



alive

NOVEMBER 2012 - SEPTEMBER 2015

## OBJECTIVES



IMPROVING THE HEALTH OF YOUNG WOMEN AGED 16-25 IN DEPRIVED AREAS THROUGH SOCIAL, EDUCATIONAL AND HEALTHY LIFESTYLE ACTIVITIES.



CREATING SUSTAINABLE CLUBS BY DEVELOPING YOUNG WOMEN TO TAKE ON VOLUNTEER ROLES AS HEALTH CHAMPIONS AND PEER MOTIVATORS.



INTEGRATION WITH OTHER LOCAL HEALTH SERVICES THROUGH COLLABORATION WITH PUBLIC HEALTH AND PRIMARY CARE COMMISSIONERS.

## DELIVERY METHODS

WE INVITE GROUPS OF YOUNG WOMEN TO TAKE PART IN A REGULAR PROGRAMME OF FUN, ACTIVE, SOCIAL AND HEALTH ENHANCING ACTIVITIES ON THEIR DOORSTEP

WE SUPPORT AND TRAIN VOLUNTEERS WITHIN EACH GROUP TO TAKE ON THE ROLES OF HEALTH CHAMPIONS, PEER MOTIVATORS AND ACTIVITY ORGANISER.

THE VOLUNTEER LED GROUPS BECOME SELF-SUSTAINING WITH MINIMAL FUNDING REQUIRED TO KEEP THEM GOING.

WE COLLABORATE WITH PROVIDERS + COMMISSIONERS OF OTHER LOCAL HEALTH SERVICES THROUGH SIGNPOSTING, JOINT PROMOTION AND SESSION DELIVERY PLANS.

## FEATURES



### PARTICIPANTS

GROUPS OF YOUNG WOMEN AGED 16-25 LIVING IN AREAS OF HIGH DEPRIVATION IN ENGLAND AND WALES.



### VENUES

COMMUNITY BUILDINGS AND HALLS, COLLEGES, LEISURE CENTRES, MEETING ROOMS.



### VOLUNTEERS

MEMBERS OF THE GROUP WHO RECEIVE TRAINING AND MENTORING AS HEALTH CHAMPIONS AND PEER MOTIVATORS.



### SESSIONS

GENERALLY 2 HOURS LONG, EVERY FORTNIGHT ; EACH SESSION COMPRISES OF A MIXTURE OF SOCIAL, EDUCATIONAL AND HEALTHY LIFESTYLE ACTIVITIES.



### THE CLUBS

NO FORMAL MEMBERSHIP, RULES OR SUBSCRIPTION; THE CLUBS ARE ABOUT BUILDING LASTING, PROTECTIVE FRIENDSHIPS; MOST YOUNG WOMEN REGULARLY ATTEND FOR AT LEAST ONE YEAR.

## ACTIVITIES COVERED

## HEALTH & WELLBEING



## PHYSICAL ACTIVITY



## KEY STATISTICS

NOVEMBER 2012 - SEPTEMBER 2015

# VOLUNTEERS ENGAGED

# 5155

## PARTICIPANTS ENGAGED

9%

BME

3%

# ABLE

2%

NEET

3456

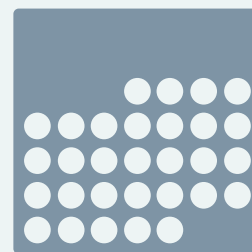
**AGED 16-25**  
(TARGET = 600)

