation in sport has many physical, psychological and social benefits for the child athlete. A growing body of evidence indicates, however, that sport participation may have inherent threats for the child's well-being.

The subject of safeguarding children in sport has seen an increase in scientific study in recent years. In particular, there is increasing emphasis on identifying who is involved in abuse, the context of where it occurs and the identification of the various forms of abuse that take place in the sporting domain. Safeguarding principles developed by the International Safeguarding Children in Sport Founders Group are presented along with *8 underlying pillars which underpin the successful adoption and implementation of safeguarding strategies. This safeguarding model is designed to assist sport organisations in the creation of a safe sporting environment to ensure that the child athlete can flourish and reach their athletic potential through an enjoyable experience.

The aim of this narrative review is to (1) present a summary of the scientific literature on the threats to children in sport; (2) introduce a framework to categorise these threats; (3) identify research gaps in the field and (4) provide safeguarding recommendations for sport organisations.

[View the full article on-line](#)

*** The eight safeguards are:**

- Developing your policy
- Procedures for responding to safeguarding concerns
- Advice and support
- Minimising risks to children
- Guidelines for behaviour
- Recruiting, training and communicating
- Working with partners
- Monitoring and evaluating

University of Gloucester

SPAcE – First steps towards urban active environments

The first partnership meeting for the project 'SPAcE' (Supporting Policy and Action for Active Environments) was held at the University of Gloucestershire (Cheltenham) on the 23rd and 24th of March 2015.

SPAcE is a three year project co-funded by the sport collaborative partnerships action of the Erasmus+ programme. The project is led by the University of Gloucestershire, and involves [Professor Diane Crone](#) (coordinator), Dr's [Tabitha Dickson](#), [Colin Baker](#) and [Elizabeth Loughren](#), and the University funding officers Anna Newell, Gideon Capie and [Chris Rayfield](#).

The project involves an impressive collection of representatives from ten partners in eight different countries. These include regional governments from Latvia (Tukums Municipality), Romania (Brasov Metropolitan Agency), Spain (Castilla La Mancha Regional Government of

Education) and Greece (Municipality of Trikala); Higher Education Institutions from the UK (University of Gloucestershire [Coordinator] and Oxford University), Switzerland (University of Zurich) and Greece (University of Thessaly) plus NGOs from Italy (CESIE) and Finland (Likes, Foundation for Sport and Health Science).

Through the development of UActive Action Plans in five implementation sites in the EU (Greece [MT], Italy, Latvia, Romania and Spain) the project will promote participation in physical activity. Within these five EU member states, working groups will be established with a focus on creating environments to support physical activity for the creation of a more physical active environment. Health Economic Assessment Tool (HEAT) training will be planned, designed and delivered to key personnel in each of these five implementation sites. Implementation partners will be supported by partners who are not implementation sites (UK, Finland, Greece [UOT] and Switzerland) who offer expertise and academic support in the field of European and national physical activity policy, practice, implementation and evaluation in developing active environments.

With respect to intended results the project will develop three outputs:

- EU UActive Summary of Evidence and Good Practice Document
- Guidance Document 'How to Create and Evaluate an UActive' including five case studies from implementation partners.
- 'How to' guidance on measuring the value of UActive, including a complementary media clip.

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[View the full details](#)

The Conversation Trust UK (19 June 2015)

Helen Owton: Gains for women at European Games eclipsed by Azerbaijan's appalling human rights record

With the Women's Football World Cup kicking off this month and the recent Women in Sports week, the first European Games in Baku, Azerbaijan could have been another opportunity for women's sporting success to be celebrated. But Azerbaijan's atrocious record on human rights, and the ban on certain journalists from covering the event have meant any gains made by female athletes are close to meaningless.

The billions spent on staging these games will be wasted – hardly anyone will be able to watch because of the tight media regulations; [new rules](#) make it possible for lawsuits to be brought against journalists whose work opposes national interest or "insults the honour of the state and the dignity of the Azerbaijan people". So unlike the Women's World Cup in Canada, in Baku few will see the great strides forward for women's sport.

