



Kristen Wright, ADM Manager Female Hockey

Girls Hockey: What to know for 2019- 2020



Girls/Women's Section

- ❖ Create Entry Level Participation Programming for Girls
- ❖ Increase Visibility for Female Hockey
- ❖ Increasing Female Leadership



USAH Girls Hockey Website

- ❖ Female Specific Spotlight
- ❖ Local Girls Stories
- ❖ Contact Info for GW Section
- ❖ USAH and outside Resources
- ❖ Female ADM Manager Activations



Program Services



- ❖ Encourage associations to do girls-specific initiatives as part of the Hattrick Growth Challenge
- ❖ Acquisition pillar- encourage associations to participate in THFF during GHW.
- ❖ Conversion pillar- encourage associations to host a girls-specific initiative within coed 8U programs
- ❖ THFF Best Practices - teach associations how to cater to girls specifically so they stay interested in the sport (For example, marketing materials include females, grouping females together at a station during try hockey, having female coaches on the ice, etc.)

IIHF Girls Hockey Events

- ❖ Annual IIHF Celebration of Girls Hockey
 - ❖ #CellyChallenge
 - ❖ Trading Cards



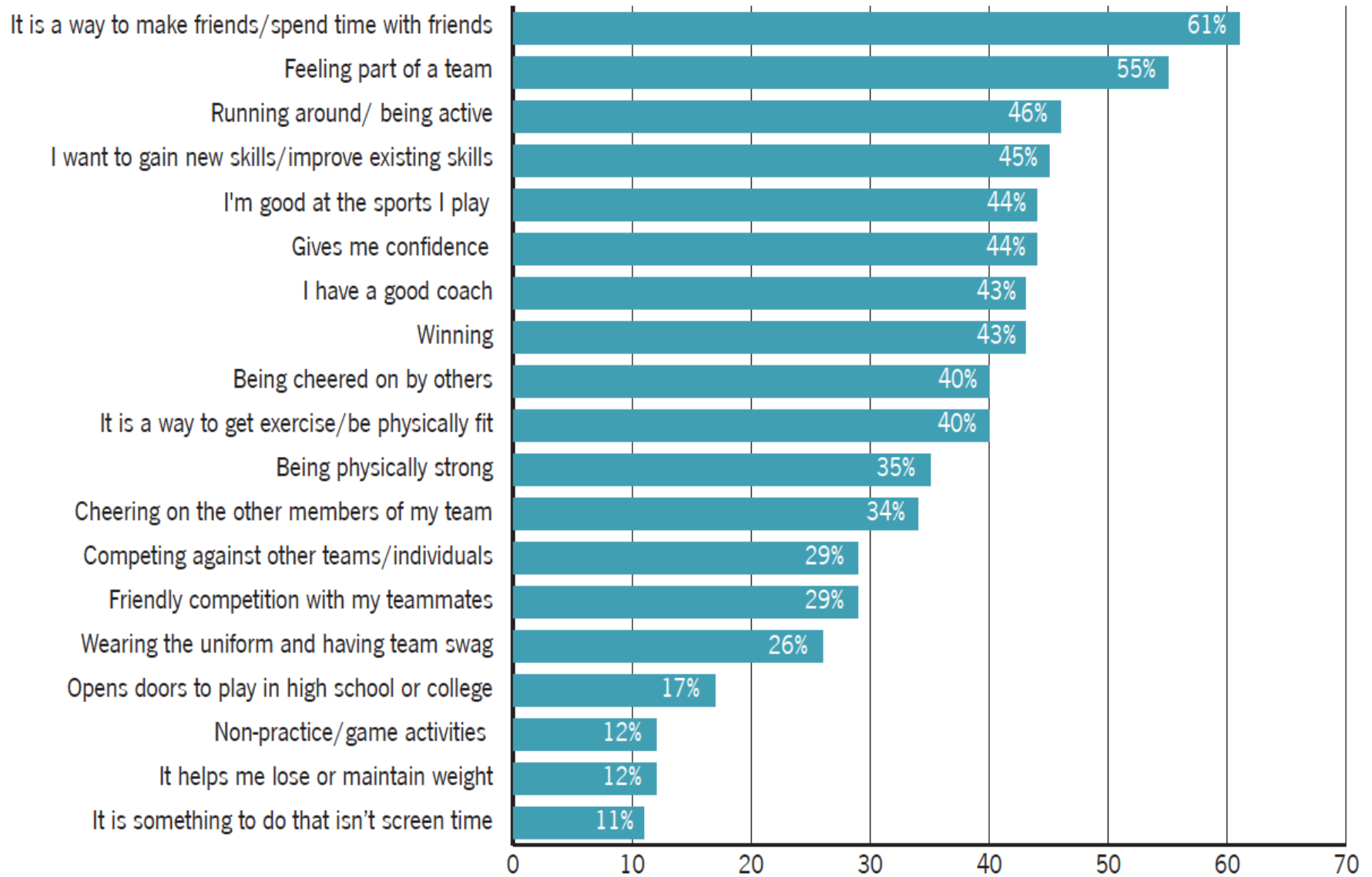
- ❖ 2020 Global Girls Game
 - ❖ During HWAA



Why do girls play hockey?



Figure 14. Athletes' Perceptions of What They Like about Playing Sports





Girls and Women's Hockey Growth



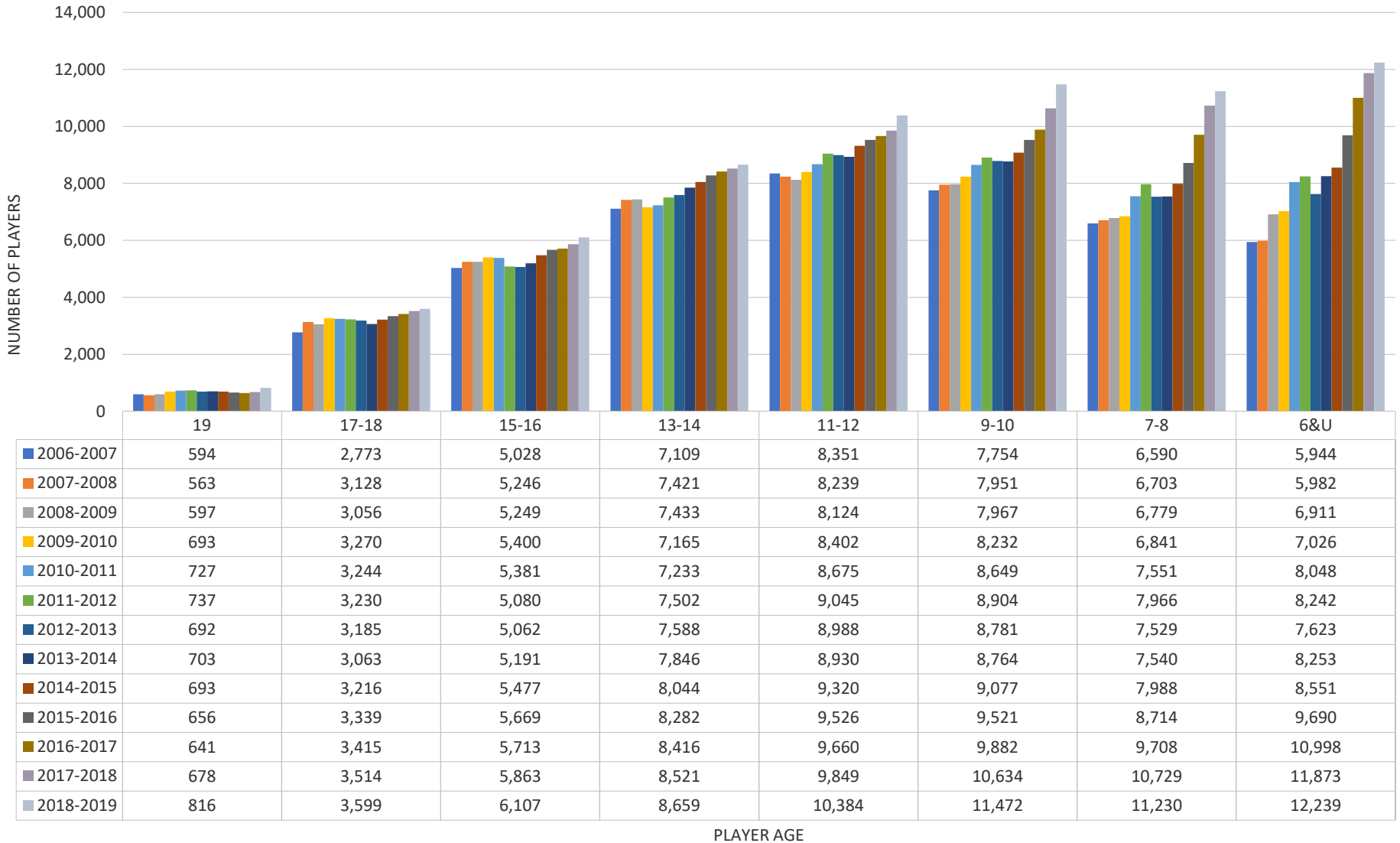
Registered Players



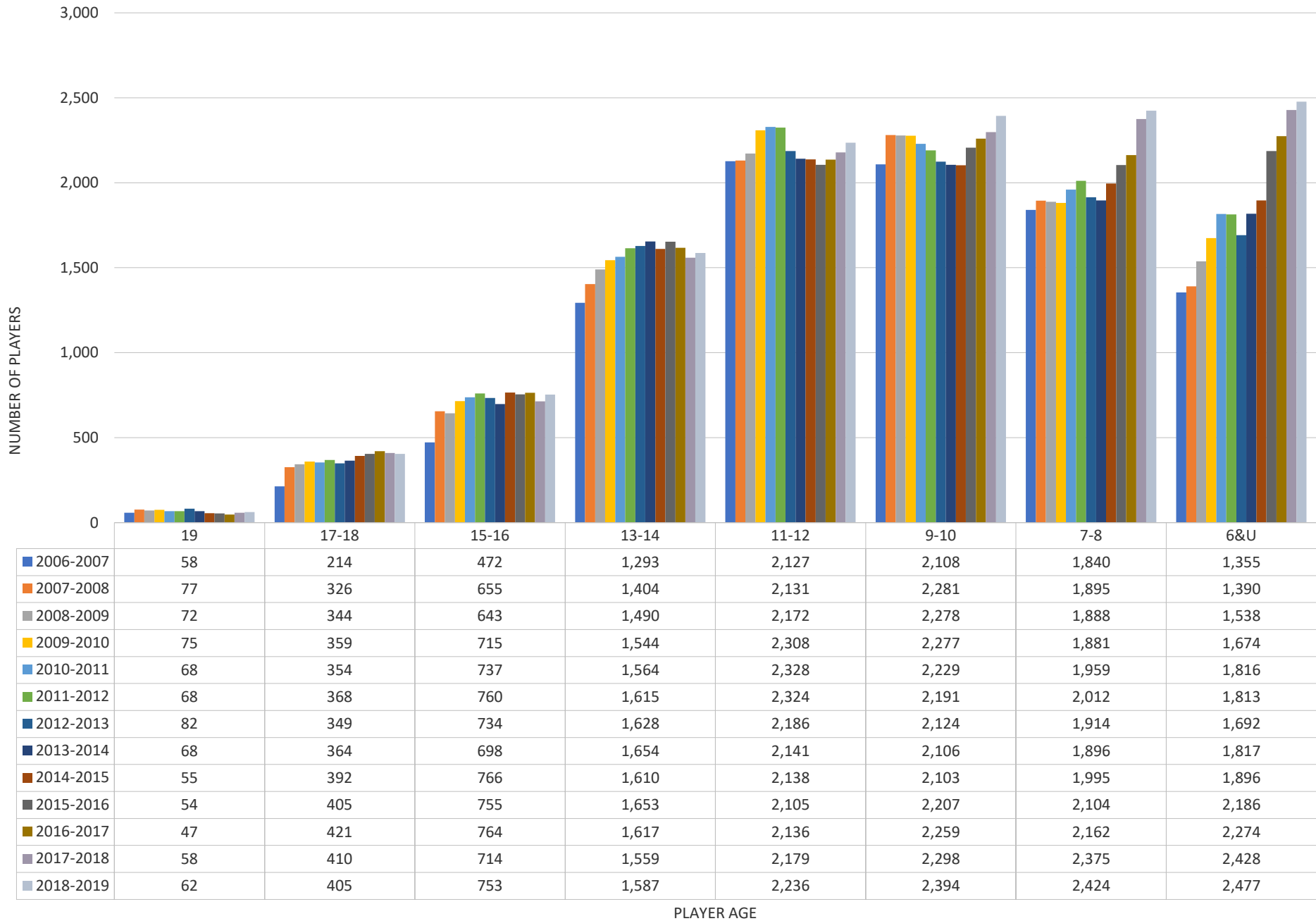
#GirlsHockey



TOTAL GIRLS REGISTRATION NUMBERS SINCE 2006-2007 SEASON



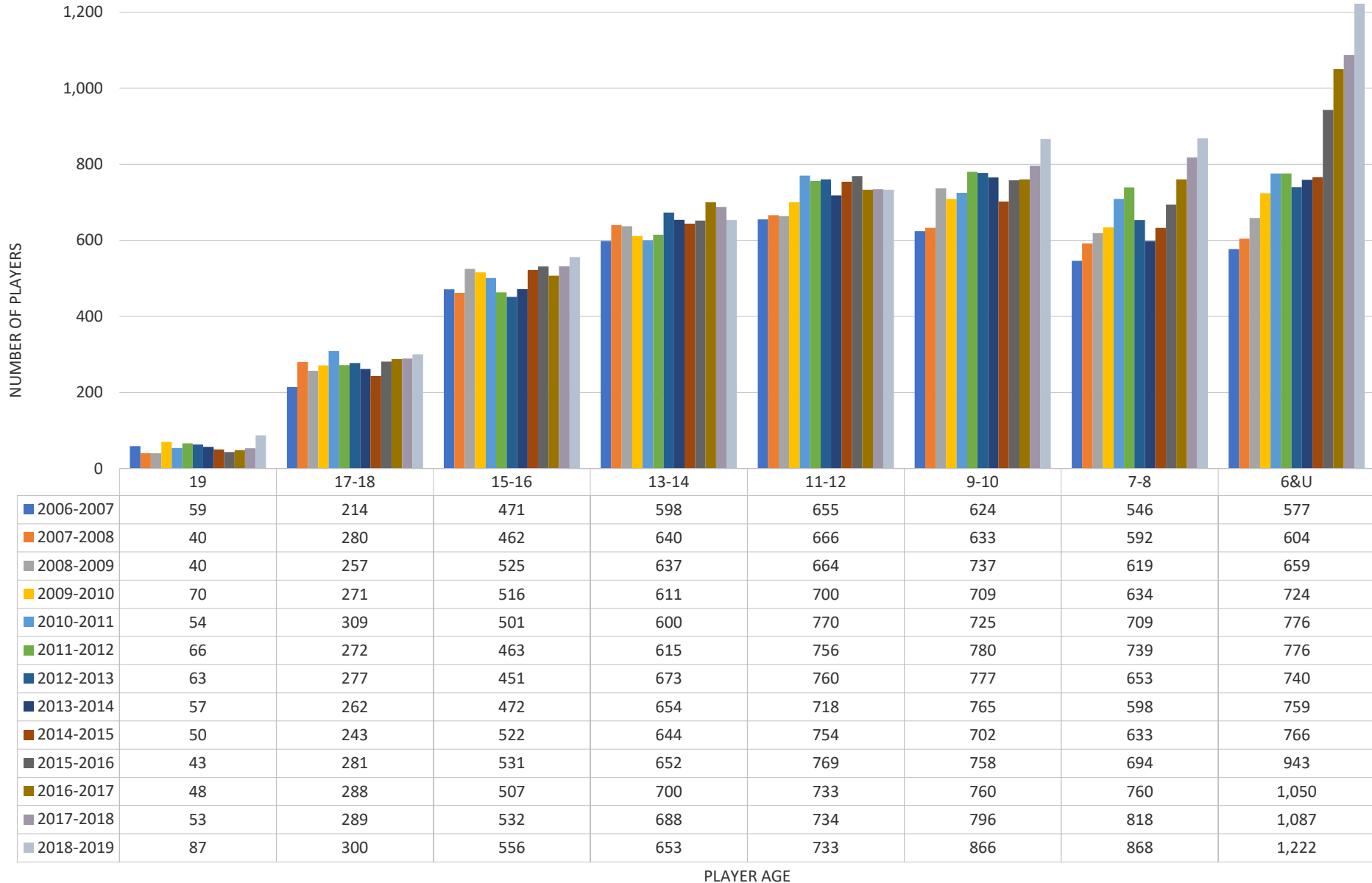
MINNESOTA GIRLS REGISTRATION NUMBERS SINCE 2006-2007 SEASON



