

Us Girls Alive Offer to Community Sport Network



Us Girls Alive is a new programme from StreetGames. It is about improving the health and wellbeing of girls and young women, through Clubs run by young, female volunteers – or Motivators.

15 areas across England are setting up 'Us Girls Alive Clubs' and supporting Us Girls Motivators to shape and develop the Clubs. There will be 30 clubs in all, run by 120 Motivators. 600 young women will regularly attend.

The Clubs will focus on physical activity and will also offer a range of social and healthy lifestyle activities and events.

The programme is being evaluated, over its three-year lifetime, by the British Heart Foundation National Centre for Physical Activity & Health.

We are delighted to announce that we can now extend the programme beyond the initial 15 areas and beyond England. There is an opportunity for new areas and organisations to come on board. On offer is access to the central support, expertise and resources that we have put in place. You can also be part of the BHFNC evaluation.

To join the programme, you need to be able to do the following;

- a. Develop a monthly Us Girls Alive Club (supported by 4 Us Girls Motivators) and attracting a minimum of 40 regular participants over a 12-24 month period
- b. Provide £1500 per annum funding to StreetGames to access the support services below.

Benefits

- The opportunity to engage in an innovative programme that aims to engage a hard to reach demographic group in wellbeing & lifestyle activities
- The opportunity to contribute to health outcomes using sport and physical activity
- Participation in the independent research and evaluation attached to the programme
- Membership of the Us Girls Alive network and access to free resources and 1:1 support as detailed below

Support & Resources

- Advice and support from a specialist Doorstep Sport Adviser
- 40 Us Girls Alive t-shirts per club
- Us Girls Alive branded clothing for each Motivator
- Access to Health Improvement Level 1/2 Training for Motivators
- Access to branding and marketing support
- Inclusion in the national evaluation study
- Free access to events and festivals
- Monitoring and evaluation support.

For more information please email lian.lawrence@streetgames.org or phone 0845 1300 849

More About Us Girls Alive

It is our belief that volunteering holds the key to health improvement for young women living in areas of multiple deprivation.

Our experience of working in the 20% most deprived communities in England over the last seven years shows that many young women are resilient, have strong networks of friends and a desire to get involved. Others have said they need support to take up a healthy lifestyle. They also said that their peers are the best people to help.

The Us Girls Alive programme is a response to that situation.

120 young women volunteers aged 16-25 (we are calling them Motivators) will set up and run thirty new Us Girls Alive Clubs around the country. Each Club will have its own programme of activities. The physical activity sessions are likely to include dance, keep-fit, badminton, netball and zumba. Alongside the sport, Motivators will arrange fun, inclusive, and informative activities, mixing social events with health improvement. These sessions could include healthy cooking, weight management, hair and beauty, smoking cessation, safe drinking, sexual health, and social activities.

Whatever the Motivators feel is needed, we will help them make it happen by finding and using the skills and enthusiasm that their local community already holds. The Clubs will be self-managed and self-sustaining from the outset. Not only do members want it that way, it is also the best way to keep the Clubs going.

At a strategic level, we will work with public health commissioners over the project lifetime, to ensure that the Clubs integrate with other health improvement services in the area. We see the Clubs as part of a range of coordinated opportunities, designed to tackle inequalities in areas of high deprivation.

There are Clubs in each of the locations: Liverpool, Manchester, Walsall, Wigan, Newcastle, North Tyneside, Hastings, Birmingham, Chorley, Middlesbrough, Stoke, Lincolnshire, Penzance, Hammersmith, Thanet, Milton Keynes, Hull, East Riding of Yorkshire and Hertfordshire.

All our work is done in partnership. We would be delighted to hear from you if you are interested in any aspect of this project.

To contact the Us Girls team, phone 0845 1300 849 or visit our website at www.usgirls.org.uk