Out of sight, not out of action

So what have we missed? For a start, the European Games could have been a watershed moment for women's boxing. Boxing, the archetypal male pursuit of controlled violence, has always been a tough arena for women. Often, they have to prove themselves over and above the levels of men to be accepted, not to mention facing multiple forms of discrimination and harassment.

Women challenge existing gender norms by crossing gender boundaries and while the inclusion of women's boxing at Baku and in the 2012 London Olympics (after and absence of 116 years) was a sign of progress, there is still much more work to be done.....

[View the full article](#)

Aljazeera America (20 June 2015)

Graham Park: Politics of gender and religion surface in Women’s World Cup

As knockout round begins at 2015 tournament in Canada, controversy swirls around hot-button identity issues.

The young woman is wearing a [black hoodie fashioned from one of the recognizable smart fabrics](#) popular with sportswear manufacturers. The familiar Nike Swoosh is emblazoned on her chest, and she wears a black “veil” redolent of goal netting over her face. The hoodie is tightly stretched around her head. It’s impossible not to see it as signifying the hijab.

The young woman is [Jessica Houara-d’Hommeaux](#), and she was posing for a Surface Football magazine feature in her native France. The image was ostensibly to help preview the [Women’s World Cup in Canada](#), now underway, but it also served as a provocative response to a debate in France over the role of Muslim women in sports — and society.

In 2004 France [barred the wearing of all conspicuous religious symbols](#) in grade schools, which was widely seen as a move aimed at its large Muslim minority. In 2010 the country made it illegal for [Muslim women to wear face veils in public](#). The moves have caused huge controversy, including in sport. Though FIFA recently allowed female players to wear an officially sanctioned hijab during games, the French football authorities have barred their players from doing so.

But the French debate is far from unique. Men in sport may be scrutinized for how their appearance and behaviors reflect societal norms, but the world’s female athletes also face hurdles ranging from economic inequality to entrenched cultural ideas about gender roles. Even the individual national federations charged with developing and supporting women’s soccer are often staffed by officials who are as much an impediment as a support to the players.....

[View the full article](#)

UK Sport (9 June 2015)

IAAF World Championships London 2017 athletics development project launched

UK Athletics and UK Sport, with endorsement from the IAAF’s Athletics for a Better World programme, have launched an international athletics development programme linked to the IAAF World Championships London 2017. The programme, known as LEAP (Leadership and Excellence in Athletics Programme), aims to develop youth athletics in a number of countries around the world.

The programme will take place in ten different IAAF Member Federation countries and will introduce young people to athletics, develop their basic running, jumping and throwing abilities and create a long term passion for the sport.

To ensure a long term impact of the programme, LEAP will also train Federation staff, school teachers and young leaders so that there will be increased athletics activity and ongoing delivery of athletics in the community.

The impact of LEAP can already be seen in Uganda where 14 project leaders have now trained over 1000 young leaders who will continue to deliver athletics activities long after the IAAF World Championships London 2017 have finished. Mozambique, Senegal, Azerbaijan and Chile have also received training.....

[View the full news item](#)

Inside the games reports (11 June 2015)

Two cities express interest in hosting 2019 European Games following withdrawal of The Netherlands

European Olympic Committees (EOC) President Patrick Hickey claimed here today that two cities have expressed an interest in replacing The Netherlands as hosts of the 2019 edition of the European Games.

The Netherlands had been confirmed as the second hosts of the event by the EOC at an Extraordinary General Assembly in Belek last month, but withdrew yesterday just two days prior to the Opening Ceremony of the inaugural edition in Baku.....

Following the conclusion of the Baku 2015 the EOC will seek to re-open negotiations with interested parties, which would again be held in private to prevent an expensive bid process, although no proposed timeline for a replacement was outlined, nor will the cities interested in staging the event be identified.....

