

# Girls' Attitudes Survey 2024

Your region's  
response



# Outline

Girlguiding's 2025 Girls' Attitudes Survey highlighted the unprecedented challenges that girls today face. The survey demonstrated that girls and young women are experiencing concerning levels of sexism and inequality, mounting appearance-based pressures, and vast harm online. It also expressed their fears surrounding climate change, the cost-of-living crisis and their futures. These unprecedented challenges have left our girls and young women feeling increasingly anxious about their futures, unconfident in their identity and appearance, and concerned about the state of the world.

At Girlguiding North West England, we are concerned by the Girls' Attitudes Survey's findings; we strive to help girls develop their confidence and provide them with new experiences. We have built this resource to aid conversations surrounding girls' concerns, by addressing the six areas of the Girls' Attitudes Survey.

This resource and the accompanying campaign #PerfectAsIAm strive to develop girls' confidence in themselves and their futures. To take part in our #PerfectAsIAm campaign you will find posters at the back of this resource which you can take a picture of your members with and send them to [northwesthq@girlguidingnwe.org.uk](mailto:northwesthq@girlguidingnwe.org.uk).

This resource pack is filled with lots of exciting activities; there's something in this resource for everyone! Each activity is labelled with the section icon it is suitable for, as shown below.



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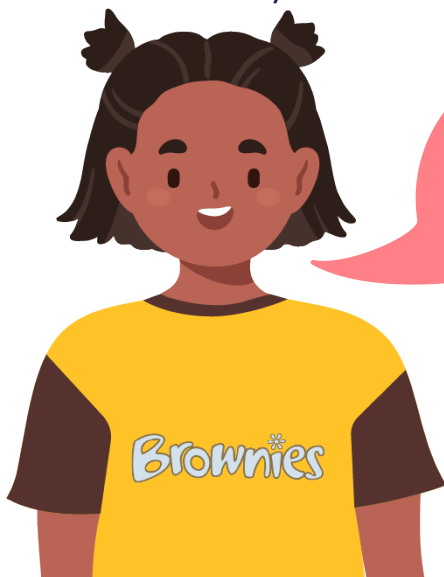


# Sexism and Safety

Girlguiding's 2025 Girls' Attitudes Survey highlighted that girls' experiences of sexism within their lives are making them feel less confident in themselves and less safe in society.

Girls are experiencing and seeing sexism in many areas of their lives, with 74% of 11-16-year-olds, and 95% of 17-21-year-olds, sharing that they have seen or experienced sexism, either on social media, at school or college, in sports, politics, and public spaces.

These regular encounters with sexism widely result in girls feeling increased pressures and expectations surrounding being a girl. Girls are increasingly conscious of how they look, think, and behave, the activities they do, the books they read, and the things they say. The Girls' Attitudes Survey emphasised that girls feel they are expected to look and behave differently because they're a girl.



'I want newspapers and TV to **stop talking about the way girls look** and **start talking about what they're achieving**'  
Girl aged 7-10

These gendered expectations have been shown to have vast detrimental impacts on girls. Girls are increasingly worried that sexism will be a life-long problem, and are concerned with how it will impact their futures.

Because of this, it is critical that we discuss sexism and safety with our girls; recognising their concerns, and striving to improve their confidence.

## Activities

Sexism and safety may feel like daunting topics to address with young members. But in today's society, where girls as young as 7 are feeling the pressures of being a girl, it is becoming essential to talk with our young members about the pressures and expectations they are facing. Below are activities designed to assist you to have conversations surrounding the topics of sexism and safety within your units.



## Activities:

### 1 Discuss (10 minutes)



To begin, explore your young member's initial knowledge of sexism and gender stereotypes. These opening conversations are an excellent foundation for understanding which activities are best suited to your unit. You could ask questions like:

#### 1. What is sexism?

Sexism is when someone is treated badly, unfairly, or differently because they are a boy or a girl. Sexism is often rooted in the belief that one sex is better or superior to another.

#### 2. Can you give some examples of sexism?

Some examples of sexism could be unkind language, gender stereotypes, or excusing behaviour because of someone's gender, e.g. 'boys will be boys.'

**Note:** Some of your older members might mention derogatory language, sexual harassment, or gender-based violence as examples of sexism.

