



EMPOWERING
YOUNG PEOPLE



GIRLS GOT GAME

SPORT HAS THE POWER TO BRING ABOUT POSITIVE CHANGE IN COMMUNITIES AND IN SOCIETY, BUT CURRENTLY GIRLS ARE 50% LESS LIKELY TO PARTICIPATE IN SPORT. WE WANT TO CHANGE THIS.

WHY GIRLS PLAY LESS?

- **A lack of sports sessions and coaches** for girls.
- **A lack of knowledge on how to lead quality sports sessions for girls** and the importance of it.
- Girls lack the time to play sports, when **household chores** keep them at home. And parents may stop teen girls from playing outdoors, when they **consider it to be unsafe** for their teen daughters.
- **Stereotypes** of sports being not feminine and only **4% media representation** for women's sports reinforce the idea that sport is just for boys and men.

When girls sit on the side lines, whether voluntarily or not, they miss out on the advantages of participating in sports. Yet sport offers so many advantages, like gained physical and mental health. Even more so for girls, because:

- Sport makes girls **aware and in control of their bodies**
- **Sport gets girls out of the house** and team-up with other girls
- Sport teaches girls to ask for help if needed and **encourages boundary-setting** when relevant
- Sport builds courage
- Sport provides opportunities for **achievement and leadership**

THAT IS WHY AT ISA, WE MAKE IT A PRIORITY TO WORK FOR AND WITH GIRLS AND YOUNG WOMEN IN ALL OF OUR PROGRAMMES. IT ALL STARTS WITH PARTICIPATION IN COMMUNITY SPORTS, AND IT BUILDS UP TO GIRLS' LEADERSHIP AS FOLLOWS:

	WHAT WE DO	OUR RESULTS
GAME	<p>1 GIRLS PARTICIPATION</p> <p>We ensure equal girls' participation by making extra efforts in recruiting them, for example through parents and schools, and by engaging them in the design of the activities.</p> <p>And we do so by creating safe spaces at the playing field. It offers an opportunity to team-up, participate in a variety of fun sports activities and progress together.</p>	<p>Since our foundation in 1998, we have reached over 240,000 youth.</p> <p>Currently, we see first promising results with 40 to 50% female participants in our Game Changers Programme.</p>
CHANGE	<p>2 LIFE SKILLS ON GENDER EQUALITY</p> <p>Life skills sessions on the field embrace both girls' empowerment and resilience and positive masculinity. Boys play an equally important role in creating gender equality, and also benefit from more flexible gender roles.</p> <p>We do so by guiding young people to practice and learn new life skills while playing sports. They learn to voice their needs and wants, and to reflect on their actions, towards positive and healthy behaviour.</p>	<p>Young people acquire new life skills related to gender equality, including self-esteem, goal setting and boundary-setting, and positive bonding, but also resisting peer pressure and how handle emotions and conflicts.</p> <p>All these skills are extremely supportive for young people – girls and boys – in dreaming, planning and realising their goals in life.</p>
GAME CHANGERS	<p>3 GIRLS LEADERSHIP</p> <p>Young people realise personal goals and social projects that contribute to the Sustainable Development Goals. A mentor supports them in planning and realising their goals.</p> <p>We ensure equal girls' participation, and engage parents, coaches, community organisations and members to support the young women's projects.</p>	<p>Girls in this programme are self-confident, know their aspirations, can lead community sports, and create opportunities that make them heard and seen by their community.</p> <p>This is massive transformation!</p> <p>Sports is not just participation on the field, but it means a springboard to participation and actual empowerment in their communities.</p>

Besides the growing number of girl-participants, we also see the number of female coaches increase to almost 45%. What's more, there are examples of young women, who once started as a player, and are now directors of Community Based Organisations we partner with.

All these female role models – from players to directors – positively redefines and reorganises gender order, sparking opportunities for new girls to join. In this way our programmes directly contribute to **Sustainable Development Goal no.5 on Gender Equality**.