[View the full news item](#)

British Rowing reports (23 June 2015)

Supporting the Women's Sport Leadership Academy

British Rowing welcomed three female leaders; Victoria Aguirregomezcorta, Argentina; Oluode Olumbunmi, Nigeria; Sevara Ganiyeva, Uzbekistan (mini biographies below) to Great Britain at the weekend, from our wider international rowing community.

These women visited primarily to attend the Women's Sport Leadership Academy, organised by the [Anita White Foundation](#) (AWF) and [Females Achieving Brilliance](#) (FAB) which is currently being held at the University of Chichester (22 – 26 June). To optimise their trip over here and make it as enjoyable as possible, they were given a tour of the English Institute of Sport centre at Bisham Abbey. After that they went straight into the heart of women's rowing by attending [Henley Women's Regatta](#) (HWR) for the entirety of the regatta, also attending the HWR dinner to meet with some of the overseas rowers and coaches.

Mini biographies:

[Victoria Aguirregomezcorta, Argentina](#)

- Former rower
- Teacher and Director's assistant at Colegio Santa Teresa, Tigre, Buenos Aires (since 2010)
- International Umpire, including an Olympic Qualifier Regatta and World Cups since 2001

[Sevara Ganiyeva, Uzbekistan](#)

- Former international rower
- Works for the Uzbekistan rowing and canoeing federation
- A FISA umpire and a member of the FISA Youth Commission

[Oluode Olumbunmi, Nigeria](#)

- National Sports Commission, Federal Secretariat, Abuja, Nigeria. (Secretary General of Nigeria Rowing Canoe & Sailing Federation and Coach)
- Currently undertaking a masters in sports administration



From L-R: Sevara Ganiyeva (UZB), Annamarie Phelps (GBR), Oluode Olumbunmi (NIG), Victoria Aguirregomezcorta (ARG)

[Source of information](#)

International publications...

Active Cities: A guide for city leaders. Designed to Move, June 2015 (80 pages)

This document reflects the insights and contributions of over 80 individuals and organizations from around the world.

It includes practical guidance, sample metrics and inspirational examples - as well as a summary of the evidence that proves an active city is a competitive city.

[Download a copy](#)

Active Schools: a practical guide for school leaders. Designed to Move, June 2015 (96 pages)

This guide for designing active schools is for school changemakers and leaders. These are the people who make decisions that shape a school's physical activity culture and influence how activity is integrated throughout the school day. The choices they make today will make all the difference in a child's future.

[Download a copy](#)

The economic cost of physical inactivity in Europe An ISCA / Cebr report. Centre for Economics and Business Research, June 2015 (83 pages)

Due to the severe negative consequences of sedentary lifestyles, and the lack of widespread understanding of the risks, it has been said that 'sitting is the new smoking'. This report draws together a range of existing evidence, research and data sources to examine the economic dimensions of the issue, and underline the urgency with which this problem should be tackled.

[Download a copy](#)

Specific countries

AUSTRALIA

Inside the games reports (8 June 2015)

Australia appoints McLoughlin to replace Hellwig as Chef de Mission for Rio 2016 Paralympics

Australia has appointed Kate McLoughlin as its Chef de Mission for next year's Paralympics in Rio de Janeiro to replace Jason Hellwig.

Hellwig stood down from the role after resigning as chief executive of the Australian Paralympic Committee (APC).

McLoughlin herself had been replaced as Chef de Mission for Sochi 2014 after having to relinquish the position because of personal problems.

McLoughlin, currently general manager of Paralympic Performance at the APC, was Deputy Chef de Mission under Hellwig at London 2012, where Australia finished fifth overall with a total of 85 medals, including 32 gold.....