#### 3. What are gender stereotypes?

Gender stereotypes are assumptions or generalisations about individuals based on gender.

#### 4. Can you give some examples of gender stereotypes?

Some examples of gender stereotypes could be that girls are emotional and boys are strong, girls like art and boys like football, or women are nurses whilst men are doctors.

To conclude this initial discussion, reflect on the harmful implications of sexism and stereotypes for both girls and boys.

### 2 'Like A Girl' – Exploring Gender Stereotypes (20 minutes)



This activity is a chance for your younger members to explore different gender stereotypes and develop an understanding of how sexist stereotypes can be damaging. The inspiration for this activity comes from Always' 'Like A Girl' campaign, which demonstrates how, as girls grow up, their perception of what it means to be a girl, can become tainted by society. You can watch the Always campaign video [here](#).

For this activity, ask your young members to show you what it looks like to:

- Run like a girl
- Throw like a girl
- Dance like a girl
- Kick like a girl



This activity is a great way to explore what your young members think and feel about being a girl and provides a great insight into whether they have internalised any negative societal perceptions of what it means to be a girl.

**Note:** Don't give any reaction to how your young members respond to the activity whilst they are doing it. Depending on how your young members respond to this activity will, in turn, impact your response:

- If your young members take the statement and proceed to run as fast as they can and throw as far as they can, dance like nobody is watching, and kick as far as they can, begin a discussion on what they think 'like a girl' means. You can explore that the phrase 'like a girl' is a positive and reinforce their position perception of girlhood.
- If your young members take the statement and proceed to run in a half-hearted, stereotypically girly, or exaggeratedly bad way and throw with minimal effort, begin a discussion on what they think 'like a girl' means. This is your opportunity to unpick their perceptions and if available show Always' 'Like A Girl' campaign video.

### 3 Chasing the Truth: truth or stereotype (20 minutes)



Below are some truths and some stereotypes; read out the statement and ask your young members to run to one side of the room if they believe your statement is true, and the other side of the room if they believe it is a gender stereotype.

- All girls hate football – **gender stereotype**
- Some girls love pink, and some girls don't love pink – **truth**
- Boys never cry – **gender stereotype**
- Boys are better at maths than girls – **gender stereotype**

### 4 The Future is Female! (40 minutes)



This activity aims to show your young members that girls are capable of anything, and that they can become anything they dream in the future! Whether they want to be an astronaut, chef, doctor, teacher, or scientist, this activity is a chance for our young members to get creative and think about who they'd live to be when they grow up.

Using colouring pens, paints, tissue paper, or crayons ask your young members to design and create a future version of themselves.

**You will need:** Paper, colouring pens, paints, crayons, tissue paper, and glue.



## 5 Strong Independent Women! (60 minutes)

Guides

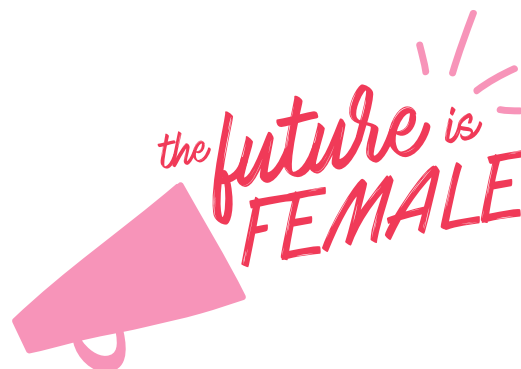
Rangers

INSPIRE

This activity allows your young members to reflect on the strong women who have come before them. For this activity, ask your young members to choose a woman who inspires them, this could be an artist, politician, doctor, activist, or someone who they know from their lives who they are inspired by.

Some examples of women they might choose are:

- Rosa Parks
- Amelia Earhart
- Kamala Harris
- Jaspreet Kaur
- Emmeline Pankhurst
- Taylor Swift
- Malala Yousafzai



Your young members will now create a poster, piece of art, speech, or anything they would like to celebrate the individual they have chosen. This is an excellent chance for your members to use their creativity and imagination and reflect on the power of strong women who have come before them.

After your young members have created their pieces, they can now share what they have produced with the rest of the unit.

