

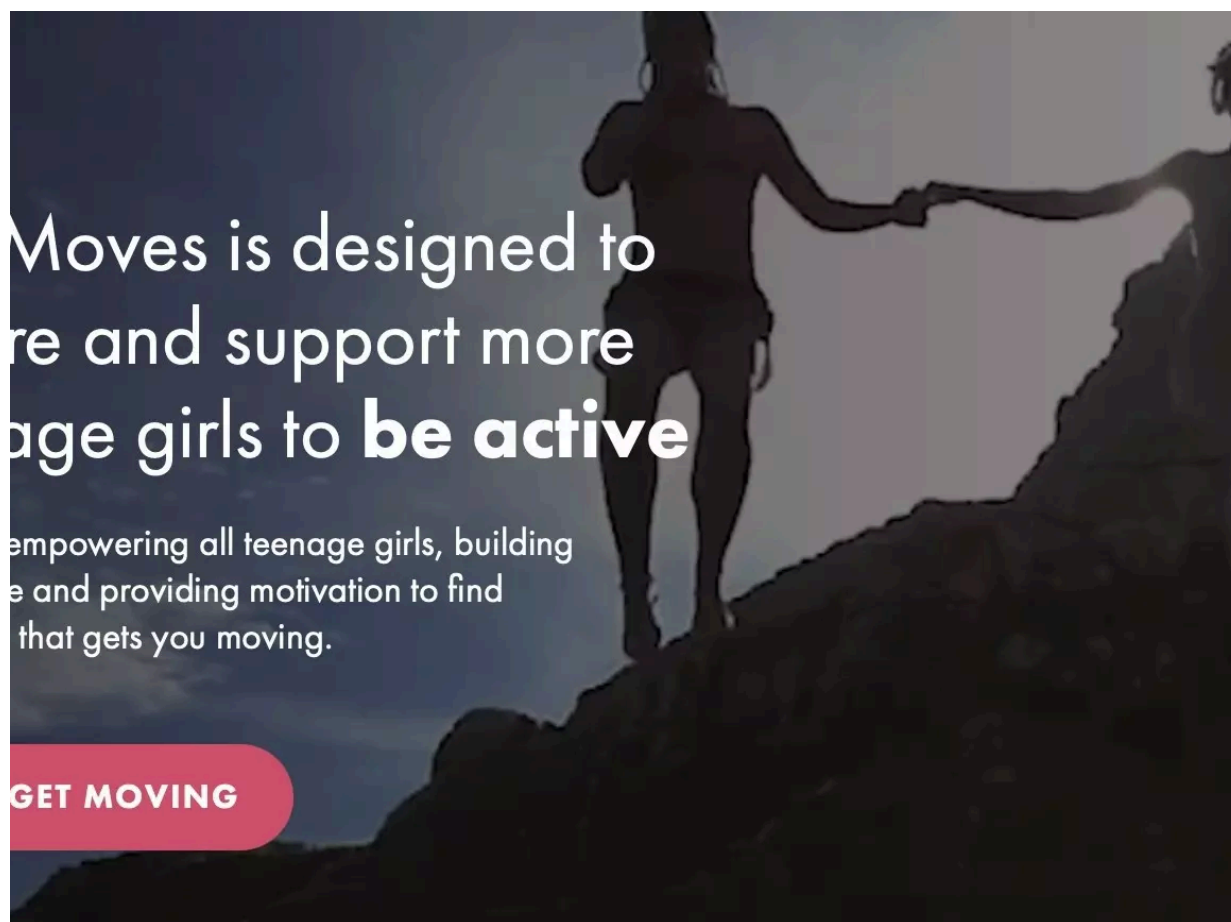


IWG
Women & Sport
Insight Hub

HER MOVES

Theme: Active Lives

Last updated: March 18, 2025



Sport Ireland

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

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.

[READ MORE: Her Moves](#)

Related Links



<https://www.hermoves.ie>