[View the full news item](#)

CANADA

Canadian Sport for Life - Canada's Physical Literacy Consensus Statement

With increasing interest in physical literacy among various stakeholders, there have been many developments in advancing its promotion through a proliferation of initiatives. Excitement around the emergence of this concept has also led to a variety of definitions, and sometimes a misuse of the term by using it interchangeably with 'physical activity', 'physical education', 'fundamental movement skills' or 'motor skill development'. Consultation with sector leaders in Canada revealed that a common definition was needed and desired. A uniform definition with consistent language would provide clarity for the development of policy, practice and research.

This Statement aims to:

- Promote the value of physical literacy and preserve the integrity of the concept;
- Advocate for the use of a common definition of physical literacy as defined by the [International Physical Literacy Association](#);
- Facilitate strategic alignment within and between the multiple sectors represented in the physical literacy community;
- Provide guidance to improve the consistency and clarity of communications relating to physical literacy; and
- Inform the consistent and co-ordinated development of physical literacy tools/resources created by various stakeholders.

Definition of Physical Literacy

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.

International Physical Literacy Association

[Source of information](#)

Government of Canada

2015 is the Year of Sport in Canada - June is Women in Sport Month:

- [Michele O'Keefe: Leading Canada Basketball To An Epic Summer](#) (Canada Basketball's President and CEO)
- [The Government of Canada's Advocacy Toward Quality Equality in Sport](#) (This article was written by Sport Canada's Policy & Research Unit)
Women have a rich history in Canadian sport as participants, volunteers, leaders and advocates. Canadian female athletes are making up more of the recent Olympic teams and are collecting medals at an unprecedented rate.
The Government of Canada, through [Sport Canada](#), is committed to celebrating these performances and to seeing an increasing number of women in national team coaching, volunteer leadership, and in advisory and technical roles.
Policy in Canada in this area has come a long way during the course of the last 25 years.....
- [Moira Lassen: Fun & Games](#) (Former Chair of CAAWS)
- [Latin Runners: A Lesson in Community Building Through Sport](#) (CAAWS WISE Fund Recipient)

[Source of information](#)

JORDAN

Inside the games reports (16 June 2015)

The Jordan Olympic Committee (JOC) has launched a new website

The website, described as a one-stop shop that connects citizens to everything they need to know about Jordan sport, is designed to allow the JOC to communicate better with its National Federations and local sports fans, it is claimed.

It includes a daily sports news service and dedicated National Federations section, as well as a calendar of major sporting events in Jordan and exclusive interviews with some of the country's athletes.....

[View the full news item](#)

Visit the new website at: <http://www.joc.jo/en>

UK

BBC Sport (4 June 2015)

Women's Sport Week: Elite sportswomen suffer sexism

More than 40% of elite sportswomen in Great Britain have experienced sexism but only 7% have reported it, according to a survey conducted by BBC Sport.

The anonymous questionnaire was sent to 568 women in almost 40 different sports, with 339 responding.

Asked why sexism was not reported, one respondent said she believed it could affect her selection chances.

Another was worried sexism could be perceived as "banter", while a third said "inequality is normal".

The survey was carried out as part of [Women's Sport Week](#) and other findings included:

- A third of elite sportswomen do not believe they get enough coaching support compared to men
- 43% said they do not believe their governing body supports them and male colleagues equally
- More than two-thirds said they could not make a living as a sportswomen
- All but 11 of the respondents believe the media should promote women's sport better
- Nearly 50 elite sportswomen said they had been criticised on social media about their appearance, or even 'trolled'

[View the full news item](#)

BBC Sport (5 June 2015)

Women's Sport Week: Sports Minister Tracey Crouch on equality

As part of Women's Sport Week, Sports Minister Tracey Crouch MP talks about her role as a football coach and why she feels sport must raise the equality bar.

I'm an FA-qualified football coach, and for the past eight years I've been managing a girls' team in my constituency.

Over that time I've seen the players grow from nervous girls into strong young women. But I've also seen how they've grown as people, how the game we love has taught them about leadership, teamwork and determination, boosted their self-esteem, even helped them through difficult times.....