**You will need:** Paper, colouring pens, paints, crayons, tissue paper, and glue.



# Appearance and Wellbeing

The Girls' Attitudes Survey Girls demonstrated the unprecedented pressure and scrutiny girls and young women are facing about how they look. Girls described how they are consumed by negative feelings about their appearance and expressed that they are feeling increasing pressure to alter their appearance.

This pressure is having detrimental impacts on how girls feel about themselves, as 1 in 3 girls aged 7-21 say they lack confidence in their appearance. These pressures also have harmful implications for girl's mental health and wellbeing; increasing numbers of girls are experiencing anxiety and depression.

Through the Girls' Attitudes Survey, girls expressed that they wanted these constant pressures to stop. From social media filters to the sexist way women and girls are spoken about, girls emphasised that they want people to focus on what girls have to say, not what they look like!

## Activities:

The Girls' Attitudes Survey demonstrates how important it is to discuss with our young members about the mounting pressures surrounding their appearance and the impact this has on their personal wellbeing. Girlguiding North West England strives to show all girls they can do anything, and to do this girls must know they are so much more than what they look like. This set of activities will help girls reflect on their personal strengths and through our #PerfectAsIAm campaign, remind them they are perfect as they are and don't need to change despite mounting pressures.

'I want the beauty standards for girls to be less harsh and if that changes, it would help with the constant need to look prettier or lose weight, or eat less and **let girls feel confident about the way they look.**

Girl aged 11-16

We have included our #PerfectAsIAm posters at the back of this resource. We would love for our members to get involved in this campaign by sending us photos of them with their 'Perfect As I Am' poster to [northwesthq@girlguidingnwe.org.uk](mailto:northwesthq@girlguidingnwe.org.uk).





## 1 Compliment a Friend (10 minutes)



The first activity will allow your young members to see what makes them a great person is their kindness, friendship, hobbies and passions, not the way they look!

Start by asking your young members to get into pairs and ask them to write down what makes their partner a great person! After 5 minutes, ask everyone to come back to the circle and discuss what compliments they gave their partner.

Did anyone talk about how their partner looks? Or did they give non-appearance-based compliments like 'You're a great friend', 'You always play with me', 'You are great at listening,' and 'You're always the first to check if I'm okay.'

This activity is a great way to reflect on how what's on the inside is what really matters. For your older members you can build on this conversation and discuss the social pressures surrounding appearance and how these pressures may have impacted their confidence in their identity and sense of self.

## 2 Be Your Own Superhero (40 minutes)



This activity gives your young members a chance to become their own superhero by building their own superhero belt of compliments.

**You will need:** Card pre-cut into circles, string or ribbon, and a hole punch.

Give each young member some pre-cut circles and ask them to write to write a compliment for each young member in the room on one of the circles. **Programme link:** this activity links into Feels Good Stage 2 Skills Builder - Super Girl.

Once each young member has all of their compliments, hole punch each circle and use ribbon or string to make their compliments into a superhero belt!

Once your young members have finished they could use spare card to make a superhero mask to go with their superhero belt!



### 3 How I See Myself (60 minutes)



This activity gives your young members a chance to create a mirror, which will remind them of all the beauty they have on the inside, as well as the outside.

**You will need:** Cardboard, tissue paper, pens, paint, tin foil, and glue.

#### How to make your mirror:

1. You will need to cut a piece of cardboard into a rectangle shape, this will form the base of your mirror.
2. Next, cut a piece of tin foil into a smaller rectangle, this will form the reflective part of your mirror. Place the tin foil onto the cardboard and draw around it so you know where the reflective part of your mirror will go.
3. Now decorate the border of your mirror using tissue paper, colours, and paints. **Top tip:** This is the part where you can add some kind of messages to yourself to reflect on. Below are some suggestions of what you might like to write.
4. Once you have decorated the frame of your mirror, glue on the tin foil, and you have your very own self-love mirror.



BELIEVE IN YOURSELF

I am kind

You Are amazing!

Optimistic

shine!

PERFECT SMART

KINDNESS

I am BRAVE



# Online Harm

In the Girls' Attitudes Survey, girls told us they regularly experience harassment and see harmful content online, which makes them feel unsafe. More girls and young women are experiencing online harm than ever before, with girls as young as 7 saying they've seen mean comments or rude pictures online. Our older girls are also experiencing unprecedented levels of harm from cyberstalking, harassment, or seeing unwanted sexual images online.



'I want to be able to go on social media **without being forced to send uncomfortable pictures.**'

Young woman aged 17-21

Whilst discussing online harm might seem like a daunting task, the vast number of girls experiencing its detrimental effects emphasises the importance of these conversations. These activities have been designed to aid these conversations and help keep our young people safer online.

## Activities:

### 1 **Uncrumpled Friends** (30 minutes)



This activity gives your young members the chance to see how their actions impact other people.

Give every member a piece of paper with another young member's face on, ask the members to crumple up the paper, then throw it on the floor, jump on it, and stamp on it. Now tell your young members to apologise, and say they're really sorry for what they've done.

Ask your members to unfold the paper, does it look the same as before it was stamped on or is it now still full of crumples? This activity is an excellent way to teach your young people about implications of their actions.

**You will need:** Paper, pens, coloured pens

**Programme link:** This activity links to Rainbows UMA Uncrumpled Friends



## 2 Pass the message on (20 minutes)



This activity gives your young members a chance to understand the impact of sending unkind messages or leaving unkind comments online.

Write down an unkind phrase on a piece of paper. **Top tip:** use your personal judgement to know what is appropriate for your members. E.g. 'I don't like your shoes' and 'We're not friends anymore' are age-appropriate, unkind phrases for our younger members.

Ask the members to stand in a line and give the paper with the comment on to the first person in the line, ask them to pass the paper on down the line until you say stop.

Once someone has the piece of paper, ask them to open it and read what's inside. Ask them to tell the group how the message makes them feel and, as a group, reflect on the idea that even if something wasn't said to you directly, it can still be painful and upsetting.

This activity can lead to a wider discussion of the possible harms associated with social media. Here, your young members might open up about what they have experienced or begin discussions of cyberbullying or unkind words online.

## 3 Creating my social media safe space (40 minutes)



The Girls' Attitudes Survey highlighted the damaging impact of social media, but it also emphasised how certain aspects of social media allow girls to feel more connected and supported.

This activity asks our young members to create their own safe version of social media, designed by them, for them. **Top tip:** Ask them to think about what apps they would want on their phone, what protections would be put in place, and how they would view social media differently.

This is a great opportunity for our young members to be creative. They could design new apps, create new rules, and design a new phone with special features.

**You will need:** Paper, colours, and pens.



# Cost-of-living crisis

The Girls' Attitudes Survey demonstrated the impact of the cost-of-living crisis on our girls. From mental health to well-being, opportunities for development, and financial security, the cost-of-living crisis has drastically impacted how girls feel about their lives and their futures. Girls are feeling increasingly anxious because of this crisis; 62% of girls aged 11-21 worry about being able to afford bills, and 55% worry about not being able to get a job. These statistics show a concerning trend of girl's worries and anxieties surrounding their futures.

These activities have been designed to help begin conversations around money and the cost-of-living crisis, helping girls to develop a stronger understanding of managing money and helping those in need.

Within the North West of England, we have some of the highest rates of poverty in the UK, as recognised by the [Child Poverty Action Group](#); because of this, the cost-of-living crisis is a very real concern for many of our members. It therefore becomes essential that we acknowledge and discuss these concerns within our units.

## Activities:



### 1 Helping your local community (60 minutes)



A great way to engage your young members in conversations surrounding the cost-of-living crisis is foodbank collections or volunteering. Teaching your young members about helping those less fortunate is a great way to engage them in conversations about the cost-of-living crisis.

### 2 Shopping and spending (60 minutes)



This activity gives your young members the opportunity to visit a local shop and learn how to manage their own money.

Split your members into groups, and give each group a shopping list with different items and some money. The girls will then get the opportunity to budget and manage their own money in the shop.



### 3 Planning your own event (60 minutes)

Guides

Rangers

INSPIRE

This activity gives your young members the chance to plan and design their own event to help them develop an understanding of budgeting and managing money.

