



IAPESGW International Update, October 2018: News and resources from around the world

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IAPESGW Regional event - International Congress Cubamotricidad, 22 - 26 October 2018, Havana Convention Center, Cuba; a short report from IAPESGW president Rosa López de D'Amico:

Under the umbrella of the well-known event Cubamotricidad, that is celebrated biannually in Cuba, took place the Regional Latin American Symposium of IAPESGW. It was a very interesting gathering that allowed us to know more experiences from Latin American, particularly from Cuba, Brazil, Spain and El Salvador, but moreover to spread the voice of IAPESGW and to invite the participants to be part of IAPESGW. In the symposium there were representatives from: Argentina, Bolivia, Brazil, Cuba, Chile, El Salvador, Ecuador, Honduras, Guatemala, Mexico, Peru, Spain, Austria and Italy

During the days of Cubamotricidad we had the chance to meet with other interesting personalities such as the Minister of Sport from Panama, INDER (Cuba) President, the president of the Cuban Olympic Committee, The president of the various representatives of governments, coordinators of various sport and/or Physical Activity NGO, Pan American

Health Organization, participants and academics from diverse places of the world, as well as TAFISA and ICSSPE representatives.



Attendees at the IAPESGW Symposium

[View the full 4-page report](#)

Our next Regional Congress.....

REGIONAL CONGRESS
10th-13th July, 2019
Madrid, Spain

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Always Promoting
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and Sport for Girls
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International Association of Physical Education and Sport for Girls and Women **IAPESGW**

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October Editorial

There have been many significant events and initiatives around the world over the month of October.

To start with, IAPESGW conducted its Cuban Regional Congress in Havana (22-26 October), combined with an executive board meeting, so catch the news from this by reading President Rosa's report.

We return to the IAAF regulations and report the delay in the implementation of the new ruling until the appeal by Caster Semenya to CAS has been resolved.

Did you know that FIFA has released a strategy for women's football? Some would say 'about time'.

CAAWS is in the news again with the initiative #ChampionChange, which is guidelines on pregnancy and physical activity. Well done CAAWS. And a Brunei professor has tackled "period poverty" which is about girls and women too poor to provide for personal sanitary products when menstruating.

Where are all the women? looks at research findings across five European countries, finding that in all countries that media coverage for women is less visible than men's coverage.

British Rowing has launched #SheRows to get more women to try indoor rowing, where an individual sits and rows at a machine. The Invictus Games (founded by Prince Harry) have just concluded in Sydney, Australia and indoor rowing was a popular event in these games, which are for men and women who have been injured in military service.

There is a lot of good information from the United Kingdom. For example, look at the UK publication "Active Lives Adult Survey 2018" by Sport England. Also, there is a great presentation by Jennie Price, the retiring CEO of Sport England, who discusses "This Girl Can Campaign" which has been a huge success and copied around the world.

Across the Atlantic Ocean, the WNBA and the NBA jointly launched "Her Time to Play" which is an initiative to inspire girls 7-14 years to learn to play basketball and to increase the numbers of female coaches and leaders.

Kathy Carter has been named as the chief revenue officer for the LA 2028 Games. She just needs to raise \$5billion for the games. Talk about giving the tough job to a woman, but you should read her amazing CV.

Down Under in Australia the father of a young woman selected in the Australian Junior Women's Water Polo team has started a campaign to get more government money for high performance sport. A retired professional footballer he could not believe it when he had to pay for his daughter to represent her country at a junior world championship!

We have just celebrated Women's Health Week in Australia and I mention this because the campaign's main message was to encourage women to put themselves first and to make their own good health a priority. We all know someone who deserves to put themselves first. Spread the word and let them know you think they are amazing!

Read more news from the Czech Republic, Croatia, Ireland and Iran, to stay in touch with what is happening for girls and women around the world.

Janice Crosswhite OAM
Communications Director

International

ICSSPE Board Meetings and General Assembly, South Africa, 5 - 7 September 2018

Many of our IAPESGW members were presented there.

The program was (place and dates):

The meetings was at the University of Johannesburg:

Sep. 5th, 13.00h-17.30h, Executive Board

Sep. 6th, 08.15h-09.55h, Executive Board

Sep. 6th, 11.00h-18.00h, Development Committee

Sep. 7th, 09.00h-13.00h, General Assembly

The meetings on September 5th and 7th was at the:

School of Tourism and Hospitality

The Kerzner Building

Auckland Park Bunting Road Campus

Cottesloe, Bunting Road

Conference Room 1, 2 and 3

The meeting on September 6th was at the:

South African Sports Confederation and Olympic Committee (SASCOC)

Olympic House

James and Ethel Grey Park

Atholl Oaklands Road



Group photograph at the meeting in Johannesburg

Awareness....

Inside the games reports (8 October 2018)

Senegal officially awarded 2022 Summer Youth Olympic Games at IOC Session

Senegal was officially confirmed as the host of the 2022 Youth Olympic Games by the International Olympic Committee (IOC) Session here today.

The Session approved Senegal staging the next edition of the Youth Olympic Games by acclamation.

The country was the only candidate after the IOC Executive Board acted on a recommendation from its 2022 Evaluation Commission.

The Commission, chaired by IOC vice-president Uğur Erdener, chose Senegal ahead of Botswana, Nigeria and Tunisia, who were also interested in becoming the first African host of any Olympic event.

[View the full news item](#)

Inside the games reports (9 October 2018)

Coventry appointed chair of Dakar 2022 Youth Olympic Games Coordination Commission

International Olympic Committee (IOC) Executive Board member Kirsty Coventry has been appointed as chairperson of the Dakar 2022 Summer Youth Olympic Games Coordination Commission.

The former Zimbabwe swimmer, a two-time Olympic gold medallist, was announced as chair by International Olympic Committee (IOC) President Thomas Bach at the Session here today.

Her appointment follows the decision to award the fourth edition of the Summer Youth Olympic Games to the Senegalese city yesterday.

It will be the first time an Olympic event has been held in Africa.

