IWG
Women & Sport
Insight Hub

I COACH GIRLS

Active Lives

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I Coach Girls

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Research shows that girls are four times less likely than boys to engage in sport, with few girls meeting the WHO recommendations of daily physical activity with the associated risks for their physical and mental

wellbeing. ICOACHGIRLS aims to promote and increase physical activity and sport amongst primary school age girls through the creation of “Girls Play Centres” in their local communities across six different countries