



ONE WIN LEADS TO ANOTHER

Empowering young women and girls through sport



SUMMARY

A joint programme between UN Women and the International Olympic Committee (IOC), in partnership with Women Win and the Brazilian Olympic Committee, *One Win Leads to Another* uses sport to empower young women and girls. The programme builds the leadership skills of adolescent girls through quality sports programmes, improving their ability to influence decisions that impact their lives at all levels. It creates safe spaces for girls to break social barriers, empowers them, and equips them with basic economic skills, increased knowledge of their bodies, and the confidence to access services in the event of violence.

OBJECTIVES

Reduction in harmful gender stereotypes and related behaviours, including participating girls' *improved self-esteem, economic and leadership skills*, knowledge of *health and their own bodies*, and knowledge of *violence prevention* and available services.

WHY SPORT?

Upon entering adolescence, girls face new challenges, such as less incentive to develop sports skills, less autonomy over their bodies, and the almost exclusive responsibility to avoid early pregnancy, while their male counterparts enjoy privileges reserved for men, including autonomy, mobility and power.

At puberty, a girl's confidence drops two times that of a boy's, and 49% of girls drop out of sports (6 times the dropout rate of boys). Where adolescent girls and young women are excluded from sport and other public spaces, they are prevented from realizing their full potential. Their ability to participate in sport as boys' equals is hindered by a lack of confidence, knowledge, skills, opportunities and connections/networks. Therefore, adolescence is a critical time to intervene to reverse this cycle.

Sport is a powerful tool for girls' and young women's empowerment. Sport increases girls' beliefs in their own abilities, which translates into everyday life and encourages them to take initiative and attempt things they never imagined possible. Sport can empower, particularly when combined with safe spaces and holistic life-skills learning opportunities that boost a girl's autonomy. Girls' participation in sport is associated with a multiplier effect on a wide range of development outcomes, such as health, education and leadership, to name a few.



UN Women/Gustavo Stephan

“I’VE LEARNED THAT I HAVE MY OWN IDENTITY. THAT I MUST UNDERSTAND MYSELF, GET TO KNOW MY OWN BODY AND PROTECT WHO I AM.”

Ingrid Braga Lemos, 18 years old,
Rio de Janeiro, Rhythmic Gymnastics

RIO DE JANEIRO PILOT

CURRENT TARGET

2,500 GIRLS AGES 10-18 IN RIO DE JANEIRO.



HOW IT WORKS



Twice a week, the programme's beneficiaries go to an Olympic Villa close to their home or school. Olympic Villas are spaces with various sports facilities managed by the municipality of Rio de Janeiro. *For one hour, girls play sports, and for another hour, they attend a gender workshop* run by a facilitator (pedagogue, psychologist or social assistant) from the Olympic Villa.

CONTENT

In the workshops, the facilitators develop a *curriculum specifically designed for adolescent girls*. Its content has been evaluated and implemented in more than 30 countries. In a comfortable, fun and respectful environment, girls talk and learn about:

- MODULE 1** SELF-ESTEEM AND LEADERSHIP
- MODULE 2** SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS
- MODULE 3** EMPOWERMENT AND ENDING VIOLENCE AGAINST WOMEN AND GIRLS
- MODULE 4** FINANCIAL EDUCATION AND PLANNING THE FUTURE

PROVEN STRATEGY

In order to measure and evaluate the programme's impact on female adolescents' development, 10% of the beneficiaries participate in monitoring surveys at the beginning, middle and end of the programme.

The project is based on the evaluated Goal Programme, developed by UN Women's partner Women Win. The Goal Programme has delivered the following results for 217,000 young women and girls participating in 25 countries:

89% of girls said they were a **leader**, compared to 46% before the programme

93% of girls know where to **report violence**

79% of girls now know how to **prevent pregnancy**, compared to 25% before

77% of girls now know how to **prevent sexually transmitted infections**, compared to 21% before

99% of girls believe that one day they will **get a job**

CONTINUITY AND SUSTAINABILITY

Based on lessons learned from the pilot in Rio de Janeiro, the programme will be expanded to other Brazilian states and cities. Additionally, 10% of the beneficiaries will be identified as so-called "champions". During their second year in the programme, they will be able to assist the facilitators as volunteers in the workshops and, eventually, themselves become programme facilitators and role models for younger girls.

OTHER TARGETS

150 out-of-school mothers in Rio, ages 14-18 (direct)

50 volunteer coaches of mixed ages (direct)

15 Sport for Social Change organizations (direct)

1,500 girls reached by 15 Sport for Social Change organizations through improvement in programme strategy (indirect)

20,000 girls using the Transforma online training platform created by the Olympic Organizing Committee (direct)

20,000 community members of mixed ages through advocacy at the National Youth School Games (indirect)

Programme of:



In partnership with :



Supported by:



Implementing partners:



Local support by:

