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Women & Sport
Insight Hub

COACHING THROUGH A GENDER LENS

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Girls in the Game

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Women's Sports Foundation

A breakthrough study that examines the intersection of girls' sports development with their "current day" experiences and the impact of coaches, through the voices of girls, their parents, and experts in girls' development and sports.

In partnership with Nike's Social & Community Impact division, Coaching through a Gender Lens examines girls' own personal experiences in sport and the degree to which specific coaching practices/experiences impact their participation, motivation, and retention. The findings also highlight the major cultural, environmental, and policy-based barriers that contribute to the gender gap in sport, and the ways in which youth sports organizations serving girls can successfully meet their needs and foster their continued engagement in sport.

Related Links

https://www.womenssportsfoundation.org/articles_and_re...gender-lens-maximizing-girls-play-potential