[View the full news item](#)

Sport England (June 2015)

New insight sheds light on women and sport

As part of Women's Sport Week and ahead of the start of the second phase of [This Girl Can](#), Sport England publishes its new women's insight pack Go Where Women Are.

What is it?

[Go Where Women Are](#) is about engaging women in sport and exercise on their terms and in their space whether physically or emotionally. The insight pack explores our current understanding of women, their relevant motivations, barriers and triggers to getting more active, and what this means for sports and exercise activities and initiatives.

It pulls out key learnings that can be applied to most women and draws on a rich range of data, research and practical projects conducted over many years, including [I Will If You Will](#) pilot in Bury, Bloominggirls festival in Manchester and Active Women projects.

It also provides a deeper understanding of women's feelings about sport and exercise, their

internal dialogue and fear of judgement, which the This Girl Can campaign has been developed upon.....

[View more details](#)

Go where women are: Insight on engaging women and girls in sport and exercise. Sport England, June 2015 (50 pages)

'Go Where Women Are' is about engaging women in sport and exercise on their terms and in their space whether physically or emotionally. This review explores our current understanding of women, their relevant motivations, barriers and triggers to getting more active, and what this means for sports and exercise activities and initiatives.

[Download a copy](#)

**Sport England (4 June 2015)
This Girl Can returns with a big bang**

Following a phenomenal response to the launch of our This Girl Can campaign, we've now introduced new ways for women to join in and get active.

Driven by popular demand from women themselves, we are today announcing a partnership with Marks & Spencer to sell a limited edition This Girl Can t-shirt.

The t-shirts, which will be available in sizes 8 – 24, can be purchased from selected Marks & Spencer stores or online at: marksandspencer.com from today, priced at £12.50. £1 from every t-shirt sold will be used by Sport England to fund projects to help women get more active.

Demand from women

Since the campaign launched, the appetite among women to join in, share and celebrate their real experiences of being active has been huge, and with over 250,000 social media interactions, the campaign is directly engaging with thousands of women and girls across the country.

The social media community has now grown to 293,000, and every day demand for more opportunities to get involved increases.

In response, Sport England has also announced the creation of a This Girl Can web app, which will help women to create and share their own personalised version of the advert.

Women will be able to upload their own This Girl Can style picture – whether that's them finishing their first 5K run or returning to rounders – choose a campaign mantra such as "Hot and Not Bothered" and add the This Girl Can logo. Anyone who uses the app may even end up featuring in the campaign, as from the end of June the best pictures will feature on digital sites in shopping centres around the country.....

[View the full news item](#)

**sports coach UK (3 June 2015)
scUK announces initiative to bring more women into coaching**

Recognising the need for more coaching role models to attract more women into sport and active lifestyles, sports coach UK has announced a major initiative to recruit another 3000 women into the coaching workforce. The announcement came at the close of the 10th UK Coaching Summit in Cardiff, where the topic of gender equality in sport was the focus of a number of different sessions.....

The project will be delivered through four inter-connected tactics:

- **Awareness and Recruitment** – guidance on improving recruitment processes in coaching, including how to reach prospective female coaches and encourage them to put themselves forward.
- **Development of sustainable network of support** – Support and guidance to develop and deliver local networking events. Use of [Connected Coaches](#) to develop an online network.
- **Accessible learning and qualifications** - Making learning more accessible by addressing the barriers identified in sports coach UK research.
- **Profile and Brand** – Development of merchandise for coaches and those involve in the project to feel part of the project and to provide branding materials for local use such as poster, pop-ups.

[View the full news item](#)

Change Foundation (5 June 2015)

Launch of new women & girls Programme Generation Storm

As the world embraces ‘Women in Sport Week’ on social media, we at The Change Foundation are getting ready to launch a new women and girls mentoring programme called, ‘Generation STORM’.

