

GUIDE TO CREATING ACTIVITIES AND EVENTS FOR YOUNG WOMEN

Here's a checklist to consider when creating events specifically for teenage girls, to maximise inclusiveness and participation.

1. Things to consider:

A. SELECTING YOUR VENUE

- Safe changing facilities with adequate privacy.
- Accessible amenities like ramps and disabled parking so that you can welcome all participants.
- Adequate lighting, especially around pick up/drop off points.
- Proximity to public transportation and/or ample parking.

B. BUILDING YOUR ACTIVITY

- Offer a variety of activities to cater to different interest and activity levels.
- Provide opportunities for participants to help design or feed back on activities.
- Provide alternatives or modifications for each activity to ensure you cater to all abilities.
- Consider incentives to encourage attendance e.g. 'bring a friend for free.'

C. CREATING A SUPPORTIVE ENVIRONMENT

- Foster a non-judgemental, body-positive environment so participants feel comfortable.
- Allow them to wear whatever they feel comfortable in.
- Encourage participants to go at their own pace rather than creating comparative and competitive activities.
- Facilitate opportunities for participants to connect and support each other. This could be a buddy system or icebreaker activities.

D. PROMOTE YOUR EVENT

- Go digital - think about the platforms where young women are, like social media, and look to utilise these channels.
- Peer to peer – young women listen to each other, so think about the young women who can help share your message.
- Use diverse imagery in event promotional materials. Include people of diverse backgrounds, body types, ethnicities, and abilities to signal that your event is inclusive and welcoming.

2. Factors to address:

TIME

- Keep it flexible. Young women often find it hard to commit to demanding or inflexible training schedules, due to academic and work commitments.

SUPPORT

- Young women gain confidence in numbers; encourage participants to bring a friend. Foster a culture that breaks down fear of failure and enhances the 'have a go' mentality.

COST

- Lowering the cost for participants to join your initiative will greatly increase participation.

CLOTHING

- Allow young women to wear what they feel comfortable in, where possible, versus mandating uniforms.

Make it fun!

Fun is the #1 factor likely to increase participation by young women. Focus on enjoyment rather than winning and create an environment that girls are likely to enjoy. Play music, for example.

3. Measurement of success

Gather feedback to measure how inclusive your activity is and identify areas for improvement. Keep it simple - this could be gathered on a form or whiteboard.

Need some promotional assets? No problem.

Download our Promotional Toolkit [HERE](#).

You'll find a range of editable materials, like posters and social media tiles, to support your initiative.

**#ITSMY
MOVE**