



CYPSC

Wexford Girls Get Active Initiative

2024 - Present



Introductions

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Council



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CLG

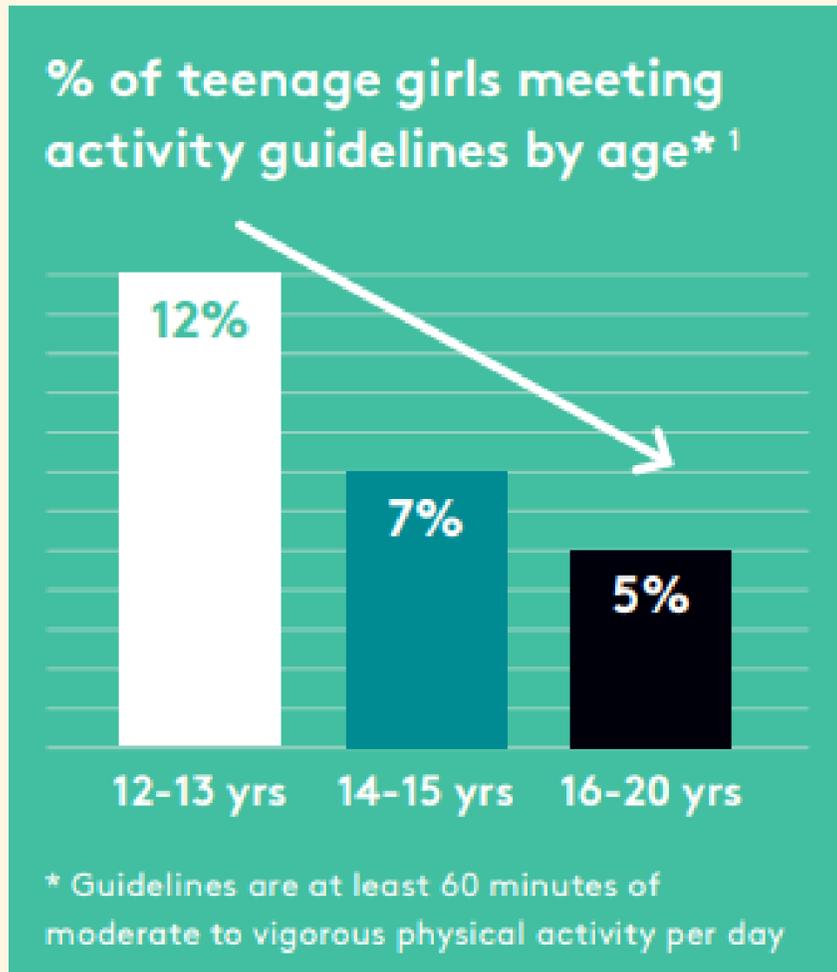


What percentage of teenage girls are meeting their daily physical activity guidelines?



