



# ASK FOR CHOICE

*September 2015 - July 2016*





# IMPACT SUMMARY

Coaches Across Continents (CAC) launched the ASK for Choice initiative in September of 2015 with the Clinton Global Initiative. CAC is a global leader in sport for social impact that provides strategic year-round mentorship on curriculum and policy development to generate pathways that advance women's participation, leadership, and rights in and through sport.

ASK for Choice creates an environment for the development of:

- ==> **A**ttitudes towards education and gender roles
- ==> **S**kills for female leadership and problem solving
- ==> **K**nowledge of gender policies and rights

This will lead to educational, employment, entrepreneurial, financial, and health choices for the women and girls impacted by our implementing partners around the world.

In just 11 months, **2,200 educators from 55 implementing partners** have been a part of the ASK initiative, directly impacting **1,260,900 girls and boys in 23 countries.**

On International Women's Day (March 8, 2016), over **84,000 educators from 1,000 partner organizations** utilized games from the ASK curriculum, impacting **over 1 million children in 97 countries.**



The free curriculum included games and discussion questions that addressed safe spaces for girls and women, preventing violence against girls and women, increasing opportunities in sports and education for girls and women, and the collective societal benefits of empowering girls and women.

A sample of our curriculum is on the next page, followed by stories from 2016, and our plans for the future.

# INTERNATIONAL WOMEN'S DAY CURRICULUM

## *Overcoming Discrimination*



**Theme:** What takes away the opportunities and choices of women and girls?

**Organization:** Ask what creates gender inequality in their society. Examples include discrimination, religion, or gender norms. Choose taggers to represent these words. The tagger has to yell out the negative word when tagging someone. If tagged, the person has to crouch down as if they have lost their opportunities and choices. Play until everyone is tagged and not able to move.

Then introduce the rule that the other players can save the player that has been tagged by shouting something that empowers women and girls. For example, a free player can touch the head of someone who is tagged and say education or employment.

**Length of game:** 15-30 minutes

**Discussion Questions:** Do you see choices and opportunities being taken from girls in your community? What are ways to help women and girls have more choices to help create a more equal society?

## *Empowering the Community*



**Theme:** Investing in girls and investing in the community.

**Organization:** Three goals on each end line. Each goal represents something that empowers girls. At first, players are only allowed to walk. When a player scores, that person is now allowed to run. Players who can run should try to help their teammates score so that they can be allowed to run.

**Variation:** Can play the game with hands instead of feet.

**Length of game:** 15-30 minutes

**Discussion Questions:** What happens when a community invests in girls? What can more educated girls do? Why? How does helping women and girls affect their community? If you have the opportunity, what can you do to help others?

*A long time ago my family and friends they didn't like that I was playing. But now it is changing. They accept it more now.*

*Growing up my brother encouraged me to be confident and stand in front of people. After this week I feel even more motivated now to encourage girls and tell them they have rights, that they can ask for what they want and that they can play football!*

- Rose Mirlande, GOALS Haiti



## HAITI & NEPAL

### *Gender Issues in the Community*

With GOALS Haiti in Léogâne, we focused exclusively on gender equity and female empowerment for an entire week of training with the group of 33 coaches.

The women arrived to the field an hour early every morning to play a few games and share their stories, before jumping into a 4-hour session with the men where the ASK games brought up many challenging discussions. The week culminated with the group of women leading an ASK game and the lengthy women's rights discussion that followed, the first time such a conversation has ever taken place in Léogâne.

In April 2016, Al-Jazeera ran a piece on our partner Childreach Nepal in Thangpalkot, where a girls' team was started during our ASK training in the winter. The photo-journal reports:

"The girls share pitch time with the boys... they're not only getting fired up for the game, but they are also excited to show up to class. Sport has put up a surprising defense against trafficking."



*CAC's expertise has helped in enhancing the leadership and technical skill of the coaches, volunteers and the children participating in our projects. One of the impacts from our work with CAC has been the reduction of sexual violence against girls in the communities we operate in. As a result of CAC's curriculum, more girls are staying in school, safe from the dangers of sex trafficking that victimize so many in our country.*

- Leaders from Childreach Nepal



# ZANZIBAR & ZIMBABWE

## *Local Women's Rights Policy*

With months of strong ASK for Choice programming in 15 countries plus the success of the International Women's Day resource packet, CAC Founder Nick Gates and ASK for Choice Strategist Nora Dooley arrived in Zanzibar ready to push participants further with questioning of religious/societal traditions and developing a women's rights policy.

