

Girls' Sports Participation in Imperial Valley

What We Learned Girls PLAY Study



PLAYLAB

Promoting Lifelong Activity among Youth



Introduction

Thank you to all the youth, parents, and staff who shared their experiences with us. This research wouldn't have been possible without you!



Research Purpose

In these interviews, we wanted to understand what makes it easier or harder for girls in Imperial Valley to participate in sports.



Who Participated

We spoke with 37 individuals in Imperial Valley, including **15 girls**, **18 parents**, and **4 coaches/staff** from local youth programs.



Next Steps

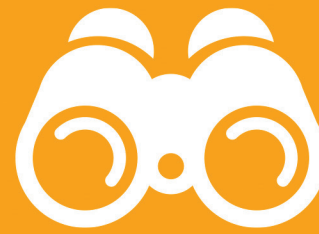
Our team will use this information to help create an after-school sports program for girls living in Imperial Valley in the next few years. We will also share these findings with community leaders to help improve sport opportunities for youth in the community.



Contact Information

Stay up to date at the PLAY Lab Website (<https://play.sdsu.edu/>) or contact Dr. Ashleigh Johnson at ens-girlsplay@sdsu.edu for more information.

Findings



"I think for the budget that we have...we do have a lot of activities...I think we're at our capacity. And if we had our own facility, we can offer a whole bunch of things at a gymnasium." – **Staff**



"There's things available... but it was too much when you have three, it was very expensive, so we were not able to enroll them." – **Parent**



"Getting them out and active is essential to their well-being and health in general." – **Parent**



"Well, it's really fun doing the sports because...I can play sports with my brother and I can play with my friends." – **Child**



"We are very good at caring for the well-being of our kids." – **Parent**

Challenges

Hot weather

Busy family schedules, lack of time, and distance to sports

Need for more resources (staff, facilities, and funding)

Cost of sports for families

Opportunities

Desire for more sport opportunities that are close, affordable, and include a variety of sports

Parental knowledge of the benefits of sports

Parent and coach support for sports

Social connections among youth and having fun

Community value in supporting youth

Desire for all-girl teams and quality coaches