PLAYER AGE

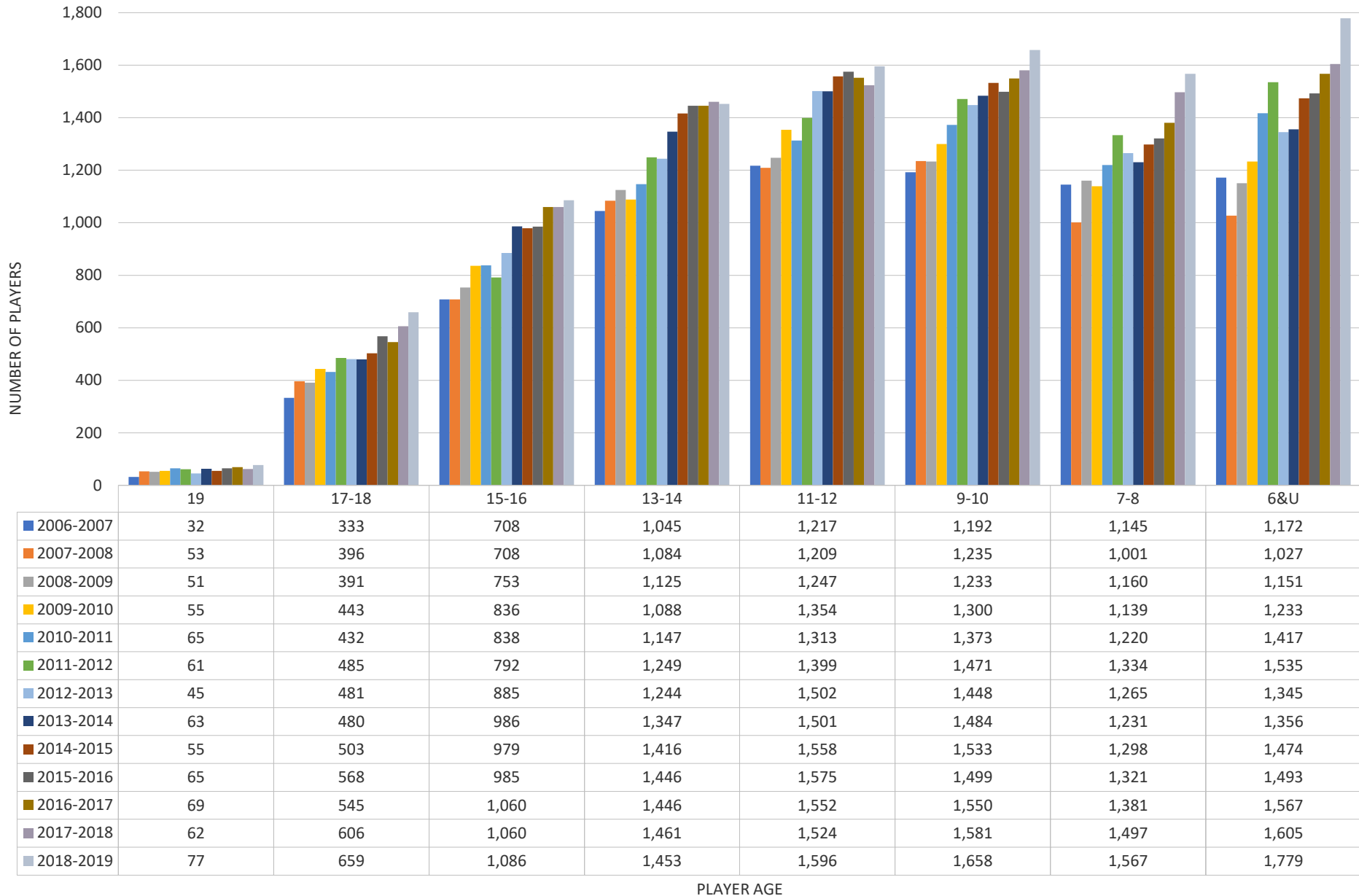


NEW YORK GIRLS REGISTRATION NUMBERS SINCE 2006-2007 SEASON





MASS GIRLS REGISTRATION NUMBERS SINCE 2006-2007 SEASON



States that have doubled 6U/8U Girls registered in last 5 seasons:

- ❖ Alabama**
- ❖ Arizona**
- ❖ California**
- ❖ Eastern Pennsylvania
- ❖ Iowa
- ❖ Florida*
- ❖ Maryland
- ❖ Missouri
- ❖ Nevada
- ❖ North Carolina*
- ❖ Oregon*
- ❖ Tennessee*
- ❖ Texas*
- ❖ Washington**
- ❖ Washington D.C.

*Also doubled at 10U

**Also doubled at 12U



What are some unique challenges for girls in sport?

- ❖ Decreased participation at older age levels
- ❖ Lack of visibility of female role models
- ❖ Puberty
- ❖ Feeling uncomfortable in changing rooms
- ❖ Ill-fitting equipment
- ❖ Numerous cultural messages that tell girls that sports are “for boys” or sports are masculine



What keeps girls in sports?



GIRLS LOVE SPORT:

Most prominent factors for predicting girls intentions to continue playing their sport in the future.

- ❖ Being with their friends
- ❖ Really liking the coach
- ❖ Not being afraid to try new skills
- ❖ Not being one of the least-skilled players on the team
- ❖ Having goals related to their participation in sports
- ❖ Perceiving sports as very important in their lives.