Using mentoring, sport and fitness, Generation STORM provides female care leavers aged 16 – 24, with a range of skills that challenge and inspire them to think positively about their future. Each person will work with their mentors to create and implement personal development plans which will aim to support the young women through transitions into work or training.

The young women are then paired with emerging successful women from a range of backgrounds, professions and experiences as their mentors.....

[View the full news item](#)

Youth Sport Trust (2 June 2015)

YST celebrates Women’s Sport Week through Girls Active

The Youth Sport Trust is celebrating Women's Sport Week (1-7 June) by inviting schools to get involved in the innovative Girls Active programme.

Together with the launch of the [Girls Active video](#), showcasing the principles of the programme, the Youth Sport Trust is seeking to identify 90 schools from 10 predefined county areas that will be supported to deliver Girls Active.

Run in partnership with Women in Sport and funded by Sport England National Lottery Funding, the programme offers a simple and flexible framework to help teachers and girls work together to address particular issues.

The objective is to create a Girls Active delivery model which can be scaled up to cover every county in the UK. This will build on the work of the [Girls Active pilot study](#) aimed at tackling negative attitudes that girls have towards their body image and to PE.....

[View the full news item](#)

Women's Sport Trust (6 June 2015)

Nicola Waterworth, Joint Operations Director: 7 insights into what it takes to progress women's sport from worthy to irresistible

Barely three weeks ago we held our inaugural #BeAGameChanger awards, which were the culmination of 6 months solid work to seek out those individuals, organisations and partnerships that have really made a difference to women's sport.....

From the longstanding tradition of the Oxford-Cambridge Boat Race, to the thoroughly modern 'jiggle' of #ThisGirlCan and the moving work of Skate Girls of Kabul the #BeAGameChanger awards covered the full spectrum of sport and gave us valuable insights into what actually brings about progress. They provided evidence of what it takes to shift from talking about issues to actually taking action.

Below are the 7 lessons we've learnt about how people are changing women's sport.....

[View the blog](#)

Youth Sport Trust (26 June 2015)

University of Leicester researchers partner with Youth Sport Trust to get Girls Active

Researchers from the University of Leicester are working with the Youth Sport Trust to determine whether a school-based physical activity programme could help provide the key to encouraging adolescent girls to be active and stay active.

The announcement comes on the final day (26 June) of the Youth Sport Trust's National School Sport Week, a celebration of PE and school sport with almost 5,000 schools across the country taking part this year.

Experts at the University's Diabetes Research Centre and the National Institute for Health Research (NIHR) Leicester-Loughborough Diet, Lifestyle and Physical Activity Biomedical Research Unit, in collaboration with researchers from Loughborough, Bangor and Stirling, have secured £599,444 from the NIHR PHR Programme to investigate whether a school-based physical activity programme could be effective in influencing adolescent girls' physical activity levels.....

[View the full news item](#)

MSN News (23 June 2015)

Why don't women play more sports?

There's been far more interest in the 2015 Women's World Cup than in previous years – especially as the England team celebrate reaching the quarter finals for the first time thanks to their Victory against Norway.

But if you ask your friends whether they're sporty, the chances are it'll be the men who put their hands up. From the women, you're more likely to hear a range of negatives, from "I'm no good at sport" to "I'm just not interested." This gender difference is marked.

Research carried out by Sport England (under the Department of Culture, Media and Sport) revealed that two million fewer women than men are active. However, 75 percent of those women said they want to do more sport. This is important. Exercise has a range of physical and mental health benefits and women are missing out. In other European countries, the gender difference is far less pronounced. So what is going on?

It begins in school

In 2012, a campaign was launched to get more school girls into sport. The drive came after research by the Women's Sports and Fitness Foundation (WSFF) revealed that more than half of Britain's girls are put off by PE classes. This aversion to sport, which begins with the hell of endless netball games in the rain, can last a lifetime.