Bach claimed the appointment of IOC Athletes' Commission chair Coventry followed their recent efforts to place athletes at the heart of the organisation of the Youth Olympics.

[View the full news item](#)

FIFA (9 October 2018)

FIFA launches first-ever global strategy for women's football

Today FIFA launched its first-ever global strategy for women's football which charts the course for how FIFA will work with confederations and Member Associations (MAs), clubs and players, the media, fans and other stakeholders to realise the full potential that exists within the women's game.

FIFA strongly believes that women's football brings one very important benefit to the many young girls and women involved in the game – empowerment. Encouraging empowerment

through football, growing the game, getting more girls involved in it earlier and keeping women in football longer are all key elements of FIFA's Women's Football Strategy.

Additional information on the FIFA Strategy for Women's Football can be found [here](#).

FIFA actively promotes women's football worldwide through major competitions such as the FIFA Women's World Cup France 2019 and the FIFA U-17 Women's World Cup Uruguay as well as events, campaigns and development programmes. For more information on upcoming competitions see [here](#).

[View the full news item](#)

UEFA (15 October 2018)

#WhatIf: UEFA commits extra 50 per cent to growing women's game

UEFA is increasing funding in its Women's Football Development Programme by 50% in order to show the organisation's commitment to supporting the women's game.

Women's football is growing in popularity both at elite and grassroots level and to ensure this positive trend continues, UEFA has taken the decision to approve a 50% increase in funding to back women's football development projects across Europe.

As part of UEFA's HatTrick programme, which redistributes funds to all 55 member associations for approved development projects, the UEFA Women's Football Development Programme (WFDP) currently provides each member association with €100,000 per year. This figure will now rise to €150,000 annually from 2020 – an increase of 50%.

HatTrick is funded from revenues from the UEFA European Championship and has invested more than €1.8bn back into the game since its introduction following UEFA EURO 2004. The scheme has helped UEFA's members to build national training centres and invest in grassroots projects to develop football at all levels.

[View the full news item](#)

Inside the games reports (16 October 2018)

IAAF delay implementation of new testosterone rules amid Semenya challenge

The International Association of Athletics Federations (IAAF) have agreed to delay the implementation of their new rules on female participation amid the challenge from South Africa's Caster Semenya.

New regulations on testosterone levels were due to come into force on November 1 but will now be delayed until March 26.

It comes with Semenya and Athletics South Africa (ASA) challenging the legality of the rules regarding athletes "with differences of sex development".

Both parties are taking their case to the Court of Arbitration for Sport (CAS) and made an application to delay the rules coming into effect.

The IAAF said they have declined to challenge this as it would cause "additional delay and create new uncertainty for athletes seeking to compete in the women's category".

In return, Semenya and the ASA have agreed to an expedited timetable with CAS hearings due in February prior to a final decision close to the March 26 deadline.

However, in the event of the rules being upheld, the later date means impacted athletes might not be able to compete in time for key outdoor competitions leading up to the World Championships in Doha in September and October.

This is because the IAAF wants to implement a six-month "suppression" period for anyone affected.

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[View the full news item](#)

IAAF (22 October 2018)

Nominees announced for Female World Athlete of the Year 2018

This week marks the opening of the voting process for the 2018 World Athletes of the Year ahead of the IAAF Athletics Awards 2018 in Monaco on Tuesday 4 December.

The IAAF is pleased to confirm a list of 10 nominees for Female World Athlete of the Year who were selected by an international panel of athletics experts, comprising representatives from all six continental areas of the IAAF.

The nominees for 2018 Female World Athlete of the Year are:

Dina Asher-Smith (GBR)

.....
Beatrice Chepkoech (KEN)

.....
Sifan Hassan (NED)

.....
Caterine Ibarguen (COL)

.....
Mariya Lasitskene (ANA)

.....
Shaunae Miller-Uibo (BAH)

.....
Sandra Perkovic (CRO)

.....
Caster Semenya (RSA)

.....
Nafissatou Thiam (BEL)

.....
Anita Włodarczyk (POL)

.....
Voting for the Female World Athlete of the Year closes on 12 November. At the conclusion of the voting process, five men and five women finalists will be announced by the IAAF.

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[View the full news item](#)

ConnectSport, in UK (23 October 2018)

Cricket Without Boundaries: Giving girls an equal chance

ConnectSport is working with the Sport for Development Coalition to create a monthly 'call for articles' around a particular theme or subject area. Throughout October 2018 we have been publishing articles which focus on empowering women and girls, and in this article Julia Farman – Equality and Inclusion Lead for [Cricket Without Boundaries](#) – talks about gender equality in the context of the charity's programmes in Africa and the UK.

One of the recognised key components in stopping the spread of HIV is the promotion of gender equality within a community. At Cricket Without Boundaries (CWB), the charity has over a decade of delivering HIV awareness projects in sub-Saharan Africa, and part of its work is breaking down gender stigmas by facilitating fun cricket sessions that allow the girls within the communities they work with to have the opportunity to play the alongside the boys as equals.

Following CWB's work with the Kenyan Maasai Cricket Warriors, who use cricket to raise awareness of how dangerous Female Genital Cutting (FGC) is for girls and the overall negative effects it has on their community in Laikipia County, CWB was approached by the Lancashire Cricket Foundation for a similar programme to be run in Manchester, where gender inequality and violence against women and girls was on the rise, with the fear that some girls maybe at risk of FGC.

[View the full news item](#)

Publications.....

Progress report on implementation of the Physical Activity Strategy for the WHO European Region 2016–2025. World Health Organization Europe, dated August 2018, released September 2018 (7 pages)

Three years after European Member States committed to implementing the Physical activity strategy for the WHO European Region 2016–2025, an assessment of progress reveals that levels of physical activity are stalling.

The report detailing this assessment will be presented at the 68th session of the WHO Regional Committee for Europe, taking place this week in Rome, Italy. It reveals that immediate action must be taken in order to improve physical activity across the Region, and prioritizes areas where improvement needs to occur first.