Growing the Girls Game

- Girls or Youth Hockey?
- Girls Try Hockey for Free
- Girls Learn to skate / Learn to Play
- Bring a Friend to Skate
- Female-specific marketing
- Girl Hockey Weekend
- Jamborees



Programs - ONLY \$49 for 8 sessions



#funGURL

- Ages 4-8
- **Players new to skating**
- 1 hour per week
- 40 minutes on ice - 20 minutes off ice
- Weekly #superSOCIALS with new #hockeyfriends

[More Info](#)

#superGURL

- Ages 6-10
- **Stick-ready for sound skaters**
- 1.5 hours per week
- 60 minutes on ice skills and mini games & competitions
- 30 minutes off ice
- Weekly #superSOCIALS with new #hockeyfriends

[More Info](#)

Girls Only
Try Hockey For Free!

YOU'RE INVITED!
Saturday, November 12, 2016
12:00pm to 2:30pm
Rocket Ice Arena

Girls ages 4 to 9 are invited to join Sabre Girls Hockey for a Try Hockey For Free Event! Equipment will be provided and skate rental is free! Each participating girl will receive a free USA Hockey jersey and a Sabre Girls Hockey drawstring bag. After skating join us for free pizza, cookies and beverages. Questions? Contact Sabre Girls Director, Gretchen Cockey at goockey@sabrehockey.com.

REGISTER TODAY*
tryhockeyforfree.com/6697

How are boys and girls similar and how are they different?



NATURE AND NURTURE:

FEMALES:

Left brain develops earlier

= rely more on verbal skills to understand their world

Larger corpus callosum, connects the two brain hemispheres

= May be better at multi-tasking and processing emotional situations verbally

MALES:

Right-brain develops earlier

= rely more on physical movement and spatial awareness

Larger amygdale, the part of the brain that works primarily on instinct

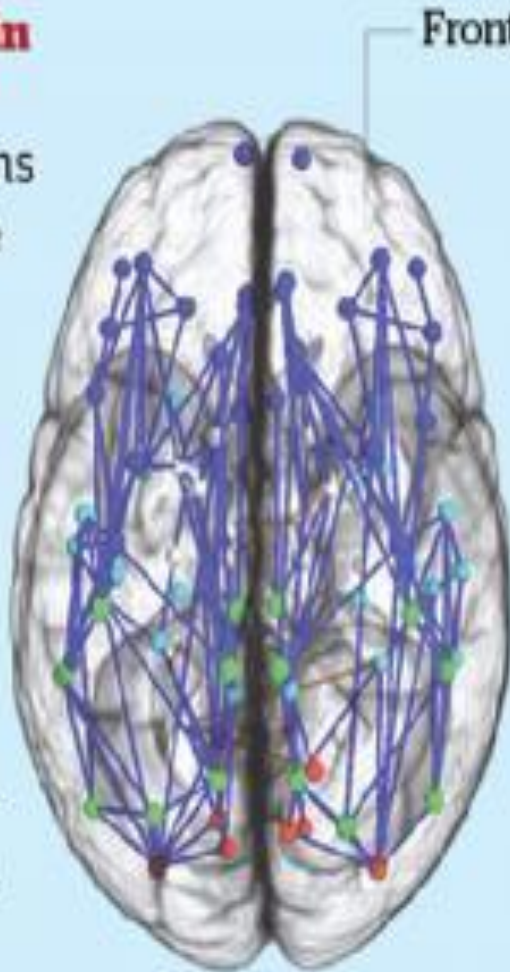
= May react more in a fight or flight manner and there may be disconnect between their emotions and language

The male and female brain

A new way of showing the connectivity of the brain - called "connectome" maps - reveals significant differences between men and women

Typical male brain (top view)

Most connections run between the front and back parts of the same brain hemisphere, which could account for the better spatial skills and motor (muscle) control in men