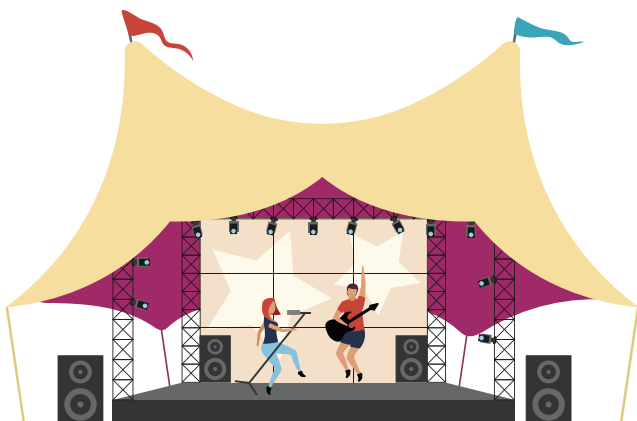
You could ask them to plan a Girlguiding meeting, a school disco, a festival, a concert, or whatever they would like to. You then need to give them a budget and provide them with details of how much different things might cost for their event.

For example, you could ask them to plan a festival and give them a £150,000 budget. You would then provide them with a breakdown of costs for their event. **Top tip:** Provide your members with multiple options for each thing they might need to have at their event to allow them to decide what things to spend more on and what to spend less on.

For example:

- Venue 1 – small venue with 1 stage – £20,000
- Venue 2 – medium venue with 2 stages – £50,000
- Venue 3 – large venue with 3 stages – £80,000
  
- 200 toilets – £2,000
- 500 toilets – £5,000
  
- 6 artists – £10,000
- 10 artists – £20,000
- 20 artists – £30,000

Your young members can now plan and design their event. This could involve deciding when and where the event will take place, how many people would be invited and the costs of tickets, and what will happen at the event.



# Climate change

The Girls' Attitudes Survey emphasised girls growing concern about the detrimental impacts of climate change. Girls expressed their fears that time is running out to take action to tackle climate issues, and some were even concerned that it is already too late.

They expressed increased concern about the harmful impacts of fast fashion and the loss of habitats and nature, and emphasised they believe that the government is most responsible for tackling these issues.

The Girls' Attitudes Survey also emphasised that the vast majority of girls are empowered to take action to tackle climate change, and want to see change. These activities have been designed to engage our members in projects to help the planet and help them feel more positive in our environments future.



'You need to use your power to actually do something. Not just use it for yourself. Use it to help the climate, animals... **We need to change the world and we need to do it now.**'

Girl aged 7-10

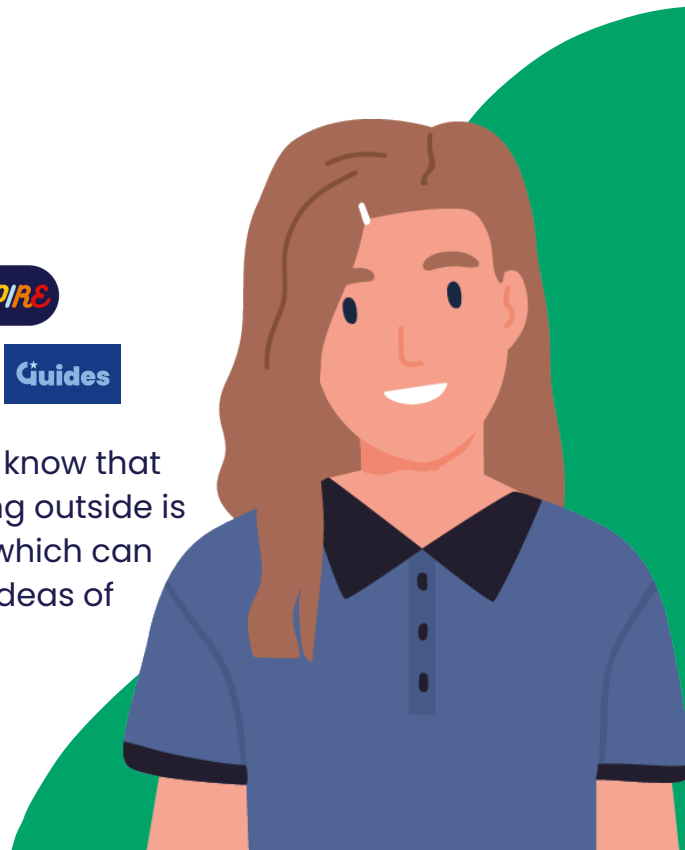
## Activities:

