PROUD PARTNER

In support of UN WOMEN

KEEP PLAYING #LIKEAGIRL

TOOLS FOR COACHES, TEACHERS AND PARENTS

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INTRODUCTION

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for materials listed in this PDF

50%
of girls quit sports at puberty
right when it could benefit them the most.

Our goal? To give you the tools you need to help us fix that.

Always embarked on the #LikeAGirl campaign after uncovering the startling fact that **MORE THAN HALF OF GIRLS EXPERIENCE A DROP IN CONFIDENCE DURING PUBERTY**, and many never fully recover. As the brand with a heritage of over 30 years of championing girls' confidence globally, we want to stop the drop in confidence girls experience at puberty and empower girls to feel that they can do anything and everything **#LIKEAGIRL.**

PUBERTY MARKS A CRITICAL STAGE in girls' lives that is often filled with confusion and self-doubt, and we're committed to doing whatever we can to keep girls confident as they grow. In our conversations with experts and girls themselves, we learned about the critical role of playing sports in building girls' confidence. Many studies have found that ongoing participation in sports is a high contributor to confidence in girls, regardless of what level they play, and provides valuable skills to help them stay confident to do any and everything later in life. In fact, a recent US consumer data study from 2015 found that **GIRLS AGED 18-24 WHO PLAYED SPORTS REGULARLY WERE TWICE AS LIKELY TO IDENTIFY AS CONFIDENT AS GIRLS WHO DID NOT PLAY SPORTS.**

But in **OUR LATEST ALWAYS CONFIDENCE SURVEY** we found that **HALF OF GIRLS QUIT SPORTS AROUND PUBERTY!** Their reasons for quitting – whether it be not feeling like they belong in sports, not having female athlete role models or simply not having access to the opportunity to play – all speak to the wider societal limitations that girls still face every day.

As someone who works with girls in sports, we are certain you've heard comments like "that's not a sport for girls" or "girls shouldn't have big muscles" countless times. We know you've seen girls' sporting events played to half empty audiences. Most people probably never think about the impact this has on girls and their desire to play sports throughout puberty, but we know, and we're certain you know, it's significant.

But together, **WE BELIEVE WE CAN SPARK A CHANGE** and inspire a world in which every girl truly feels that she can and will keep playing sports. This kit is designed to provide you with simple assets and content that will help you to engage the girls, parents and others in your sphere of influence to see more girls keep playing **#LIKEAGIRL.**

Thank you for joining us in rewriting the rules on girls in sports.

Keep Playing #LIKEAGIRL!
The Always Team

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FOREWORD FROM DR. JEN WELTER

WHEN I STARTED PLAYING FOOTBALL AS A YOUNG GIRL, I had no idea how far the game would take me. But what I knew was that I loved it and that I wanted to be a part of it. Yes, there were days that were hard and made me want to quit, but I'm grateful that I didn't. Whether it has been as a player, an NFL coach, or even getting my doctorate in Sports Psychology, all of the strength and fortitude I needed to succeed came through playing sports. **I CAN PERSONALLY ATTEST TO THE FACT THAT PLAYING SPORTS HELPS MAKE GIRLS BUILD AND MAINTAIN CONFIDENCE.**

That is why I am so proud to be partnering with the Always **#LIKEAGIRL** campaign to help raise awareness of the important role sports plays in building confidence in girls and to help educate society on how we can all play a part in helping girls to keep playing!

WHY AM I SO PASSIONATE ABOUT HELPING GIRLS KEEP PLAYING SPORTS? Because I know that sports make them feel better about themselves! Playing sports she can learn how it feels to win and lose, what it takes to be knocked down but get back up, and that it is possible to compete but also build meaningful friendships at the same time. These are not just skills for being an athlete, but for shaping her identity and building her into a confident, unstoppable woman.

Helping society understand **THE VALUE THEY NEED TO PLACE ON GIRLS IN SPORTS**, equipping parents to help their daughters keep playing and raising the profile of the amazing female athletes already playing right around the world today, are all things we can do to help give girls the encouragement they need to stay in the game.

TOGETHER, WE CAN AND WILL HELP GIRLS KEEP PLAYING #LIKEAGIRL!

Yours in sport,

Dr. Jen Welter
MS Sport Psychology & PhD

Every training session, every match, every victory, every defeat – they've shaped me and molded me into who I am today. I wouldn't be who I am without sports.

I want this to be a statement true not just for me, but for girls everywhere.

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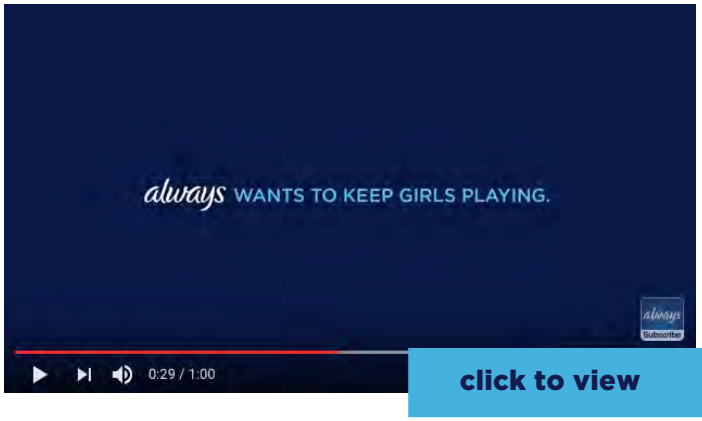
WHY GIRLS NEED TO KEEP PLAYING

MORE THAN HALF OF GIRLS LOSE CONFIDENCE DURING PUBERTY – Always' mission is to stop this drop in confidence. Sport is proven to play a critical role in building confidence, yet 7 out of 10 girls feel they do not belong in sports, leading half of them to quit playing at puberty – right when sport could benefit them the most.

