

# Dublin City Sport & Wellbeing Partnership Get All Girls Active (GAGA) Day



## WHY?

GAGA Day is an initiative to enable and inspire all girls to participate and engage in sport and physical activity.

## AIMS

To 'Get All Girls Active' through a range of new and existing programmes and events across the city the majority of which happened on Wednesday 5 December 2018.

## IMPLEMENTATION

There were 3 elements to GAGA Day:

1. Wide variety of programmes and events rolled out across the city that were delivered and/or facilitated by the Dublin City Sport & Wellbeing Sport Officers, the 6 Co-funded Sport Officer teams (Athletics, Boxing, Cricket, Rowing, Rugby and Soccer) and Dublin City Council's Sport & Recreation Centres.
2. **School Activation** i.e. primary schools were offered the chance to get involved through a 10-minute fitness video produced by DCSWP. The video was delivered by Irish International Soccer player Áine O'Gorman and was available to download from the DCSWP YouTube channel on the morning of the event. Participation was free and there were prizes for schools that uploaded videos and photos of them going GAGA to DCSWP social media platforms.
3. **Social Media** – Photos of many of the events were uploaded to Facebook, Twitter and Instagram and the hashtag was trending on Twitter during the day.

### Activities & Programmes included:

- Video delivered by Irish Football International Áine O'Gorman rolled out in 25 schools with 3,905 girls participating
- Primary & Secondary School Cross Country event with 450 girls
- 2 Soccer Blitzes with 150 girls
- Rugby Blitz with 400 girls
- Swimming Lessons in 5 locations
- Aqua Aerobics in 3 locations primarily attended by Older Adults
- Olympic Education Talk with visit from Irish Boxer Kellie Harrington
- 2 Cricket Coaching Courses
- Basketball, Yoga and Frisbee for people with disabilities
- Ice skating
- Skipathon
- Dance classes including Zumba.

## OUTCOMES

- 120+ separate activities/events.
- Across 55 locations in Dublin City.
- 6,061 women and girls of all ages, abilities and backgrounds participated.
- 3,905 of above were primary school girls who completed the GAGA video.



## NEXT STEPS

- GAGA Day as a major annual event in the Dublin City Sport & Wellbeing Partnership's calendar
- Focus on GAGA lead in programmes up to the event
- Increase number of schools engaged with via video offering.

GAGA Day 2018 was a huge hit with the children in our school. Inspired by engaging with the Dance/Fitness video some of the girls led their own workout for others to follow during yard time.

– Teacher, Scoil Chattriona, Baggot Street

Normally when playing soccer, it's the boys that love to get active but all the girls are involved and playing today – great to see.

– Pearl Slattery, Co-funded F.A.I. Women in Sport Officer, at Loreto College).