One of the 9 global targets outlined in the report is a 10% relative reduction in the prevalence of insufficient physical activity by 2025. However, the report describes a worrying reality in which levels of physical activity are stagnant.

To increase physical activity in the Region, the report prioritizes 5 areas for improvement:

- focusing on children and adolescents;
- promoting physical activity in the workplace and through the health-care system;
- providing leadership and coordination for the promotion of physical activity;
- engaging the older population; and
- supporting action through surveillance, evaluation and research.

[Download a copy](#)

Promoting physical activity in the health sector. Current status and success stories from the European Union Member States of the WHO European Region. World Health Organization - Europe, pre October 2018 (24 pages)

This factsheet presents the results of a collaboration between WHO, the European Commission and European Union Member States. Information was collected by a network of physical activity focal points using a questionnaire with indicators established to monitor implementation of the European Union physical activity guidelines. In addition, success stories or examples of good practices in the promotion of physical activity in the health sector were compiled.

[Download a copy](#)

Promoting physical activity in the education sector. Current status and success stories from the European Union Member States of the WHO European Region. World Health Organization - Europe, pre October 2018 (28 pages)

This report provides a snapshot of the current status of promotion of physical activity in the education sector in EU Member States. It presents data collected on several indicators designed to monitor physical education in primary and secondary schools throughout the EU, diverse schemes for school-related physical activity promotion, specialized training for physical education teachers and schemes to encourage active travel to school.

[Download a copy](#)

Specific countries

AUSTRALIA

SportAUS Corporate Plan 2018 - 2022. Australian Sports Commission, 2018 (40 pages)

Sport Australia is determined to have more Australians participating and excelling in sport, from grassroots right up to the pinnacle of elite competition. Our vision is to make ours the world's most active sporting nation, known for its integrity, sporting success and world-leading sports industry.

[Download a copy](#)

Vic Sport (23 October 2018)

Women & Girls Strategy launched in Ballarat

Earlier this year [April 2018], City of Ballarat launched their Women and Girls' Strategy which was developed following extensive community consultation about how best to guide future initiatives aimed at increasing female participation in sport and physical activity.

The strategy provides a tailored response to priority issues identified within the municipality that may be constraining women and girls involvement in sport or physical activity, either as leaders or participants.

Four ambassadors, who will play a key role in advocating for the inclusion and promotion of women and girls' sport were chosen in the following focus areas: participation, culture and environment, infrastructure and media. The focus areas were identified during a consultation phase to help guide the City of Ballarat over the next four years on projects to be delivered.

Participation – Rochelle Eime, Associate Professor- Sport Participation at Federation University and Director of the Sport and Recreation Spatial program of research. Rochelle will help advocate for initiatives to encourage active participation, athlete pathways and data collection.

Culture and Environment – Sue Brown, Associate Dean – Engagement for the Faculty of Health. Sue will help advocate for initiatives that support women and girls in leadership and governance roles, positive female role models, club education, development and volunteer support.

Infrastructure – Rhonda Cator, Ballarat Badminton Stadium Manager and former Olympian. Rhonda will help advocate for equitable access to suitable facilities to support increased female participation. Rhonda is a former Olympian and represented Australia, as well as a current WestVic Academy of Sport Coach and a member of Ballarat Badminton Association.

Media – Bryley Murrell, Sales Manager, Radio Ballarat (3BA). Bryley will focus on promotion, exposure and positive messaging to motivate and change behaviours by increasing local media exposure and enhance positive messaging associated with women and girls sport and active recreation.

The 2018 Active Women and Girls' Strategy is available to view online [here](#).
[Source of information](#)

General sports development news but significant...

ABC News (24 October 2018)

Star athletes sign open letter pleading for more money to rescue Australian sport from 'mediocrity'

Some of Australia's greatest Olympians have signed a letter calling for government intervention to address sport's funding "crisis".

Among the 39 past and present athletes to have signed in support are Ian Thorpe, Herb Elliott, Cate Campbell, Anna Meares, Cadel Evans, Raelene Boyle, Grant Hackett, Lauren Jackson, Kieren Perkins and Steve Hooker.

The open letter, written by former Wallabies captain Phil Kearns, warns Australian sport will descend "into mediocrity" unless given the requisite financial backing.

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[View the full news item](#)

ABC News (28 October 2018)

Australian sport's governing bodies want to work together to strengthen neglected codes

There has been a flurry of activity in Australian sport this week with two old foes surprisingly teaming up to fight for the survival of its diversity.

Heeding warnings of a break down in social cohesion, a rise in national obesity, and the growing dominance of a handful of rich sports, Sport Australia and the Australian Olympic Committee (AOC) have joined forces to push for more government funding across the sector.

Speaking to The Ticket, Sport Australia chairman John Wylie, and AOC chief executive Matt Carroll suggested sport can only succeed if the two bodies work together.

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[View the full news item](#)

BARBADOS

Inside the games reports (23 October 2018)

New chair of Barbados Olympic Association Athletes' Commission appointed

Anicia Wood has been elected as the new chair of the Athletes' Commission of the Barbados Olympic Association (BOA).

The Commission represents the interests of Barbadian elite athletes on and off the field and advises the BOA on issues affecting athletes.

Wood had previously represented Barbados in volleyball and basketball at the Central American and Caribbean Games.

"Going forward I know I have a great task at hand, but I am motivated to bring our athletes to the forefront of sports in Barbados and provide opportunities to support their continuous development on and off the field of play," she said.

.....
[View the full news item](#)

CANADA

Karin Lofstrom informs...

CAAWS has a new initiative called #ChampionChange. The video is good and worth sharing plus more info on the [website](#) and [Facebook](#).

View at: <https://youtu.be/DUKWFWdg5jI>

Society of Obstetricians and Gynecologists of Canada and the Canadian Society for Exercise Physiology (October 2018)

2019 Canadian Guideline for Physical Activity throughout Pregnancy

New evidence-based guideline outlines the right amount of physical activity women should get throughout pregnancy to promote maternal, fetal, and neonatal health.