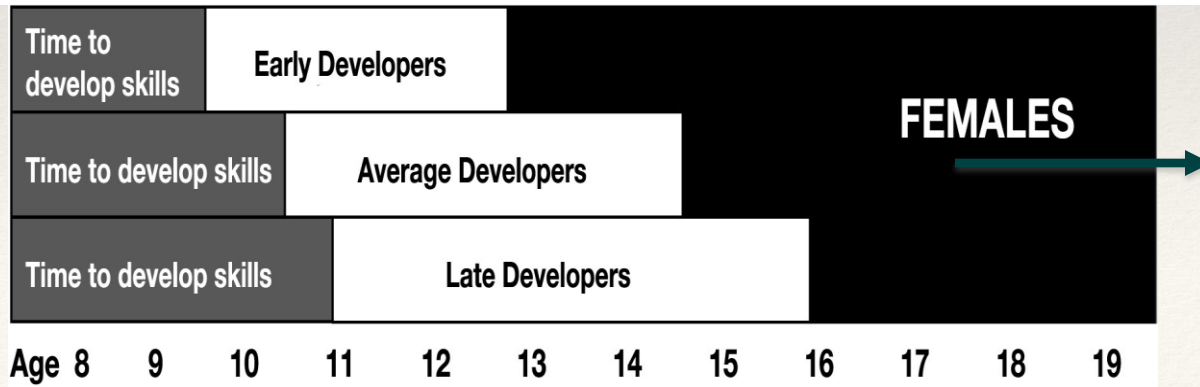
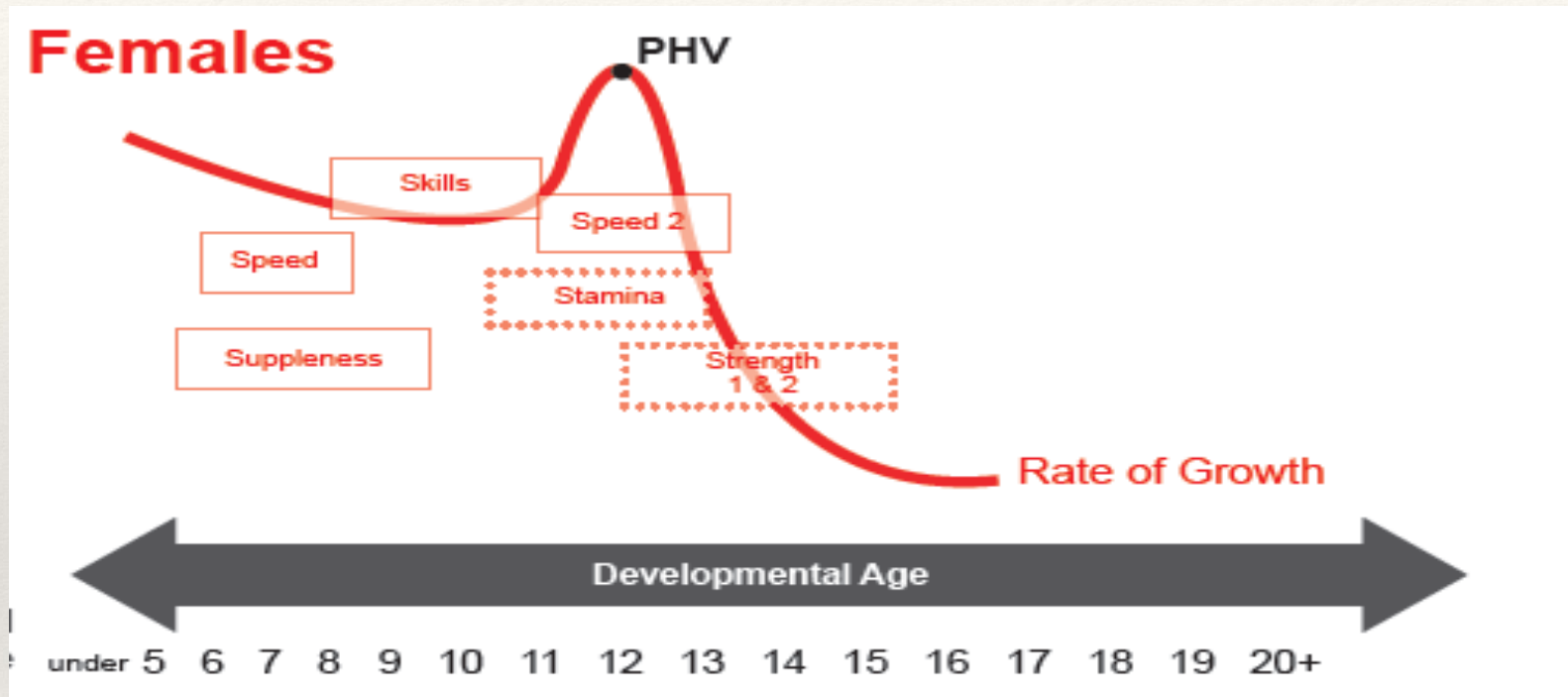
Frontal lobes

Typical female brain (top view)

Many more neural connections go from side to side across the left and right hemispheres of the brain. Scientists say this could account for women's better verbal skills and intuitive abilities



PHV – Peak Height Velocity (Puberty)