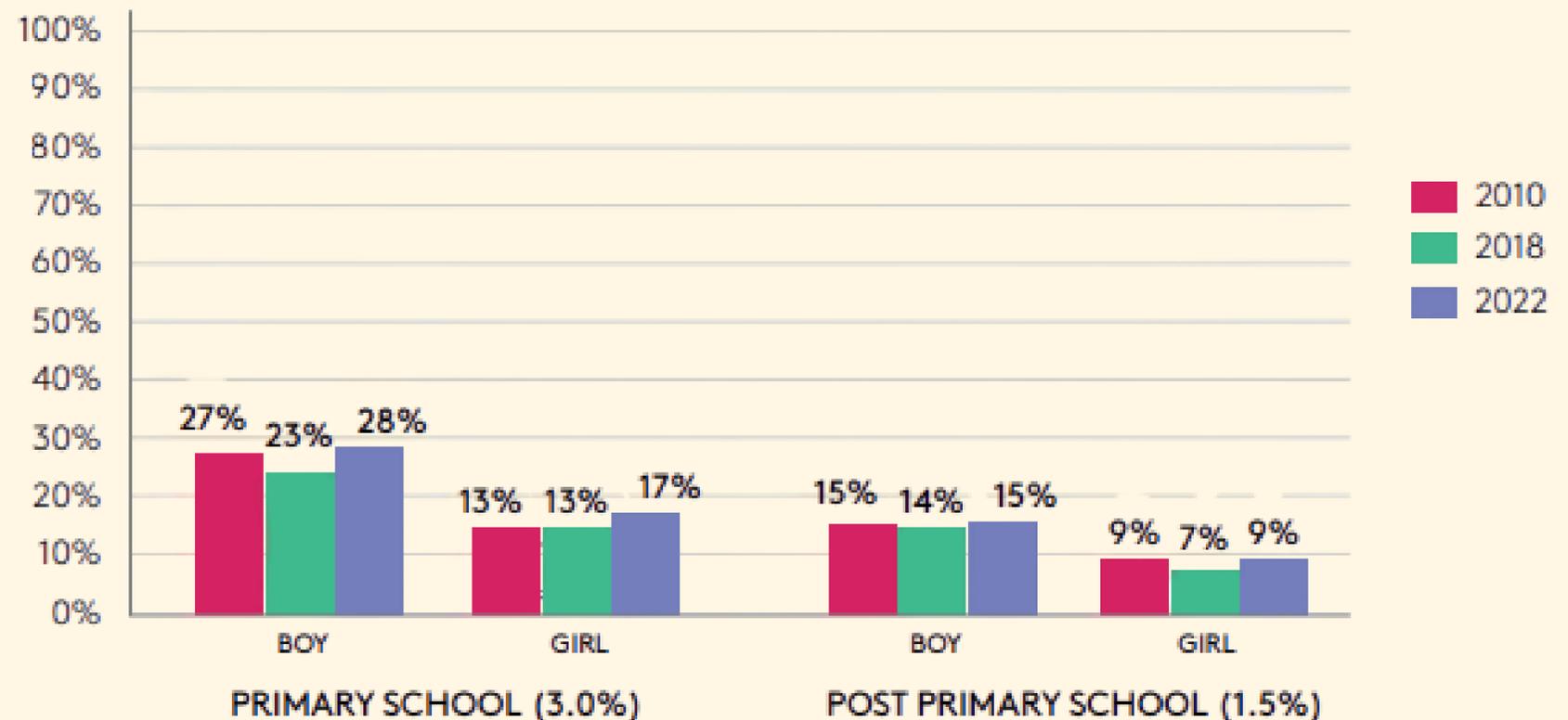
Evidence suggests that the sports sector in Ireland caters better for the actively engaged.

It is important to recognise that the disengaged girls may need different or adapted pathways and approaches to attract and sustain interest.



Adolescent Girls Get Active Research Report, 2021

% reported meeting the National Physical Activity Guidelines in 2022



Children's Sports Participation and physical activity study, 2022



Her Moves Initiative

Designed to inspire and support more teenage girls to become active!

10,000+

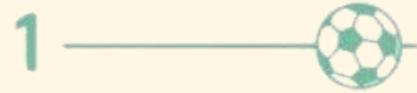
Participants engaged in **HerMoves** programmes in 2024

Empowerment

Confidence Building

Motivation

8 Guiding Principles for Success



1 No judgement

Take pressure off performance and give freedom simply to play.



2 Invoke excitement

Bring a sense of adventure and discovery.



3 Clear emotional reward

Reframe achievement as 'moments of pride', not winning.



4 Open eyes to what's there

Redefine sport as more than traditional, competitive sport.



5 Build into existing habits

Tap into existing behaviours in other spheres.



6 Give girls a voice & choice

Allow girls choice and control to feel empowered.



7 Champion what's in it for them

Make it much more than just about health.



8 Expand image of what 'sporty' looks like

Create truly relatable role models who inspire.



With the Her Moves Initiative in mind, **Wexford Children and Young People's Services Committee (CYPSC)** is supporting the Wexford Girls Get Active initiative through the Girls Get Active Task Group.

This initiative is funded through the **CYPSC Healthy Ireland Fund** and is delivered in partnership with **Sports Active Wexford** and **Gorey Youth Needs Group**. The aim of the Wexford Girls Get Active Initiative is to provide teenage girls in Wexford with an opportunity to get active in a fun, social and non-judgmental environment.