Research shows the health benefits and safety of being active throughout pregnancy for both mother and baby. Physical activity is now seen as a critical part of a healthy pregnancy.

Following the guideline can reduce the risk of pregnancy-related illnesses such as depression by at least 25%, and the risk of developing gestational diabetes, high blood pressure and preeclampsia by 40%.

Pregnant women should accumulate at least 150 minutes of moderate-intensity physical activity each week over a minimum of three days per week; however, being active in a variety of ways every day is encouraged.

[Download Guidelines](#) AND [See Resources](#)

[Source of information](#)

CROATIA

Some news items of interest highlighted by national representative Constanza Lizačić.....

<https://www.hoo.hr/en/olympism/olympic-news/5361-ioc-increases-the-share-of-women-in-its-commissions-by-almost-17-percent>

<https://www.hoo.hr/en/competitions/international-youth-competition/summer-youth-olympic-games/buenos-aires-2018-yog/5419-36-female-and-male-athletes-travel-to-the-youth-olympics-lucija-domic-flag-bearer>

<https://www.hoo.hr/en/competitions/international-youth-competition/summer-youth-olympic-games/buenos-aires-2018-yog/5417-two-bronze-medals-at-the-youth-olympics-judoka-puljiz-and-taekwondoka-stojkovic-won-a-place-at-the-winner-s-pedestal>

<https://www.hoo.hr/en/competitions/international-youth-competition/summer-youth-olympic-games/buenos-aires-2018-yog/5429-youth-olympics-judoka-ana-viktorija-puljiz-wins-team-gold-medal>

<https://www.hoo.hr/en/competitions/international-youth-competition/summer-youth-olympic-games/buenos-aires-2018-yog/5430-yog-beach-handball-female-team-winner-of-silver-male-handball-team-placed-fourth>

Editor - I selected one of the above items to add in more detail...

Croatian Olympic Committee (13 October 2018)

YOG: Beach handball female team winner of silver, male handball team placed fourth

On the seventh day of the Youth Olympics in Buenos Aires, Croatian Beach Handball female players won a silver medal while the male team finished fourth. After a great match where they defeated the Netherland's team with 2-0 in semifinals – as a payback to for this week's very narrow defeat 1-2 - they were beaten in the finals by the tournament favorites – the Argentina's team, while in the fight for bronze Hungarian team defeated the Netherlands with 2-0 .

Despite the fighting spirit and the new, solid form of our players, the local team – cheered by the audience - once again remained a relentless enigma. Winners of silver are: Rea Banić,

Mia Bošnjak, Petra Lovrenčević, Anja Vida Lukšić, Ana Malec, Vanja Perenčević, Saša Sladić, Mia Tupek and Nika Vojnović, with coaches Ivo Kanjugović and Siniša Ostoić.

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Weightlifter Hermana Dermiček ended her performance in the category A +63 kg in 10th place. The tenth place was also the final placement of the Croatian sailor Martin Dolenc IKA TT Racing and of our only sailing (Windsurfer - Techno 293+) representative - the windsurfer Palma Čargo.

With silver medal won by beach handball female players, the young Croatian Olympians count four medals so far. Previous team gold medal and individual bronze medal were won by the judoka Ana Viktorija Puljiz and another bronze by takewondoka Lena Stojković, both of whom performed in the category up to 44 kg. (COC/vk)

[View the full news item](#)

CZECH REPUBLIC

A news item from Prof. Dr. Ludmila Fialová, Ph.D., Charles University Prague, Czech Republic....

XVIth All-Sokol Festival in Prague - The greatest mass cultural and sport event in 2018.

The Czech Sokol (in English Falcon) Organisation is the oldest gymnastics institution in the Czech Republic and also one of the oldest sport organizations still operating in Europe and the world. From its beginning Sokol's mission has been to promote all- round physical and mental development in the spirit of Ancient Greek "kalos kagathos". Sokol organizations provide an extensive recreational programme. They facilitate increased physical fitness through gymnastics and sports activities of general and particular nature, as well as participation in the cultural and social life of Sokol Units. Currently Sokol includes over 2 000

units with 160 000 members of all ages and levels, interesting in 3 main fields: Sport for all, performance and top-level sport and also in the cultural and social sphere. They bound by the ideas and mission of a positive relationship to an active way of life, exercise and sport along with the motto "A sound mind in a sound body".

[View the full news item](#) - *includes some great photographs*

A photograph from the news item:



FIJI

Inside the games reports (18 October 2018)

FASANOC holds sports clinic for girls to encourage sport participation

The Fiji Association of Sports and National Olympic Committee (FASANOC) organised a sports clinic in the capital Suva for young girls to encourage them to participate in sport and stay healthy.

The clinic was funded by the International Olympic Committee (IOC) through its Olympic solidarity fund.

The participants primarily practiced their rugby skills.

"With this programme it gives an opportunity to students to involve themselves in the field of rugby and to be fit and healthy," Hamidan Bibi, chairperson of the FASANOC Women in Sports Commission and former Fiji women tennis champion said.

"This programme is to raise awareness in using rugby as a teaser sport for minority students.

"There are schools in Fiji that focuses more on academic without the health and fitness of a child, so this is one of the main reasons why we want to host a clinic."

[View the full news item](#)

IRAN

Editor - thanks once again to our national rep Robabeh Rostami for supplying an overview of activity in Iran for October, and all the excellent photographs, in a very informative news compilation - **view the October edition [here](#)**

A example from October compilation:

<http://tn.ai/1861037>

October/24/2018

***Pacific Under-23 Championship Gain gold, 2 silver and 2 bronzes on the final day of the tournament**

Our country's sailors achieved 5 other medals in the final day of the Under-23 Championship and Asian Youth Championships in Uzbekistan. Atena Raofei, Fatemeh Karamjani, Parisa Mohamadzadeh, Mahsa Kohansal in the Fours canoe, 500 meters, ladies under 23 years old stood on the first platform. Elnaz Shafeian, Narges Kargaryor, Sara Hosini and Kiyana Kamalzadeh in Four Kayak 500 meters, ladies under 23 years old stood on the second platform.