# 1609

## ALL OTHER AGES

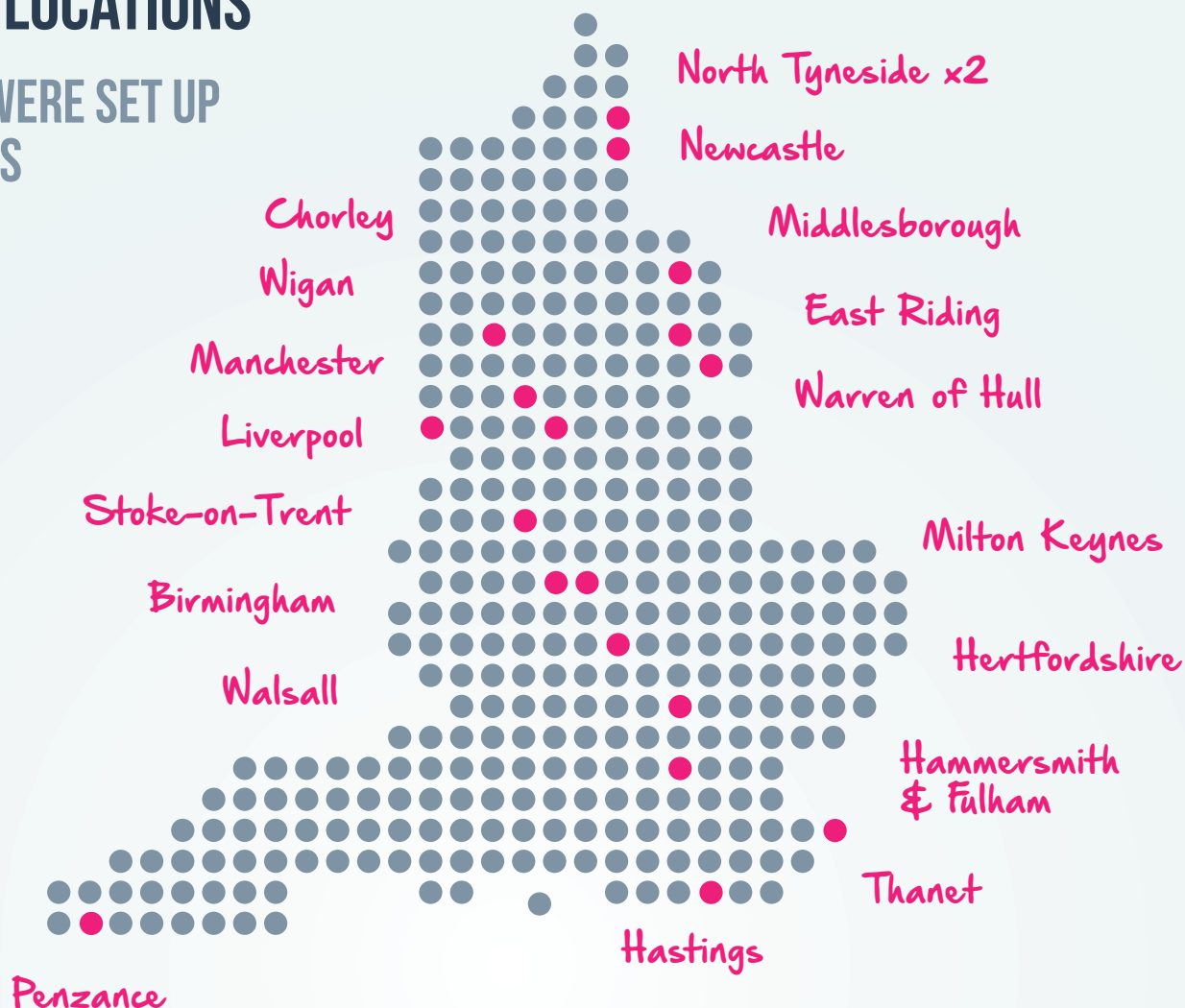


1222 SESSIONS  
DELIVERED



# PROJECT LOCATIONS

31 CLUBS WERE SET UP  
IN 19 AREAS



## US GIRLS MOTIVATORS

### KEY ROLES



POSITIVE ROLE MODEL



PROMOTING THE CLUB



RECRUITING NEW PARTICIPANTS



EMOTIONAL SUPPORT

### BENEFITS FOR THE MOTIVATORS

HELPS THEM GROW IN CONFIDENCE "I THINK IT JUST GIVES YOU LIKE A BIT MORE CONFIDENCE AS WELL TO DO IT, COS EVERYONE'S COMING UP TO YOU AND ASKING LIKE 'WHAT'S HAPPENING AND STUFF, LIKE IT'S NOT SUCH A BAD PLACE'"