### 1 Get outside (60 minutes)



There are so many amazing ways to help your girls know that they can take action to stop climate change. Getting outside is a great way to engage your members in activities which can have a positive impact on the environment; some ideas of activities you could do are:

- Litter picking
- Planting flowers, vegetables, or trees
- Visiting an allotment



## 2 Bug Hotel (60 minutes)



This activity gives your young members the chance to give a home to the small animals that live in our gardens, fields, and woods. Making a bug hotel is a great way to engage your young members in caring for and looking after their environment.

**You will need:** A plastic bottle, scissors, twigs, leaves, and moss collected from outside.

### How to make your bug hotel:

1. Use an old plastic bottle and cut off the top of the bottle.
2. Go outside and collect leaves, twigs, moss, pebbles, and loose bark to fill up your bottle
3. Now you have a bug hotel ready to place outside.



## 3 Bird Feeders (60 minutes)



Making bird feeders is another great way to have fun and help the environment.

**You will need:** Carboard rolls, sticks, string, suet, and birdseed.

### How to make your bird feeder:

1. Cut small holes in your cardboard roll ready to poke your sticks through and attach your string later
2. Lather your cardboard roll in suet and roll it in the birdseed
3. Poke the sticks through the premade holes and attach your string to the top of the bird feeder
4. Hand your feeder outside ready for the birds

**Programme link:** you could also complete Guide UMA Have Adventures Citrus feeder as your activity to help nature.





# A more equal future

The Girls' Attitudes survey highlighted the extent to which girls feel anxious about their futures and the opportunities they will have as they grow up. From experiencing sexism, harm online, and mounting appearance pressures to fears surrounding climate change and the cost-of-living crisis, girls are experiencing an increased amount of challenges, which impacts how they see their futures.

Girls want a more equal future, and hope for action to take place to tackle these issues. They want to feel safe, confident, respected, empowered, and supported, and hope the challenges they are facing will be taken seriously.

Despite the challenges they face, the Girls' Attitudes Survey showed that 44% of girls are hopeful and 43% are curious about their future. They want to make a difference, and hope to work to tackle the challenges they face within society.

These activities have been designed to engage our members in conversations surrounding the impact they can make, and empowering them to know that they can make a change within the world.

## Activities:

### 1 Inspirational Women (60 minutes)



This activity asks your young members to dress up as a woman who inspires them. This could be an artist they love, a doctor, nurse, or vet who they look up to, a scientist, activist, or sports person who inspires them, or anyone they are empowered by.

Your young members will all share who they have come to the meeting dressed as and you will run an activity surrounding one inspirational woman. This could be a sports activity for a sportswoman, a science experiment for a scientist, or an art session for an artist.



## 2 Design a Campaign (60 minutes)



This activity allows your young members to choose a social issue they are passionate about and build a campaign detailing how they would tackle this issue.

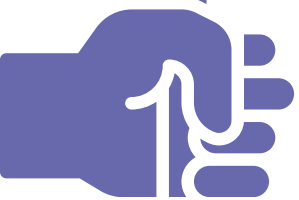


From climate change to the damaging impact of social media on mental health, sexism and misogyny, to the cost-of-living crisis; this activity asks your young members to decide how they would create change in response to a social issue. **Programme link:** this activity links to Guide Interest badge Campaigning.

Your members will work in small groups to design this campaign. Ask them to think about these things when planning their campaign:

1. What social issue is this campaign hoping to tackle?
2. How will this campaign tackle the issue? - Is it a petition or a protest? Will it be an educational event or an activity pack?
3. Who will this campaign be aimed at?
4. What are the aims of the campaign?

HUMAN RIGHTS



The world tells  
me I'm too  
\_\_\_\_\_, but I'm  
#PerfectAsIAm

The world tells

me I'm too

-----, but I'm

**#PerfectAsIAm**

The world tells me I'm

not \_\_\_\_\_,

but I'm

**#PerfectAsIAm**

The world tells me I'm

not -----,

but I'm

**#PerfectAsIAm**

**I'm perfect**

**as I am**

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I'm perfect

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