SPAIN

Received from our representative in Spain - in Spanish so, unfortunately I can't comment on the information provided.....

Se encuentra disponible el número 27 del Boletín electrónico de Mujer y Deporte. Octubre 2018

En este número podrá encontrar:

- Reportaje: "El banquillo también es cosa de chicas"

- Entrevista a Loida Zabala.
- Reportaje: “Las guerreras de la roja”.
- Entrevista a María Vicente.
- Sabías que... Datos curiosos sobre deporte.
- Manifiesto. Declaración de Brighton.

Puede descargarlo en el siguiente enlace:

<https://sede.educacion.gob.es/publiventa/boletin-programas-mujer-y-deporte-m-y-d--octubre-2018/deporte-sociedad-mujer-y-deporte/22492>

UK

Rugby Football League (24 September 2018) Women's Development Academies launched

New College Pontefract and Wakefield Trinity are to become the first Women and Girls Development Academies to be based out of local colleges.

Academies will offer a dual career pathway to girls aged 16 to 19, attending college, to develop as Rugby League players within a performance pathway to the Women's Super League and Championship, while continuing their further education.

Formed through partnerships with local Women's Super League clubs and their Foundations, academies will support the growth of the women and girls' game.

To achieve accredited status, colleges will have to have a significant connection to their local Women's Super League club, alongside proven commitment to the academy dual career model.

New College Pontefract will partner with The Rovers Foundation, as part of Featherstone Rovers.

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[View the full news item](#)

Brunel University London (4 October 2018) Period poverty: researcher tackles taboo topic

Three years ago, it was broadly unheard of. Now the term period poverty is regularly splashed across media as it reports campaigns, petitions and even a Girlguiding badge for it.

But [Dr Sara De Benedictis](#) believes her [Period Poverty Project](#) is likely the first funded academic research on how the UK media shows period poverty and how this relates to real-life experiences.

The study aims to untangle how the fact so many women and girls struggle to afford basic sanitary pads and tampons every month is so widely mentioned right now. [One in 10 UK women and girls](#) aged 14–21 years old can't afford sanitary protection, estimates girls' rights charity Plan International UK.

“A whole spring of organisations and groups has come about that focus on and recognise this issue,” said the media and communications expert.

“It’s a taboo subject which is now publicly visible. And not being able to afford sanitary products is only one aspect of poverty. I want to look at why it has taken off in such a way and how this shapes the experience of ‘period poverty’, the rise in feminist activism and current austerity.”

Backed by Brunel University London where Dr De Benedictis lectures, the Period Poverty Project will put mainstream media portrayal under the microscope and hear from activists,

politicians and charity workers who work on the problem. It will talk to a variety of girls and women who have experienced period poverty.

[View the full news item](#)

Kick it Out (3 October 2018)

Kick It Out announce support for Women in Football's #WhatIf campaign

Kick It Out is pleased to announce its support for Women in Football’s pioneering #WhatIf campaign, with four different pledges to help improve the experience of women and girls in the sport.

Women in Football are a network of professional women working in and around the football industry who support and champion their peers.

While they recognise the significant progress made in women’s participation in football the group know there is more to do and have launched the #WhatIf campaign to drive forward that progress.

The campaign aims to encourage people to identify one way they could take action, however big or small, to contribute to an improvement for women and girls within the football industry.

Kick It Out’s pledges in support of #WhatIf are:

1. #WhatIf we supported 5 more grassroots events for women or girls via the Grassroots Activity Fund
2. #WhatIf we supported 5 more #FansForDiversity events for women or girls.
3. #WhatIf we guaranteed 3 work placements for women that attend next year’s National Raise Your Game
4. #WhatIf we supported the top 22 women’s clubs with campaigning activities during the 2018/19 season

[View the full news item](#)

Connect Sport (4 October 2018)

Challenging gender stereotypes through sport

Over the next year, ConnectSport will be working with the Sport for Development Coalition to create a monthly 'call for articles' around a particular theme or subject area. Throughout October 2018 we will be publishing articles which focus on empowering women and girls, and begin with Women in Sport who tell us about their ['Project 51'](#) programme. If your organisation would like to respond to the call, please contact hello@connectsport.co.uk.

Women in Sport and Sported have come together for Project 51, a joint programme funded by Comic Relief and aimed at helping girls in some of the most deprived areas of the UK to fulfil their potential and use sport to overcome the impact of negative gender stereotypes.

Gender stereotypes are one of the key barriers preventing more women and girls getting active. Less than half of girls say they have the same choice as boys at school in sport and exercise; and among secondary school-age children, being 'sporty' is still widely seen as a masculine trait.

The two organisations are working with girls and their clubs to tackle the impact of negative gender stereotypes. As part of Project 51, Women in Sport are working with seven 'Young Influencers' from across the country to amplify the voice of young women in sport.

[View the full news item](#)

Public Health England (16 October 2018) New physical activity resource for health professionals

A new resource that will improve conversations about physical activity between patients and healthcare professionals has been launched.

Launching at the [International Society for Physical Activity and Health Congress \(ISPAH\)](#) this week (15 to 17 October 2018), the new digital [Moving Medicine tool](#) will help healthcare professionals advise patients on how physical activity can help to manage their conditions, prevent disease and aid recovery.

It is produced by the Faculty of Sport and Exercise Medicine (FSEM) in partnership with Public Health England (PHE) and Sport England with support from National Lottery funding.

Currently one in four of the population in England does less than 30 minutes of moderate intensity physical activity a week and are classified as inactive.

Physical inactivity is in the top 10 greatest causes of ill health nationally, with negative impacts on health, wellbeing, social and economic outcomes for individuals and communities.

Evidence shows that one in four patients would be more active if advised by a GP or nurse, yet nearly three quarters of GPs do not speak about the benefits of physical activity to patients due to either lack of knowledge, skills or confidence.

The tool focuses on helping to address the most common long term health conditions affecting the population, such as cancer, depression, musculoskeletal pain and type 2 diabetes.

