

HER MOVES

INSPIRE AND SUPPORT MORE TEENAGE GIRLS TO BE ACTIVE

Active Lives

Last updated: March 4, 2025



Her Moves Campaign, Sport Ireland

Co-authored by Sport Ireland

Her Moves is a campaign and toolkit from Sport Ireland designed to empower teenage girls, build confidence, and provide motivation to find

something that gets them moving.

Her Moves - Sport Ireland

Introduction

A campaign and toolkit designed by Sport Ireland to empower teenage girls, build confidence, and provide motivation to find something to get moving.

Content type

Toolkit

Brighton Plus Helsinki Declaration Principles

Developing Participation

Education Training and Development

Sport Information and Research

Resources

Target Audience

Sports Administrators

Sport Policy Makers

Public

Background

Research shows that if girls enjoy something socially, they will do it more often and stay with it longer. This interactive toolkit is for anyone working in sport that wants to find new ways to engage and encourage girls to take part in sport.

Summary

Her Moves is designed to inspire and support more teenage girls to be active. It's about empowering all young women, building confidence and providing motivation to find something that gets them moving.

For more information and to access the toolkit, check out the campaign website:

Her Moves