



**Playbook March 2026**

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

***"Low body confidence is the #1 reason why girls leave sport."***

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® Founder, Dr. Nicole M. LaVoi, discussing this month's theme and module of the month.

# Girl ody Image

## MODULE OF THE MONTH

**BODY  
CONFIDENT  
SPORT** 

**Introducing  
Body Image**



This module kicks off March's focus by defining body image (how girls think and feel, toward their bodies' appearance and functionality) and why it matters in sport. It helps coaches and leaders recognize the common pressures that shape body confidence (puberty changes, peers, media, uniforms, stereotypes, and objectification) and reinforces a key message: sport can either strengthen a girl's confidence in her body or make her feel self-conscious. The learning sets up simple, practical coaching and culture shifts that help girls feel safe, capable, and supported so more girls stay in the game.

## ***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

## MODEL IT:

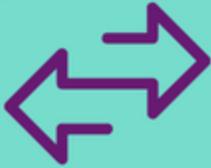
Avoid comments about your body or anyone else's body—keep feedback focused on effort, skill, and progress.



2

## Praise a "do," not a "look."

Instead of commenting on how an athlete looks, praise her effort, grit, and skill execution.



Swap: "You looked great out there." with "Your footwork and movement were strong out there."

3

## Use one neutral greeting for a week.

Try: "Hey everyone" or "Athletes, bring it in" (skip "ladies/guys").



# MARCH ARTICLES

- [Is Your Organization Accidentally Driving Girls Away From Sport?](#)
- [Praising Effort Over Appearance: A Coach's Guide to Start Building Body Confidence](#)
- [Building Confidence at Home and on the Field: A Parent's Guide](#)

# CHAMPIONS CORNER



## World Women's Snowsports Organization

For the Coaching HER® Champion of the Month feature, Alicia sat down with Christine Feehan, **WWSO founder and 2026 Olympic Winter Games Deputy Venue Media Manager** for a video conversation on what it takes to build sports environments where girls and women can truly thrive. Fresh off her work in Italy during the Milano Cortina 2026 Olympic Winter Games, Christine shares lessons that translate from the highest levels of sport straight to the grassroots, especially around culture, belonging, and retention. We also highlight the important work of the Women's Ski & Snowboard Organization (WWSO) and what other sports can learn from their approach to strengthening women's coaching and leadership pathways. Watch the interview below for practical takeaways, leadership insights, and a few powerful moments you'll want to share with your coaches and leaders.

**World Women's Snowsports Organization**

### Champions Spotlight

Christine Feehan

Alicia K. Pelton

COACHING HER

COACHING HER

# AMPLIFIER SPOTLIGHT



## NOBODY'S PRINCESS

**Nobody's Princess** is a women-led snowsports apparel brand creating ski and snowboard apparel that actually fit, designed with women's real body shapes, sizes, and heights in mind.

Their "listen-first" design process and size-inclusive approach aligns with the body image theme for March: **when athletes feel comfortable and supported in what they wear, they feel greater freedom to focus on performance, confidence, and joy in sport.**

We're amplifying Nobody's Princess this month because changing body-image culture isn't only about language and coaching, it's also about changing the standards and systems that have told girls and women they don't belong.

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## EVENTS



### USA Hockey Coaching Clinic Webinar

In Person | **March 6**, Sandy, UT



### Female Athlete Summit

In Person | **March 6**, Minneapolis, MN

# FEMALES IN FLAG



FLAG

RCX  
sports  
FOUNDATION

## Minnesota Vikings Females in Flag Summit

In Person | **March 21**, Eagan, MN

Hear from leading experts in the field and enjoy a fun day of learning, connection, and shared purpose as we invest in the coaches building the future of girls flag football.

## MARCH REFLECTION

COACHING  
HER

COACHES, what is one phrase you use that may unintentionally focus on appearance and how could you replace it with one that celebrates effort, strength, or skill?



## CONNECT & SUPPORT

Stay connected and take action to help get and keep girls in sport!

Instagram: [@CoachingHerOfficial](#)

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Facebook: [Coaching\\_HER Official](#)

[Invest in Coaching\\_HER](#): Help us change the game.

COACHING  
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[www.CoachingHER.com](http://www.CoachingHER.com)

CONTACT US



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