Moving Medicine is a major component of the Moving Healthcare Professionals Programme, which is designed to support healthcare professionals embed physical activity into their approach to treating patients for common conditions in line with existing [National Institute for Health and Care Excellence guidance](#).

[View the full news item](#)

[Sport England - Moving Medicine Tool launched \(16 October 2018\) AND access the tool](#)

Women in Sport (18 October 2018) Where are all the Women?

New research from leading charity, Women in Sport, highlights the continued lack of visibility of women's sports coverage across five European countries.

New research, co-funded by the Erasmus+ programme of the European Union, will be shared at Women in Sport's Empower Conference in London, 18th October, highlighting that women's sport is often 'barely visible' in all five nations studied.

With evidence of some countries failing to achieve more than 2% of coverage for women's sport and around 30% of some channels having zero women's sport coverage in some periods, this research shows there is still a long way to go in achieving parity for women's and men's sport.

Key findings from 'Where are all the Women? Shining a light on the visibility of women's sport in the media.'

- Women's sport media coverage lags significantly behind that for men's: Across all five countries, despite the variation in the extent of coverage, women's sport is significantly less visible than men's sport and does not reflect the extent of high-level, exciting women's sport taking place. Men's sport accounted for over 80% of coverage in the UK, Sweden and Malta, with football a significant driver of this. In Greece and Romania, men's sports coverage was a little lower at 70% and 60% respectively (with more mixed sport covered), but still dominated.
- Levels of visibility need to be elevated: in four of the five countries, women's sport failed to achieve above 10% of all sports coverage. Coverage is at its lowest in Malta and Greece, where it failed to achieve more than 2%. In Sweden and the UK, the picture was variable, achieving between 3-6% (Sweden) and 4-10% (UK). Romania had the highest and most consistent coverage, peaking at 14%, predominantly driven by tennis champion, Simona Halep, helped by her celebrity status in the country.
- Pay TV is dominated by men's sport programming: 31% of the channels monitored showed only men's sport (23 out of 74). Some free-to-air (FTA) channels, as well as Eurosport, provided coverage of women's sport to a greater extent through major mixed events. FTA channels have an important role to play in reaching new and larger audiences.

[View the full news item](#)

The research report....

Where are all the women? Shining a light on the visibility of women's sport in the media. Research conducted by Nielsen Sports. Women in Sport et al , October 2018 (24 pages)

The EU funded five organisations; EILD (Greece); FOPSIM (Malta); West University Timisoara (Romania), Girls in Sport (Sweden), and Women in Sport (UK) to explore the visibility of women's sport in the media.

The objective of the project was to identify how well the media represents women's sport across the five countries and from this evidence base, challenge the current situation with journalists, broadcasters, and the sector as a whole, to understand how best to drive change. Firstly, Nielsen Sport conducted primary research, to provide an up-to-date measurement of women's sport coverage in terms of both quantity and quality. More specifically it looked to uncover:

- Any disparities between women's and men's coverage
- Key areas where change might be needed
- Best practice in media coverage of women's sport

Following the research, all the countries hosted in-depth 'information sessions' with journalists and broadcasters to discuss the implications of the research, understand why certain things are happening and ways in which the media and sports organisations can be supported to increase and improve coverage of women's sport.

[Download a copy](#)

Women in Sport - E-Newsletter, October 2018 - [available to view](#)

British Cycling (22 October 2018)

Three cycling coaches nominated for national awards

Three cycling coaches have been named on the shortlist for this year's UK Coaching Awards, which was unveiled today.

The awards represent the pinnacle of coaching recognition, and cycling is represented on the shortlist by Patricia Quirke (shortlisted for Coach Developer of the Year), Monica Eden (Talent Development Coach of the Year) and Sarah Toone (Community Coach of the Year). Monica works with the Great Britain Cycling Team's junior academy, coaching endurance riders aged between 16 and 18 as they target a career as a full-time athlete.

[View the full news item](#)

And....

British Cycling (23 October 2018)

British Cycling announces "fantastic strides" in female coach numbers

As the annual celebration of exceptional sports coaching – the UK Coaching Awards – announces its 2018 shortlist, British Cycling is delighted to announce that its pool of female coaches continues to grow at a hugely encouraging rate.

Of all British Cycling qualified coaches – across all levels and cycling disciplines – 23% are women, compared to a national average of 17% in traditional sports coaching. Three of these coaches – Monica Eden (nominated for Talent Development Coach of the Year), Patricia Quirke (nominated for Coach Developer of the Year) and Sarah Toone (nominated for Community Coach of the Year) – have been shortlisted for UK Coaching awards.

Ensuring that more females are recruited and retained within the workforce is a key part of British Cycling's Women's Strategy, which aims to get one million more women and girls on bikes by 2020, and to narrow the historic gender participation gap.

[View the full news item](#)

British Rowing (23 October 2018)

Olympic champion Helen Glover launches #SheRows to get 10,000 women indoor rowing by 2021

#SheRows will showcase indoor rowing as the ultimate, full-body workout and highlight its mental health benefits.

In a bid to get 10,000 more women [indoor rowing](#) by 2021, British Rowing has launched #SheRows, a national campaign fronted by double Olympic champion [Helen Glover](#) MBE.

#SheRows will showcase indoor rowing as the ultimate, full-body workout and highlight its mental health benefits. The campaign will make getting on the indoor rowing machine easy with a wide range of free support materials including [instructional technique videos](#), [workout videos](#), [online training plans](#) for all levels of fitness, and [gym classes](#).

In addition to online videos, British Rowing has also developed a number of indoor rowing class models that are being rolled out in gyms and health clubs across the UK, adding a social aspect to workouts.

For more information visit: www.britishrowing.org/indoor-rowing.

[View the full details](#)

British Universities and Colleges Sport (24 October 2018)

Women's Specialist Hubs Confirmed

Nineteen (19) universities have been successful in becoming BUCS Women's Football and Futsal Specialist Hubs in partnership with BUCS and The FA.

