



Playbook February 2026

**Be *HER* Reason to Stay in Sport**

*"How we coach  
influences whether girls  
stay or walk away."*

Read and watch below to learn about how to change  
girls' lives through sport.

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## BE HER REASON

Watch this short video with Coaching HER® Alicia Pelton, Program Director,  
discussing this month's theme and module of the month.

# Coaching Girls in Sport

## MODULE OF THE MONTH



February is National Girls & Women in Sports Month, and National Girls & Women in Sports Day (Feb. 4) is the perfect time to spotlight girls in sport. Coaching girls means understanding their motivations, challenging stereotypes, and creating safe spaces where they feel confident and heard. When coaches set high expectations and foster belonging, girls not only stay in sport, they grow into the leaders our world needs.

### What Works: Evidence-Driven Strategies for Coaching Girls

[Coaching Girls in Sport](#)

[National Girls & Women in Sports Day: An Opportunity for Organizational Change](#)

## HER GAMEPLAN

Below are **three simple, actionable steps** you can take to help get and keep girls in sport. Small actions add up to big change.

1

## Check *Your* Language for **ONE PRACTICE**



Swap gendered or dismissive phrases like “ladies” or “don’t be soft” for athlete-centered, growth-focused language (e.g., “athletes,” “team,” “let’s reset,” “what did you learn?”)

2

## SET HIGH EXPECTATIONS — *Individually*

Challenge each girl based on her skill level and effort, not assumptions about what girls “can” or “like” to do.



3

## ASK. LISTEN. ADJUST.

Have a brief conversation with girls about how they experience sport and what they’d change to feel more supported. Girls’ insights often point to practical solutions.



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# CHAMPIONS CORNER



Girls are clearly telling us what they want from sport and **i9 Sports** is listening. **Their Gains Are for the Girls** campaign is more than a message - it's a data-driven movement to keep girls playing, confident, and thriving, with a bold goal of reaching 500,000 girls annually by 2030. Grounded in insights from 1,500+ parents and girls nationwide, the findings are already reshaping how youth sports think about coaching, access, and experience. If you care about the future of girls in sport, this is a must-read.

[Empowering the Next Generation: i9 Sports' "Gains are for the Girls" Campaign](#)

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## Amplifiers SPOTLIGHT



**National Eating Disorders  
Awareness Week (NEDAW)**

**February 23 - March 1**

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### MONTHLY REFLECTION QUESTION

What can I do to better understand each athlete's story, strengths, and motivations so I can coach her as an individual, empower her to take ownership of her sport, and support her growth?

*Tag US or #CoachingHER*

# CONNECT & SUPPORT

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