

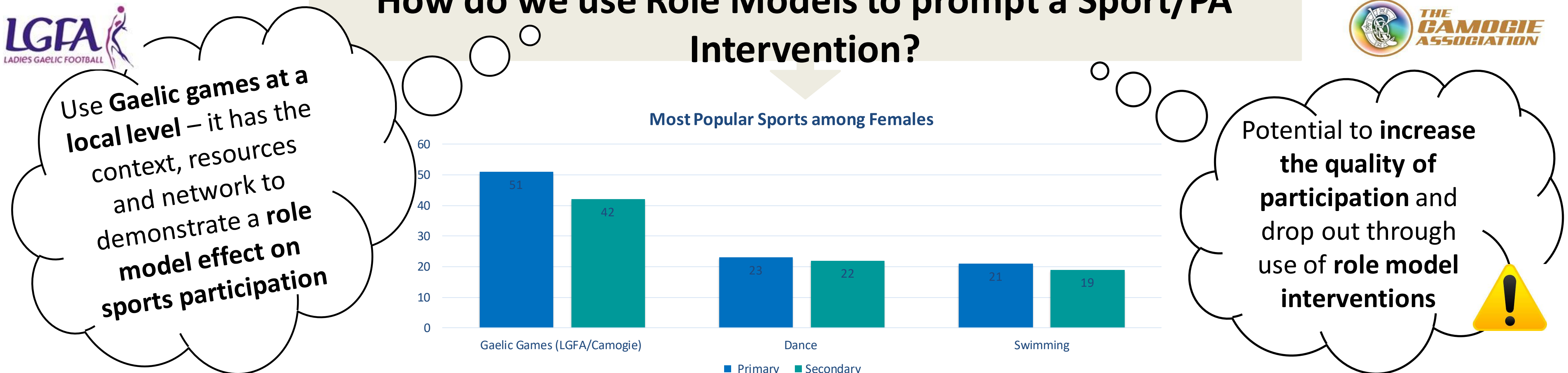
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Developing a Strategy for Female Role Models in Physical Activity and Sports Promotion

Physical Activity in Ireland	Sport Participation in Ireland	Women in Sport Why focus on females?	Role Models Can they influence people?
<ul style="list-style-type: none"> 13% (primary & secondary students) met the 60min of MVPA/day . 17% primary 10% secondary 9% girls & 17% boys (Woods et al, 2018) 	<ul style="list-style-type: none"> 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 6th years have never played sport (Woods et al, 2018) 	<ul style="list-style-type: none"> 9% of girls met PA guidelines Girls are less active than boys ↑Age = ↓Participation Only 57% of girls (72% at primary) play a school sport 45% of females don't play sport (Sport Ireland, 2018) 	<ul style="list-style-type: none"> 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 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