Through the University Grassroots Hubs programme, 70 universities have received £400,500 to support the development of football and futsal. The hugely successful programme in 2017/18 saw 84,770 unique participants engaged in both internal student and external community football or futsal, facilitated by 2,548 workforce members.

We have identified 19 of these universities who have a passion and commitment to developing women and girl's football, and want to enhance their offer through innovative programmes and working with both internal and external partners.

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The successful universities who will form the network are as follows:

Southampton Solent University
University of Hull
University of Manchester
Sheffield Hallam University
University of Birmingham
University of Gloucestershire
Durham University
Northumbria University
Queen Mary, University of London
University of Surrey
University of Hertfordshire
University of Essex
Wolverhampton University
Worcester University
University of Huddersfield
Newcastle University
University of East Anglia
University of Exeter
University of Brighton

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[View the full news item](#)

England Boxing (25 October 2018)

Stacey Copeland's 'Pave the Way' project gaining national coverage

Former National Champion and EUBC Silver medallist, Stacey Copeland, has recently been getting national media recognition for 'Pave the Way', a project she founded last year.

With the 2018 Sunday Times Sportswomen of the Year Awards set to take place in London on November 1st, [Copeland featured in an article in The Sunday Times last weekend](#) in which she spoke about Pave the Way, which aims to inspire women and girls through sport but also promotes women who work in sport though are not athletes and therefore receive little recognition for their efforts.

Referring to 'Pave the Way' Pioneers in non-competitor positions, Copeland told The Sunday Times: "There will be loads of girls who love sport but they might not be good enough to earn a living from it, so I wanted them to know that, with all the skills they've got and their passion, these are the jobs they could do."

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[View the full news item](#)

The Sunday Times Sportswoman of the Year Awards 2018

The shortlists have been decided for the 2018 Sunday Times Sportswomen of the Year Awards.

Vote for your favourite Grassroots and Team of the Year Award nominee by clicking on the category below.

The winners of the Lifetime Achievement Award and the Helen Rollason Award for Inspiration will be announced at the awards ceremony on Thursday, 1 November in London.

[Access the links to vote](#)

Sport England (26 October 2018)

This Girl Can reveals new inspirational Fit Got Real message - The campaign aims to tackle the social and gender gaps in exercise levels around the country

This Girl Can has launched a new phase of its award-winning campaign that's working to drive down the gender gap in sport.

Fit Got Real aims to build on the campaign's achievements so far, as well as specifically reaching out to women of backgrounds and ethnicities who feel left behind by traditional exercise.

Our research shows that women in lower paid and routine jobs are twice as likely to be inactive as those in senior managerial roles, while South Asian and black women are also more likely to be inactive than white women.

Jennie Price, our chief executive, hopes Fit Got Real will help tackle the stark inequalities of exercise levels amongst different groups of women in England.

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Fit Got Real aims to ensure that no woman is left behind, and the campaign will not only support the existing This Girl Can community but will work to connect with women aged 14-60 who are part of groups that tend to be less active.

This includes those from low income backgrounds, black, South Asian and minority ethnic communities and teenagers.

[View the full news item](#)

Editor - Jennie Price, Chief Executive, Sport England leaves her post at the end of this month; she joined as CEO in 2007. The Sport England's 'This Girl Can' campaign is a fitting tribute to her work over the years - she spearheaded its development. Please watch Jennie talk about why and how the campaign was developed:

Jennie Price CBE, CEO Sport England: The Internet Advertising Bureau UK (IAB) Engage, November 2017 - This Girl Can Campaign

A communications campaign was tasked with closing the 1.8 million gender gap between men and women playing sport in 2014. So, it started with insight as to why women were less likely to do sport and one key theme emerged - the fear of judgment. Thus, the creative aimed at tackling the complex elements of being judged, which required communication to be real and not patronising. The agency stopped people on the street and in gyms to find real people with real concerns, and the results included a 1.6 million rise in women either starting exercising or doing it for the first time in a long time. The second phase of the campaign was even harder to maintain this type of growth, but managed to generate a further 1.6 million rise in women exercising.

[View her 20 minute presentation](#)

British Triathlon (26 October 2018)

More females involved with triathlon than ever before

British Triathlon has reported a surge in female involvement within the sport, now seeing more females than males take on triathlon as a novice.

It was announced today that nearly 55% of the [GO TRI](#) online community, British Triathlon's beginner product, are female; rising by 11% since 2014. [GO TRI](#) offers a low-cost, easy access route into swim, bike and run; breaking many of the perceived barriers that prevent individuals from getting involved.

The statistics follow a similar pattern when looking at novice participation as part of major sporting events. June 2018 witnessed Britain's largest [GO TRI](#) event take place in conjunction with the AJ Bell World Triathlon Leeds; 372 triathlon beginners toed the line in Roundhay Park on Saturday 9 June, 62% of which were female.

[View the full news item](#)

Publications.....

Active Lives Adult Survey May 2017/18. Sport England, October 2018 (24 pages)

This is the fourth Active Lives report, providing a unique and comprehensive overview of adult (aged 16+) sport and physical activity in England in the 12 months from May 2017 to May 2018.

It provides a national 'big picture' perspective of sport and physical activity in England. For the first time, we have been able to bring together in one report:

- How people across demographics and locations are choosing to get active
- The picture of volunteering to support sport and physical activity
- The link between engaging in sport and physical activity and the social outcomes identified in the government sport and physical activity strategy, Sporting Future.

Once again, we have sought to provide a lot of information in an easily digestible format. This report provides the headlines, with the opportunity to dig deeper via links to more in depth data tables. For those that would like to carry out their own analysis of the data, our interactive Active Lives Analysis Tool is available at: activelives.sportengland.org.

[Download a copy](#)

Spotlight on volunteering and gender. Active Lives Adult Survey May 2016 - 17. Sport England, 2018 - pre October 2018 (11 pages)

The Active Lives Adult Survey shows that 6.7 million adults (15% of adults in England) volunteered at least twice in the last year to support sport and physical activity. This is a huge contribution, with people giving their time in a range of different ways – from coaching and committee roles, to providing transport and marshalling at events.