The report, based on research by the Institute of Youth Sport at Loughborough University, showed that half of all girls (51 percent) are put off physical activity by their experiences of school sport and PE. 45 percent of girls said "sport is too competitive" and more than half thought that boys enjoy competitive sport more than girls.

Meanwhile, more than half of all boys and girls agreed that "there are more opportunities for boys to succeed in sport than girls.".....

[View the full article](#)

England Athletics (22 June 2015) Launch of This Girl Can: Running

..... Monday 22 June saw the launch of This Girl Can: Running, which England Athletics has worked to create with Sport England and a wide range of partners. Our aim is to get more women running, whether they start off with a lap of their local park or nipping out for a short run around the block.....

The campaign has the same values as This Girl Can. It is inclusive, speaking to a broad and diverse range of women with various degrees of exposure to, and interest in, running.

Fear of judgement is stopping many women from taking part in exercise. But, as thousands of women are proving, it really doesn't have to.

The message is if you're getting out there, or are curious about giving running a try, then This Girl Can: Running will be with you every step of the way.

Celebration and motivation are the two driving forces behind This Girl Can: Running. By sharing inspirational stories, insightful editorial features and engaging social content, we will help beginner runners get started and keep active runners motivated. This Girl Can: Running exists to empathise with our core audience of women aged 14-40, and inspire them to run regularly.

The new This Girl Can: Running website has been launched at: running.thisgirlcan.co.uk

[View the full news item](#)

England and Wales Cricket Board (1 June 2015) This Girl Can...Play Cricket! ECB to inspire women's cricket

To mark the start of Women's Sport Week today, the England and Wales Cricket Board (ECB) has announced a series of exciting opportunities and initiatives to help inspire and motivate more women and girls across the country to play cricket.

Aligning to Sport England's award-winning "This Girl Can" campaign, the ECB is encouraging cricket clubs up and down the country to register online (<http://www.ecb.co.uk/ecb/one-game/this-girl-can>) to be part of a nationwide push to inspire more women and girls to get into the game.

By signing-up, clubs will be able to access bespoke guidance documents and resources suggesting new ways to attract women to the sport. In addition, clubs will commit to running taster sessions and other cricket activities specifically targeting local women to play the game this summer and beyond.

[View the full news item](#)

England and Wales Cricket Board(18 June 2015)

ECB reveal new Women's Super League

The England and Wales Cricket Board (ECB) today announced that the first Women's Cricket Super League will be launched next year, in the 2016 season.

This major development for the game will help support greater participation, encourage higher levels of performance and create new commercial partnerships by:

- Developing ever higher standards for the England team with greater competition for places and creating more experienced players.
- Inspiring more women and girls to play cricket at all levels by offering new opportunities, a new narrative for the game, and new role models.
- Helping to create more opportunities to play through a network of host clubs linked to their communities.
- Creating new opportunities for partnerships, commercial support and broadcast coverage.

The competition will feature six teams and will receive a £3 million investment from the ECB over the next four years, following full and unanimous approval from the ECB Board.....

[View the full news item](#)

British Cycling (5 June 2015)

British Cycling's strategy on track to get one million more women cycling

- Rachel Riley becomes Breeze Ambassador.
- Dame Sarah Storey profiles #WeRide Initiative.
- Minister for sport, Tracey Crouch, applauds British Cycling's efforts and calls for others to follow.
- Barriers to getting women into sport still need to be broken down.

New British Cycling 'Breeze' ambassador Rachel Riley joined Dame Sarah Storey and Sport England chief executive Jennie Price in central London today to reveal the latest milestone in British Cycling's strategy to influence one million more women to ride a bike regularly by 2020.

They announced that 254,000 more women are now cycling regularly as a result of British Cycling interventions than in March 2013 – when British Cycling launched the #WeRide campaign.

Crucially, today's report also reveals that newcomers to cycling are more likely to continue riding their bikes now than those who took up in the sport in 2013. Three in four women who take up cycling now continue to ride their bikes – an increase of 25% in 2014 alone.....

