



Tackling Negative Body Image

BODY CONFIDENT SPORT



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

Module of the Month: Body Confident Coach II Tackling Negative Body Image

This module gives coaches practical tools to reduce negative body image pressures by addressing “body talk” and comparison in sport. It defines **body talk** as comments that reinforce appearance or athletic ideals and introduces a simple team commitment - a **Body Talk Free Zone** - to avoid body talk and challenge it when it arises.

Coaches learn how to:

- Spot early signs of concern, like uniform tugging, diet talk, and avoiding photos
- Avoid and redirect Body Talk
- Respond in ways that keep athletes supported and focused on what their bodies can do



Creating a Body Talk Free Zone

Be **HER** Reason to Stay in Sport

HER GAMEPLAN

Lead the way by creating a "Body Talk Free Zone" using these 3 simple shifts:

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| <p>1 Check the Language</p> <p>Intentionally model talk that prioritizes effort and progress over physical traits. Replace comments on "leanness" or "fitness" with praise for "explosive power," "coordination," and "newly mastered skills."</p>  | <p>2 Set Clear Expectations</p> <p>Make a "no body talk" commitment a foundational team rule for players, parents, and staff from day one.</p> <p>When appearance-based scrutiny is removed, girls feel safer to focus on their growth.</p>  | <p>3 Address it Directly</p> <p>If body-related comments or comparisons occur, gently pivot the conversation back to performance and teamwork to prevent body talk from being normalized.</p>  |
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Why a "Body Talk Free Zone" is A New Retention Strategy

Research reveals that low body confidence is the #1 reason why girls leave sport, contributing to a crisis where girls drop out at twice the rate of boys. This month, we're highlighting how an organizational "Body Talk Free Zone"—a commitment to eliminate appearance-based comments and comparison—may help girls from quitting sports and protect your organization's future. By implementing three simple "culture lifts," you can foster better confidence, belonging and joy critical for keeping girls in sport for life.

[Read more >](#)

APRIL REFLECTION

How can you actively counter harmful “body talk” to build a team culture that supports well-being and growth?

**BODY
CONFIDENT
SPORT**

**COACHING
HER**



Champion of the Month



What helps girls feel like they truly belong in sport? Watch a video from USA Cheer on how shifting the focus from appearance to effort, strength, and growth can change the game.

[Watch now >](#)

Amplifier of the Month

Coaches shape team culture, and WithAll helps them create a positive impact. Learn how body-confident language and a healthy culture can prevent eating disorders and keep girls in the game.

WithAll 

[Learn more >](#)

IN THE COMMUNITY

**April 1,
2026**

Alicia Pelton, Coaching Her® Program Director, was a panelist at the Minneapolis Regional Chamber of Commerce Game On: The Business of Women's

**April 9,
2026**

Hosted by the Department of Kinesiology at Michigan State University, Dr. Nicole M. LaVoi will give the Gwen Norrell Endowed Lecture on Youth Sport and

**April 30,
2026**

USTA Coaching and the Tucker Center for Research on Girls & Women in Sport will host a practical conversation on how to better recruit, retain,

Sports at the Target
Center.

Student-Athlete
Wellbeing.

and support girls in
sport.



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