

# AIT Research



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Developing a Strategy for Female Role Models in Physical Activity and Sports

**Promotion** 

### **Physical Activity** in Ireland

- **13%** ( primary & secondary students) met the 60min of MVPA/day.
- 17% primary
- 10% secondary
- 9% girls & 17% boys (Woods et al, 2018)

## **Sport Participation in** Ireland

- 80% of primary, 58% of secondary pupils play sport once a week
- Increase of 14% who never play sport between primary and secondary
- 47% of 6<sup>th</sup> years **have** never played sport (Woods et al, 2018)

## **Women in Sport** Why focus on females?

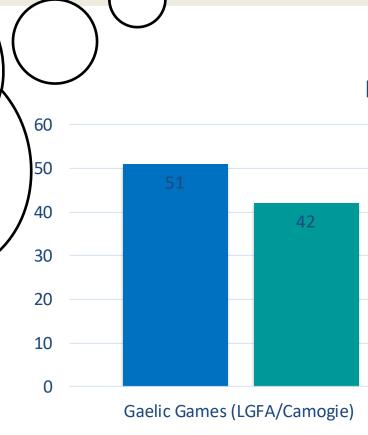
- 9% of girls met PA guidelines
- Girls are less active than boys
- Only 57% of girls (72% at primary) play a school sport
- 45% of females don't play sport (Sport Ireland, 2018)

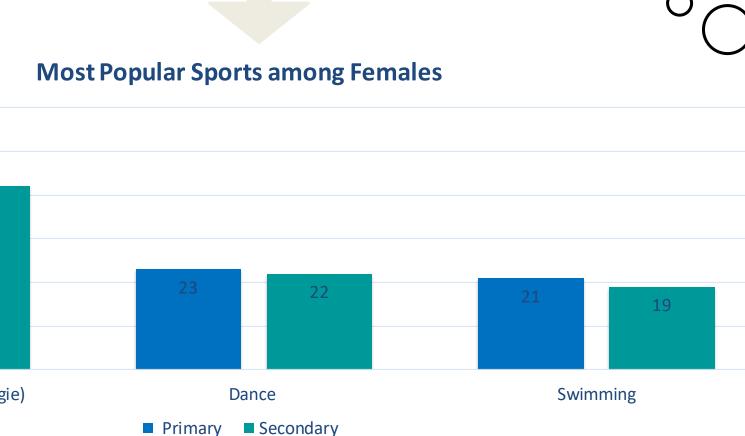
## **Role Models** Can they influence people?

- > Role models should be local, relevant and accessible
- Girls with sporting role models are more active than girls without sporting role models (Young et al,., 2015)
- > 11.% of females reported having sports role models
- Figure 3. Girls are more likely than boys to select a **female** sporting role model (Nakanishi et al., 2019)

# How do we use Role Models to prompt a Sport/PA Intervention?

Use Gaelic games at a local level – it has the context, resources and network to demonstrate a role model effect on sports participation





Potential to **increase** the quality of participation and drop out through use of **role model** interventions



1. National Survey with Sport Ireland



#### Methods



2. Systematic Literature Review



#### National Survey

Focus on WIS actions 1) Visibility 2) Active **Participation** 

1.'Use the heroes of today to inspire the next generation' 2

2. 'Reduce the drop-out from physical activity and sport in young girls'

#### SPORT IRELAND

Roll out National Survey in 2021

Identify who Role models are;

Athletes/parents/te achers/coaches?

Create Role Model led intervention through **Gaelic Games** 

### **Physical Activity and** Sport

- **Define Physical Activity**
- Define Sport
- Irish context for Sport and & PA
- Guidelines for PA
- Impact of sport on PA levels

## **Determinants of PA and** Sport

- Influences on Sport & PA
- Behaviour Change Theories & Models
- Interventions to promote PA & Sport

#### **Sport and PA Role** Models

- Role Models
- Theories of role models
- Identify RM parents, teachers, peers, coaches, athletes
- Role model sports based interventions

# **What Irish Policies** can help?

## What will we gain Nationally?





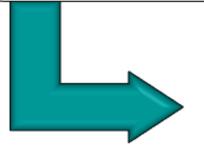
**Sport Ireland** Women in **Sport Policy** 

 Implementing this policy into phase 1 of project (April 2021)

Physical Activity plan

**National** 

National **Sports Policy** 



**CSSPA Study 2018** 

3. Have a positive impact on PA and . Understand the 🛁 enjoyment influence of Role Models on Irish through sport Youth 2. Deliver a role model, sports based intervention to teenage girls



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