

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





“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

Develop Leaders

Develop statewide network of girl leaders

Girls MOVE

Increase girl-driven physical activity opportunities and fitness

Create a MOVEMENT

Expand reach to girls statewide

Improve heart health and emotional wellbeing

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?](#)
 - [Comprehensive Guide to BAND](#)