In small groups, participants discussed: why girls/women should not play sport, why girls/women should play sport, and action plans for how to achieve gender equality in Zanzibar using the CAC women's rights policy pathway questions. The ideas they came up with were compiled and presented to the Minister of Education, who then agreed to implement the ASK for Choice curriculum into all schools across Unguja and Pemba, impacting over 200,000 children.



In Zimbabwe, ASK for Choice was most impactful off-field with 12 women coming together to share stories about the similar challenges they face in life and work as women. They are not only players and coaches, but also leaders in some of the biggest sports associations in Zimbabwe such as ZIFA, Netball Africa, Cycling Commission for Women of Africa, Judo Association, Handball Association and the Zimbabwe Olympic Committee. Even the former head coach of the Zimbabwe Women's National Soccer Team was in attendance.

The group established themselves as the **Zimbabwe Women's Sports Foundation** and drafted a constitution for women in sport that they will further develop and implement in their various fields. Additionally, the female coaches who took part in the on-field sessions will be leading teacher trainings across all 8 districts of their province using the CAC games they learned. The estimated impact is 320,000 children in primary schools.



*We women have all the same rights as you; Come with us, men and women together, into the community to share knowledge about girls' and women's rights; Let us play! You need to create space and opportunities for us and our daughters to play. If you get two days on the field... we get two days; Encourage us, and include us; We are strong, too.*

*- Mothers of female athletes in Congo*

## CONGO & SOUTH AFRICA

### *Community Ownership: Women Take the Lead*

In mid-July in the Democratic Republic of Congo a group of over 70 Congolese men discussed the current reality for women and girls in their communities and the steps they wanted to take to create a more equal society. They designed a local policy for gender equity, listening to the demands of a group of twenty mothers who met with CAC to share their stories.

By the end of the week the CAC participants were creating new sport for social impact curriculum to bring their gender equity policy to life – using sport as part of their action plan for policy implementation. Before leaving Lubumbashi our ASK for Choice Strategist met with the Minister of Gender to discuss the program and garner support for the work of our local ASK for Choice partner, Malaika Foundation.

A few weeks later, ASK for Choice took new shape in Khayelitsha, a township outside of Cape Town, South Africa. Our local partner, training4changeS are building an ASK for Choice network of men and women who are passionate about gender equality and willing to discuss the most difficult issues troubling South African society. Over the course of the week the educators participated in and then led their own discussions on topics surrounding tradition, culture, the role of language in the perpetuation of gender norms and gender-based violence, rape, prostitution, and teenage pregnancy among others.

A male participant, Keke, emotionally stated during an intense conversation about sexual violence, “Us men need to stop high-fiving each other for having sex, and instead talk about how that behavior is part of the problem.” They came up with an ideal future for their communities and detailed steps to take in order to make it reality. With the help of our partner, this group has already set the date for their next ASK for Choice meeting to deepen the work they started with CAC.



*8 years into the future, ASK For Choice had grown so much in Perú, we no longer worked only with women from El Agustino, but with communities from all over the place. Women replicating the ASK for Choice experience with their community... At the end, even after all of the struggle, we found a surprise that filled our hearts. In every community that benefited from the ASK for Choice movement, we saw dads taking care of the household and taking kids to school, women directing massive building projects, boys dreaming to become chefs, girls playing with cars and soldiers... Inequality and violence almost didn't exist, it became a thing of a dark past.*

Daniela Gutierrez, ASK leader in Lima imagining Perú in 2024



## 2016 & Beyond

### *ASK for Choice Projected Future*

*The realization of **Choices** for women and girls in all aspects of society.*

Local women's rights policies have been designed in 10 communities since the launch of ASK for Choice in September 2015. Including the reach of the International Women's Day packet, there were tens of thousands of participants in ASK for Choice trainings: playing the games, having the conversations, and starting to develop policies on paper. There has been an undeniable increase in female participation at our partner programs and those women are speaking up on and off-the-field about their realities and their dreams.

By the end of 2016, there will have been **40 more ASK for Choice trainings and women's rights policies** will have been designed in **20 more communities**. Additionally, our **year-round mentorship resources** will ensure long-term impact of ASK for Choice.

Our vision for the future accomplishments of ASK for Choice is developing:

- ==> **A**ttitudes towards women and girls regarding gender roles and stereotypes
- ==> **S**kills for leadership, confidence, employability and self-directed learning
- ==> **K**nowledge of girls' and women's rights and gender policies, women's health, financial skills and gender justice resources