Importantly though, those who volunteer in sport don't currently represent the diversity of the wider population, meaning that certain groups are not experiencing the benefits volunteering can bring. Here we focus on the gender profile in sport and physical activity volunteering. Men currently make up 60% of volunteers and women only 40%, a gender difference this report will explore. This gender difference mirrors the trend we see in participation, with women less likely to be active, and contrasts with volunteering in other sectors, for example the arts, where women are more likely to volunteer (Community Life Survey, DCMS, 2016/17). This report delves deeper into the statistics and the possible underlying reasons behind them, with talking points and further insight in each section. We've selected three key life stages to help understand the differences between men and women's likelihood to volunteer

to support sport and physical activity. While the types of roles that volunteers carry out are wide ranging, this report will focus on the seven roles which are captured within the Active Lives Adult Survey. More information about the definition of these roles can be found in the Notes section.

[Download a copy](#)

Impact of the England Roses' Commonwealth Games Gold. England Netball, October 2018 (15 pages)

Key facts and figures on the impact of the national team's success on participation in the sport in England.

[Download a copy](#)

USA

The Undefeated (11 October 2018)

Kelly Evans writes: NBA and WNBA launch Her Time To Play

New program is designed to keep girls involved in sports and train female coaches and mentors.

Fourteen is a pivotal age for girls. It marks the point at which many of them have dropped out of sports — twice the rate as boys of the same age, according to the Women's Sports Foundation.

In an attempt to reverse those numbers, this week the NBA announced [Her Time To Play](#), a new initiative to inspire girls ages 7-14 to learn and play basketball.

"In the age range of 7 to 14, when girls are facing many of the challenges, we've seen decline in participation," said David Krichavsky, NBA vice president of youth basketball development. "We've also seen that there aren't as many opportunities for women to serve in coaching and mentorship roles for girls. So we've launched a program this year as part of our Jr. NBA Week," which runs Oct. 8-15.

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[View the full news item](#)

And....

Beyond Sport reports (16 October 2018)

Jr. NBA Week Features Launch Of "Her Time To Play" Initiative

The National Basketball Association (NBA) tipped off the fourth annual Jr. NBA Week (Oct. 8-15) last week with the launch of "[Her Time To Play](#)," the league's new initiative to inspire girls ages 7-14 to learn and play basketball in a positive and healthy way and increase opportunities for women in coaching and athletic leadership.

In collaboration with the WNBA, USA Basketball (USAB), YMCA of the USA (Y-USA), the Women's Basketball Coaches Association (WBCA), Boys & Girls Clubs of America (BGCA) and the Women's Sports Foundation, Her Time To Play will provide hundreds of youth organizations with a free basketball curriculum and life-skills lessons developed specifically for young women that prepare them for the challenges of adolescence.

All 30 NBA teams hosted basketball events and programs for local youth and communities to celebrate Jr. NBA Week, including special activities to tip off Her Time To Play.

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[View the full news item](#)

Inside the games reports (15 October 2018)

Los Angeles 2028 name Carter as new chief revenue officer

Los Angeles 2028 have named sports executive Kathy Carter as their chief revenue officer, it has been announced.

The 49-year-old, who has previously won the Women in Sports and Events' Woman of the Year award and was on last year's Forbes list of the Most Powerful Women in Sport, has been tasked with achieving more than \$5 billion (£3.8 billion/€4.3 billion) in revenue for the Games.

She has also been named chief executive of the joint marketing venture between the US Olympic Committee (USOC) and LA 2028 - US Olympic and Paralympic Properties.

Earlier this year she stood for election as President of US Soccer, but lost to Carlos Cordeiro.

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[View the full news item](#)

Raw Charge (17 October 2018)

The NHL's reluctance to change continues to leave women on the outside looking in (USA)

The NHL is still behind the eight ball, and it's time they caught up with the other major leagues.

While teams around the National Hockey League have been hiring women in various capacities, the NHL remains the last of the four major leagues without a full-time female coach or manager, assistant or otherwise.

Women have been hired as skating coaches, scouts, and analytics personnel for years now. The [Arizona Coyotes](#) were the first NHL team to hire full-time female coach when they named Dawn Braid as the [team's new skating coach](#) back in 2016. The [Toronto Maple Leafs hired Canadian hockey legend Hayley Wickenheiser](#) back in August as their assistant director of player development. Power skating coach Barb Underhill consults for various NHL teams and their AHL affiliates, [including \(most recently\) the Tampa Bay Lightning](#). In 2017, Rachel Doerrie joined the [New Jersey Devils'](#) Hockey Operations Department as [an analyst specializing in player information and video](#).

Those hires, while only a few of many, have indicated that the NHL's gender barrier is slowly, but surely, falling. It is no longer groundbreaking when a woman is hired by an NHL team. However, there is a glaring difference between the NHL and the other three major leagues regarding their hiring of women, and it indicates the league is not ready to see women assume full-time coaching and executive duties for an NHL team.

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[View the full news item](#)

Inside the games reports (22 October 2018)

Masters becomes second-ever Paralympian to be named individual sportswoman of year at Women's Sports Foundation awards

The United States' Oksana Masters has become only the second-ever Paralympian to be honored as the individual sportswoman of the year at the Women's Sports Foundation (WSF) Annual Salute to Women in Sports ceremony at Cipriani Wall Street in New York City.

Masters, 29, won five Paralympic Games medals at Pyeongchang 2018, including her first gold.

Masters took the gold medal in the 1.5 kilometres sprint classic sitting and the 5km sitting event in cross-country skiing, despite battling through an elbow injury sustained just prior to the Games

She also claimed silver medals in both the 6km sitting and 12.5km sitting events in biathlon, and bronze in the 12km cross-country.

The four-time Paralympian now has a total of two gold, three silver and three bronze medals, and has competed in rowing and cycling at London 2012 and Rio 2016, respectively, and biathlon and cross-country at both Sochi 2014 and Pyeongchang 2018.

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[View the full news item](#)
