

# ADOLESCENT GIRLS GET ACTIVE

Theme: Active Lives      Last updated: March 18, 2025





Sport Ireland

This research aims to establish how to encourage teenage girls to take part in regular physical activity and focuses particularly on the lived experiences of disengaged and gradually disengaged girls, i.e. inactive.

**Brighton plus Helsinki Declaration Principles:**

- Equity and Equality in society and sport
- Developing Participation
- Resources

**Target audience:**

- Sports Administrators
- Sport Policy Makers
- Sport Coaches

**Background:**

By combining an exploration of girls' wider lives and what is important to them, with an understanding of their experiences and barriers in sport, Sport Ireland have developed 8 important principles to engage and connect with teenage girls, to support them to embrace sport and physical activity into their lives. These are particularly valuable for girls who are less engaged currently, however can also be relevant for active girls to enhance their experience and prevent them from dropping out.

## Summary:

Sports organisations can use these 8 Principles for Success to check and challenge existing programmes to enhance appeal and relevance for the target audience. They can also be used to innovate and develop completely new initiatives through a teenage girl lens.

**READ MORE: Adolescent Girls Get Active**

## Related Links



<https://www.sportireland.ie/GirlsGetActive>