Below, please find key materials to help educate on girls' attitudes towards sports at puberty and why it's important for them to be encouraged to keep playing at this critical time in their development.

Watch the Always #LIKEAGIRL - Keep Playing Film



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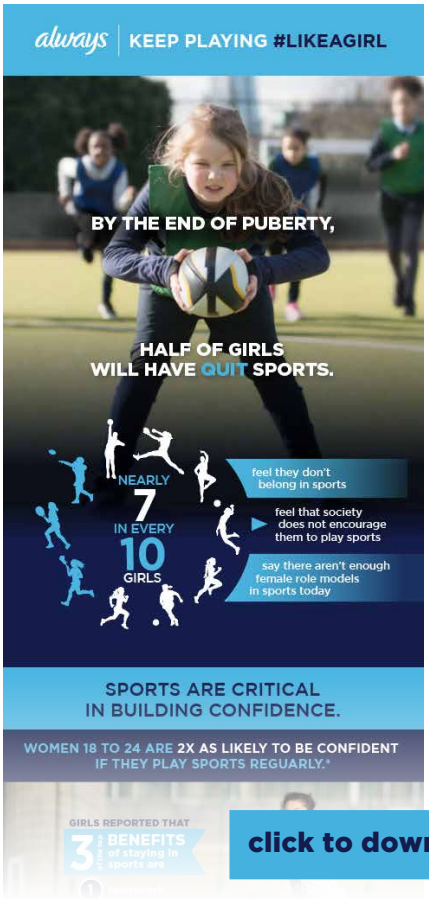
Always #LIKEAGIRL - Keep Playing Infographic



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THE ROLE OF COACHES, TEACHERS & PARENTS

As a coach, teacher or parent **YOU PLAY A UNIQUE AND VITAL ROLE** not just in helping girls participate in sports, but ensuring the benefits of their participation extend into their lives, well beyond the final whistle on the field.

Below, please find key materials to help you in this valuable endeavor to raise confident girls that go on to become confident women.

Dr. Jen's Tip Sheet: How to Keep Girls in the Game

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TIPS TO KEEP GIRLS PLAYING #LIKEAGIRL

BY DR. JEN WELTER

MS SPORT PSYCHOLOGY & PHD

SPORTS MAKE GIRLS FEEL BETTER ABOUT THEMSELVES!

Here are my 5 TOP TIPS for helping girls stay in the game:

MAKE IT FUN

PRAISE THEIR PROCESS

HELP THEM BECOME FRIENDS

GIVE THEM OWNERSHIP OF THE TEAM

SHOW UP AND CHEER LOUDLY!

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The Always Confidence Curriculum

PUBERTY EDUCATION PROGRAM

Growing #LIKEAGIRL by always

WHAT YOU NEED TO KNOW ABOUT PUBERTY

Dear Parents,

Your daughter is approaching a huge milestone. The difference you can make at this point in her life is huge, too. You can support her journey into adolescence by talking about it openly—especially when it comes to her confidence, her body, and her periods.

FOR PARENTS

Because your daughter just went through a Puberty Education session at school, you have a unique opportunity to kick off the conversation and learn from the experts consulted for this program. From gynecological experts to developmental psychologists to the latest from the Girls Leadership Institute, we've given you all the best advice on how to help her grow, and grow into a confident woman.

You can change the stats

8 in 10 girls have a negative reaction to reaching puberty.[1] GOAL of this book? To give you the tools to fix that.

Yours,
The Always & Tampax Expert Team

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RAISING AWARENESS

Always wants to rally people everywhere – girls, boys, women, men, everyday athletes, elite athletes, teachers, coaches, moms, dads, sisters, brothers – to spark a change and inspire a world in which every girl truly feels that she can and will keep playing sports.

Below, we are excited to share key materials to help you inform, educate and inspire others towards helping girls to keep playing.

WANT TO HELP INFORM AND EDUCATE OTHER COACHES, TEACHERS AND PARENTS? Print out the informative posters and place them in key areas in your office, school or workplace. We've also left space so you can include contact information for parents or girls to learn more about registering to play.

WANT TO INSPIRE GIRLS TO GET IN THE GAME? Print out the inspiring poster, or posters, most relevant to you and place them in key areas around school or your neighborhood. We've also left space so you can include contact information for parents or girls to learn more about registering to play.

WANT TO PROVIDE PARENTS WITH MORE INFORMATION ON WHY THEIR GIRLS SHOULD PLAY SPORTS? Print out the Flyer for Parents and distribute via school newsletters, carnival days or at local sporting facilities or stores. Alternatively, email the PDF version of the flyer to your database or key contacts.

Informative Posters

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Inspiring Posters

click to download

Flyer for Parents

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