

Rally Report 2024 – Take Action

On Body Confidence: Help Girls Feel Strong and Capable in Sport

1 in 2 girls report that participating in sport positively influences their body image. Find ways to harness the elements of sport and physical activity that support girls' body confidence.

Learn how to facilitate conversations and equip girls with tools to talk about body image in a healthy manner by taking the [Body Confident Sport](#) program for coaches, presented by Laureus, Dove and Nike.

Provide uniform options that girls can choose from. Learn more about [uniforms that encourage girls to play sport and be physically active](#) and consider how they compare to uniforms or exercise clothing that your participants currently have access to.

Focus on celebrating what bodies can do rather than how they look. Provide compliments or feedback that focus on body functionality. For example, “Your speed really helped the team today,” or “That was powerful footwork,” or “Your chair control gave us a great advantage in that play.”

Educate yourself with the Coaching Association of Canada’s [NCCP Sport Nutrition](#) to support participants and their parents or caregivers in making effective nutrition choices and learn how to encourage positive body image in participants.

Encourage participants to educate themselves. If you’re coaching adolescent girls in the Train to Train or Train to Compete stages, recommend the Canadian Centre for Ethics in Sport’s [Body Sense](#) course and help athletes work toward greater respect and compassion for their body.