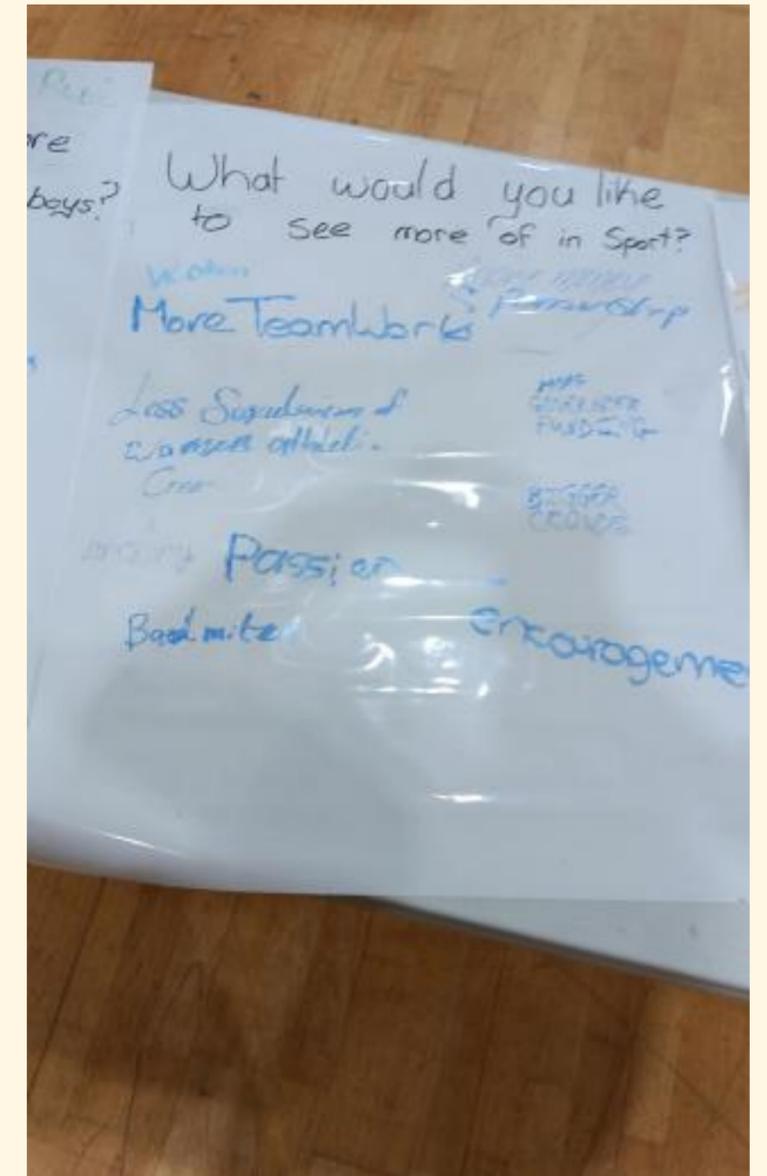
Wexford Girls Get Active Initiative

Focus groups

- GYN's 6th Class & Secondary School Group
- WLD Teenage Traveler Group Clonroche
- FDYS Teenage Roma Group Enniscorthy

Outcomes

- Lack of opportunities to participate in non-competitive sport,
- Judgement and feelings of pressure often prevents girls from participating in PA,
- Feeling confident and participating in PA with friends is important.



Application process

- Criteria established

Organisations/Youth Clubs that are

- based in County Wexford.

- operate as “not for profit” and are open to the public.

- engage with teenage girls (12-19yrs).

- engage with a minimum of 12 teenage girls or are open to accepting additional individuals to join your physical activity programme.



Programme outline

- Eight Week PA Programme (1 hour once a week),

- Youth Groups are supported in locating a local PA provider, location & equipment etc,

- Physical activity tutors/instructors have participated in clearance checks,

- Programmes are delivered over a 3-month period,

- Youth group leaders have attended online information sessions pre-programme,

- Teenage girls have completed a PA Readiness questionnaires along with Pre & Post Evaluations,

- Youth group leaders have attended an upskilling educational workshop through Move2B.



Pilot Project



1 Pilot programme was conducted during the summer with Gorey Youth Needs (GYN'S)

- Eight Week Gym based programme with Evolve Fitness, Gorey,
- 18 Girls participated,
- Programme started in Mid June and finished end of July 2024.

Learning outcomes:

- Knowledge & Understanding the basic principles of physical fitness, including strength, endurance, flexibility etc,
- Gain knowledge of gym equipment and how to use it safely and effectively,
- Understand the benefits of regular exercise on physical and mental health,
- Build confidence and reduce feelings of intimidation associated with gym environments,
- Foster a positive body image and self-esteem through physical empowerment,
- Improve teamwork and communication through group workouts or buddy systems,
- Learn to set realistic goals and celebrate personal achievements and progress,
- Integration with fellow young females from new communities, peer to peer support,
- Gain awareness of the long-term impact of physical activity on health and wellbeing,
- Made friends.



Unexpected outcome :

- A facilitator on one of the programmes gained employment as a Tutor on a LTI Sports & Rec programme.

9 Youth Groups participated in 2024

- South West Family Resource Centre - Kick Boxing
- Wexford Local Development - Jiving & Line Dancing
- FDYS New Ross - Kickboxing
- FDYS, Enniscorthy, Teenage Traveler group - Dance
- FDYS, Enniscorthy, Teenage Roma group - Gym Instruction
- Youth Train & Youth Reach - Variety of PA Fitness Classes
- FDYS, Courtown - Dance
- GYN's Courtown - Dance

4 Youth Groups participated in 2025

- South West Family Resource Centre & FDYS New Ross - Dance
- GYN's Courtown & FDYS Courtown - Dance

110 +

Teenage Girls
*Have Participated in
Wexford Girls Get
Active Initiative so far!*





Move2B Educational Project

This educational content aims to equip participants with the knowledge and tools to understand their bodies, build confidence, and unlock their athletic and personal potential. The initiative focuses on fostering a positive relationship with movement, ensuring that teenage girls feel supported, informed and inspired to stay active for life.

Workshop 1

Exploring the benefits and barriers to physical activity,

Benefits: mental and physical wellbeing, social connections and skills development,

Barriers: stereotypes, social expectations, limited access, body image and confidence.

Workshop 2

Learning about the menstrual cycle,

Building menstrual cycle resilience,

Finding the right kit/clothes,

Practical strategies.

Workshop 3

Growth mindset,

Finding your why,

Creating a safe and positive environment,

Delivery of workshops

Online Information session delivered to Youth Group Leaders on 19th of May 2025.

Youth Group Leaders were provided with educational resources to deliver 3 workshops throughout their Girls Get Active Programme.

Wexford Girls Get Together Event

Celebration event to celebrate the girl's commitment to their PA programmes.

2024 - Astro Active, Enniscorthy on Saturday the 23rd of November 2024.

Variety of activities offered on the day.

- Table Tennis Ireland “Bat with anything” tasters,
- Badminton Try out sessions,
- Come and Try Dance session,
- Friendship Bracelet making,
- Fun games with giant Jenga,
- Photo Booth,
- Healthy Snacks table.



2025 - The Stables Yard, Gorey on 25th of July 2025

Variety of activities offered on the day.

- Fun team bonding games,
- Hyrox activity tasters,
- Outdoor obstacle course,
- Healthy try something new lunch.

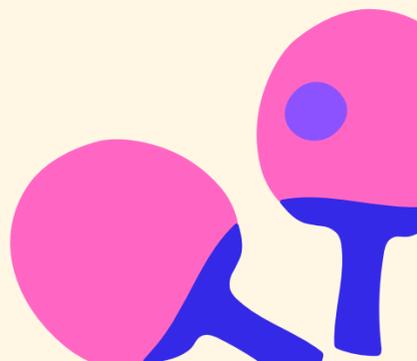


Sports Equipment

Additional funding was left over from Wexford Girls Get Active programme 2025. Participating Youth Groups were invited to purchase sports related equipment up to the value of €1000.

Examples of Equipment purchased

- Footballs
- Sponge Balls
- Skipping Ropes
- Boxing Gloves
- Basketball Hoop & Balls
- Table Tennis Sets
- Gymnastic Box & Bar
- Water bottles



Budget Spend

CYPSC Healthy Ireland fund



This proposal was put forward under the Healthy, Active & Included Sub-Group. Wexford CYPSC, Sports Active Wexford & Gorey Youth Needs Gorey took the lead in this proposal that will seek to encourage young females to re-engage in a physical activity of their choice.

A sum of **€29,500** had been awarded for the project so far and administered by GYNG.

2025	€14,972
2026	€11,083

Evaluation

Participants were asked to par-take in Pre & Post Evaluations which included the M1 & M2 Questionnaire.

In the past week, on how many days have you done a total of 60 minutes of physical activity, which was enough to raise your breathing rate?

Participants answer 0-7days

12%

Average Increase in overall PA Levels

Comments

"It is very fun and enjoyable Rachelle is a very fun and inspiring woman, she is a very good instructor"

"My dance teacher is very positive and creates a very happy and comfortable environment."

"I love doing dance, at first I thought I would hate it as people would look but it is fun I look forward to it every week"

"Great way to de-stress and stay active, I had loads of fun with my classmates and the people who run it"

The Future of Wexford Girls Get Active Initiative

Inspire & Support more teenage girls to be physically active

Empower girls to find what moves them.

- Aim to deliver The Wexford Girls Get Active Initiative this year starting in September,
- Aim to connect girls with their local PA providers, establishing a familiarity to support the teenage girls to join a PA class/club/facility upon the completion of the programme,
- Continue to create integration opportunities between teenage girls from different communities both within the PA programmes and the Girls Get Together event.
- Continue to link youth group staff with local tutors/facilities in their area. Youth group staff become familiar with local amenities and build on relationships with local PA providers,
- Continue to providing an opportunity for staff upskilling through educational workshops,
- Continue to established and strengthen links between youth groups from different organisations and their staff. Encouraging collaborations and pooling of resources among groups in close geographical areas,
- Support the delivery of an external evaluation for this year's initiative.





Thank you very much for listening!

