1	(their school experience)	due to bad PE experience at school/ unpleasant showers/ kit/ changing
		facilities/ inadequate choice at school.
2	(community experience)	inadequate choice or provision or opportunity / eg lack of clubs/ lack
		of female sports leaders.
3	(their peers)	Peer pressure / maybe their friends don't participate
4	(distractions)	other distractions – there are other choices of leisure activities that are
		prefered.
5	(role models)	There are lack of role models in the family or nationally/ and maybe
		less media coverage of women's sport.
6	(Attitudes)	There might be the perception that sport isn't feminine, a belief that
		sport is for males. Those negative attitudes/prejudices may discourage
		girls.
7	(low esteem)	Girls might have low self-esteem/ lack of confidence/ they don't
		think they are good enough/ fear of failure/ embarrassment/ body
		consciousness.
8	(religion)	Some ethnic groups don't encourage sport for women because of
		religious/cultural values.
9	(criticism)	Some girls might be very sensitive to adverse comments from
		coaches and teachers, or their family

(ii) What does the Women's Sports and Fitness Foundation do?

3 marks for 3 of:			3
1	(equality)	It promotes equality	
2	(campaigns)	It campaigns in order to: increase participation or increase	

2	(campaigns)	It campaigns in order to: increase participation or increase opportunity or increase access or decrease drop out rate / promotes female sport
3	(Profile)	It raises the profile of British sportswomen or teams.

4	(information)	It gives advice or information on women's sporting
		issues/ shares examples of good practice.

5	(influence)	It tries to influence national or regional government or
		sports councils/ change policies.

6 (leaders) It encourage women into positions of responsibilities/ eg administration and

coaching