EXPRESSED A DESIRE TO BE INVOLVED IN SPORT IN THEIR FUTURE CAREER "I WOULD LOVE TO BE A COACH WHEN I'M OLDER THIS IS LIKE JUST MY FIRST STEPS"

HAVING A POSITION OF RESPONSIBILITY "I LOVE BEING GIVEN RESPONSIBILITY TO DO THINGS AND IF THIS IS A WAY OF DOING THAT THEN THAT'S BRILLIANT AND IT'S LEARNING ISN'T IT?"

## BENEFITS TO THE PARTICIPANTS

HAVE MADE HEALTHY LIFESTYLE CHOICES AS A RESULT OF AWARENESS WORKSHOPS "I'VE STOPPED SMOKING SINCE THE COURSE AND I'VE ALSO SUPPORTED MY SISTER TO STOP SMOKING TOO. I FEEL BETTER IN MYSELF"

GAINED SELF-CONFIDENCE "I NEVER WOULD HAVE GONE OUT LIKE THIS IF I HADN'T WORKED ON MY CONFIDENCE FIRST. EVERYONE THINKS IT'S REALLY EASY TO JUST GET OUT AND DO STUFF BUT WHEN YOU FEEL ALONE YOU JUST GO FURTHER INTO YOUR SHELL. I FEEL STRONGER PHYSICALLY BUT MORE THAN THAT, MY MIND IS STRONG TOO NOW"

## CASE STUDY

*Ashleigh Harrison  
North Tyneside*

"WHEN I FIRST JOINED US GIRLS I HAD JUST BEEN MOVED INTO SUPPORTED ACCOMMODATION AS I HAD BEEN HOMELESS DUE TO FAMILY BREAKDOWN SO MY CONFIDENCE WAS REALLY LOW AND I SUFFERED WITH AN EATING DISORDER AND DEPRESSION. COMING TO US GIRLS WAS A MASSIVE STEP FOR ME AS I WAS SCARED OF BEING JUDGED. HOWEVER, ALL THE GIRLS WERE SO LOVELY TO ME AND IT WAS THE FIRST TIME I STARTED TO FEEL LIKE I WAS PART OF A FAMILY. THE MAIN THING TO ME WAS EVERYONE ACCEPTED ME FOR WHO I WAS AND I STARTED LOOKING FORWARD TO US GIRLS LIKE A LITTLE KID LOOKS FORWARD TO CHRISTMAS.

THE SESSIONS AT US GIRLS WERE ORGANISED AROUND THE ISSUES WE HAVE, SO WE DONE A FEW THINGS AROUND FOOD AND EATING HEALTHY, IT WASN'T UNTIL THEN I REALISED EATING DISORDERS WERE COMMON IN YOUNG GIRLS AND I WASN'T ALONE. FROM THE SUPPORT OF THE GIRLS AND THE INFO I RECEIVED I FINALLY PLUCKED UP THE COURAGE TO GET SOME HELP WITH MY BULIMIA. I HAVE COME A LONG WAY SINCE JOINING US GIRLS, I HAVE FULLY RECOVERED FROM MY EATING DISORDER, I HAVE A FULL TIME JOB AS A YOUTH WORKER AND I AM NOW LIVING IN MY OWN TENANCY.

I WOULD JUST LIKE TO SAY A MASSIVE THANK YOU TO THE STAFF AND OTHER GIRLS AT US GIRLS FOR SUPPORTING AND HELPING ME GET MY LIFE BACK ON TRACK BUT ALSO FOR WELCOMING ME INTO THE US GIRLS FAMILY"

## WANT TO DELIVER US GIRLS ALIVE?

WE CAN SUPPORT YOU TO DO THIS WITH SESSION PLANS, MARKETING TOOLKITS, INFORMATION TO SUPPORT FEMALE VOLUNTEERS AND ACCESS TO MERCHANDISE.

### CONTACT

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