#WeRide's aims for 2015 and beyond include the following highlights:

- We will continue to expand our national presence by working alongside the home nations to roll out our ever-growing Breeze programme throughout Scotland and Wales.
- We will prioritise working with national partners – such as Halfords – to extend our reach and help grow participation.
- In 2015, we will grow the number of Breeze Challenge Events to three, building upon the success of the 2014 pilot.
- An enhanced Women's Tour for 2015 will include extended stage lengths to improve the quality of racing and the overall reach of the event.
- British Cycling will support clubs to promote girls-only races with additional prizes and resources.
- We will leverage Sport England's This Girl Can campaign to encourage more women to engage in cycling.
- Our communication will continue to highlight the increasing opportunities for women to get involved in all areas of our sport.

[View the full news item](#)

Football Association (9 June 2015)

'We Can Play': Inspiring women and girls to play football

The Football Association has launched 'We Can Play' - a campaign to shatter lingering pre-conceptions about women's and girl's football and boost participation.

Despite its status as the largest team sport for girls and women in the country, peer-to-peer pressures, gender stereotyping and even the derogatory results of internet searches all contribute to a perpetuation of a negatively distorted image on the women's game – which research has revealed is holding back greater participation in football.

To coincide with the start of England's Women's World Cup campaign, The FA has released new data to tackle the issue head-on - lifting the veil on the attitudes about football among 7-11 year old girls and their parents.

Unlike tennis and netball, among girls surveyed, only just over half felt that football was a game for them. Even among young girls that do play football, four out of five of them don't feel confident in doing so.

Parents are far less likely to encourage daughters to play football than sons – and significantly, they are also more likely to discourage daughters from playing than male children.

And beyond gender stereotyping concerns, The FA is seeking to spark wider debate about perceptions of women's football. ['We Can Play'](#) is aiming to canvass the support of 100,000 girls and parents as part of its drive to boost participation.....

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Football Association (15 June 2015)

FA Launches Soccercise

The FA has launched Soccercise – a football themed workout for women.

Soccercise been piloted in conjunction with Sport England and Bury Council's 'I Will If You Will' programme and with the support of Women in Sport and other key partners across England.

The resources support an instructor-led aerobic class, typically lasting 45-60 minutes. Designed to be undertaken either indoors or outdoors, [Soccercise](#) combines a variety of fitness exercises with a football.

The FA hopes that the resources will encourage more women and girls to try football. The class is delivered to music and based on repetitions of specific exercises such as press-ups, squats and sit-ups. Participants can pair up or create their own workout to do at home.

[Exercise cards](#), an [advertising poster \(PDF\)](#) or an [advertising poster \(Word\)](#) and a video are free for all to download from www.TheFA.com/soccercise and The FA hope that schools, colleges, universities, clubs and community groups will use the resources to run Soccercise sessions for women and girls.

For more information on Soccercise please see the FAQ on page 38 of the exercise cards. For more information on women's and girls' football visit: www.TheFA.com/womens-girls-football/participation.

The website: www.TheFA.com/soccercise

[View the full news item](#)

New physical activity publications...

Generation Inactive : An analysis of the UK's childhood inactivity epidemic and tangible solutions to get children moving. ukactive, June 2015 (32 pages)

[Download a copy](#)

The Class of 2035: Promoting a brighter and more active future for the youth of tomorrow. Future Foundation for the Youth Sport Trust, June 2015 (48 pages)

Key findings include:

- 75% of young people say they enjoy PE lessons in school
- 64% say that they feel better about themselves after doing sport
- Nearly a quarter of today's young people (23%) think playing a computer game with friends is a form of exercise
- 35% of young people say they speak to friends more on social media than in person
- Young people who described themselves as 'always happy' are twice as likely to take part in two or more hours of physical activity per day, and three times as likely to be a member of a school sports club
- Over 40% of young people would like to do more exercise.

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News and resources, June 2015