GEM: GIRLS EMPOWERING MOVEMENT



What is GEM?

- A statewide initiative to increase physical activity and fitness levels of Georgia's middle school girls
- Motivate almost 200,000 girls across Georgia to get moving and engage their communities by taking action to implement physical activity programs that are designed by girls, for girl



Why Girls?

- 84% of adolescent girls get insufficient physical activity
- Only 39% of females report 60 min of daily physical activity, compared to 58% of males
- Only 51% of girls have healthy aerobic capacity in 5th grade and by 12th grade, the number drops to 31%



120 Sites | 7,000 GEM Ambassadors | 18,000 participants





Partnering Organizations







girl scouts of historic georgia

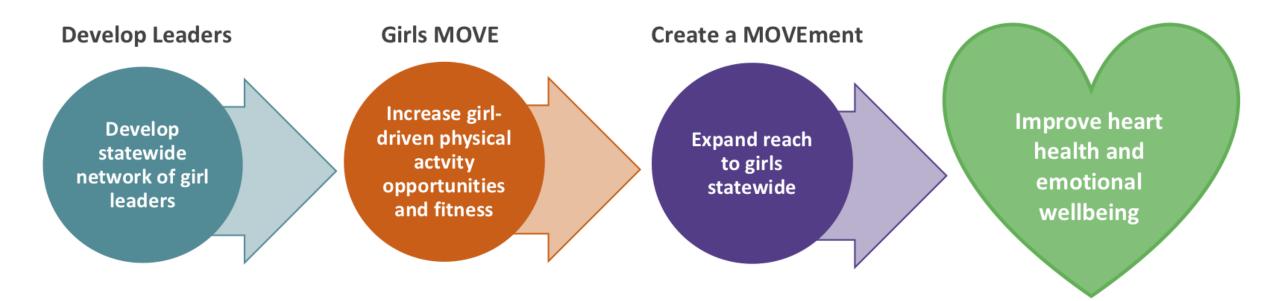






"Some girls really don't feel like they're worth what they really are. GEM as the name will make girls understand that they're worth as much as a diamond." - Ayshiah, GEM Leadership Team

Leadership Development



Objectives & Anticipated Outcomes

- Increase in time spent in physical activity to impact mental and social health, and overall wellbeing
- Increase in variety of physical activity opportunities outside of traditional sports (designed by middle school girls, for middle school girls)
- Improved aerobic capacity
- Improved self-confidence
- Improved leadership skills
- Create sustainable middle school driven programs within Girl Scouts, Boys and Girls Clubs and schools
- Promote long-term health and wellbeing

Program Phases

Girls MOVE

 GEM Ambassador Leaders will lead a group of their peers in developing and implementing site-specific physical activity programs designed by girls, for girls

Create A MOVEment

 Girl groups will create individual Take Action Plans – empowering them to identify community needs, draft a program plan, implement their project, and evaluate success metrics

Adult Facilitators

- At least 1 Adult Facilitator per group
- Trained to support the girl groups

Timeline

- Planning & Forming: Spring 2021-Summer 2021
 - Statewide Leadership Summit June 25-27
- Year 1: 2021-2022 School Year
 - Engage to Empower: Girls MOVE
- Year 2: 2022-2023 School Year
 - Empower to Change: Create a MOVEment
- Year 3: 2023-2023 School Year
 - Change to Sustain

Program Resources

- Website online toolkits and resources
- Physical Activity Trackers
- Journals
- BAND Group communication tool
 - What is BAND?
 - <u>Comprehensive Guide to BAND</u>