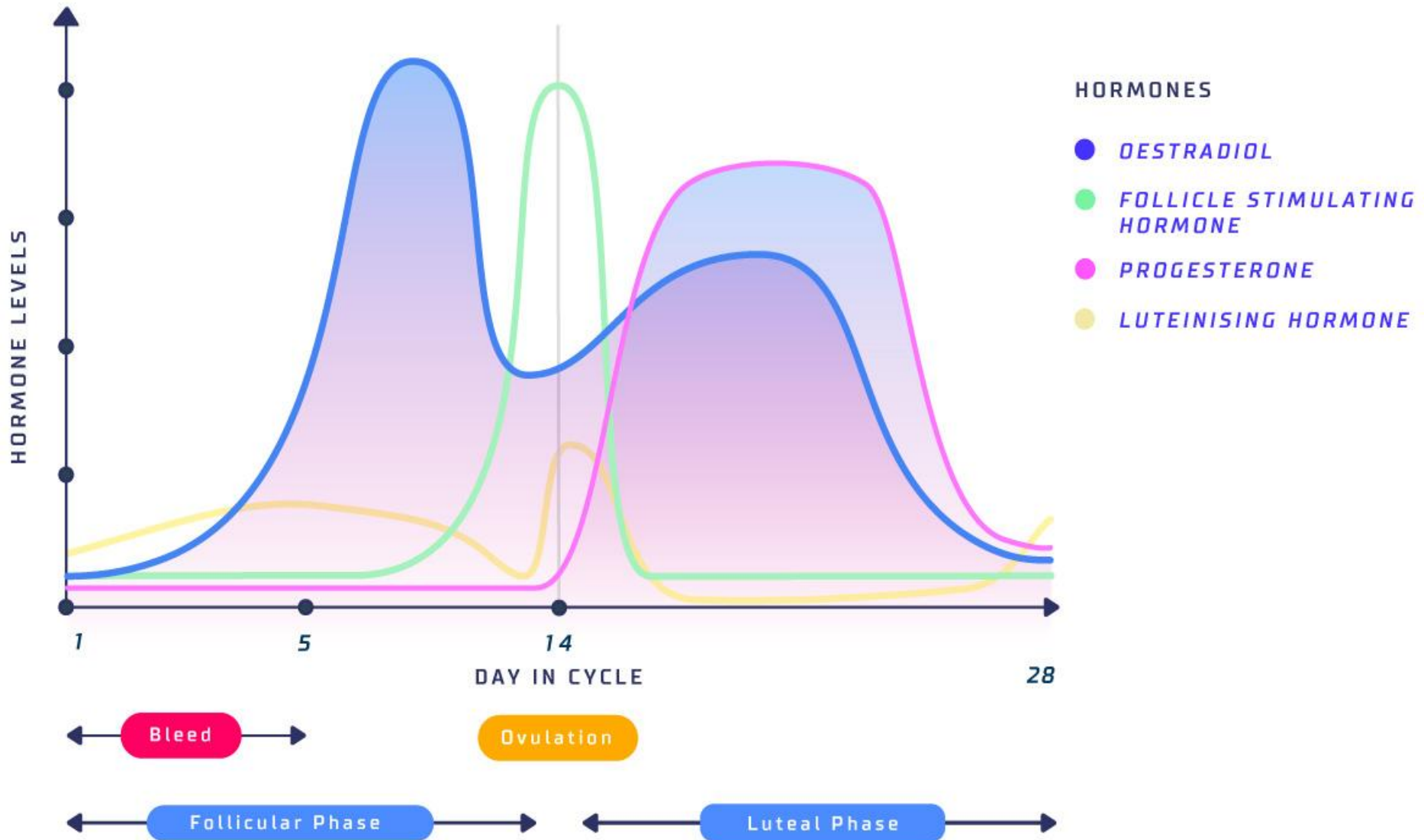
What to know about PHV for females?

- **Need additional fuel (food and snacks)**
- **Temporary decline in balance skills and body control**
- **Development of breasts, the reproductive system, and a new stature.**
 - Boys increase in muscle mass and build strength; Girls increase in fat mass and their hips widen; loss of balance and coordination
- **Periods/Menstrual Cycle: Bleeding; ebbs and flows of hormones**
 - PMS - fall in hormones (stomach cramps, back or leg cramps, headaches, feelings of increased tiredness, changes in mood, appetite, motivation and/or energy levels and many other things; Reduction in both aerobic capacity and strength)
- **More susceptible to injury – growth plates**
 - Teenage girls are at higher risk of ACL injury, because they tend to use their muscles differently than boys during sports skills such as jumping and landing. During puberty, body size increases for both sexes, but boys also get a burst of testosterone which results in larger, stronger muscles to control their new body; girls do not get this same rapid growth in muscle power.

WHY IS PHV IMPORTANT?



Hormone Cycle in Females



What do girls expect from their coaches?

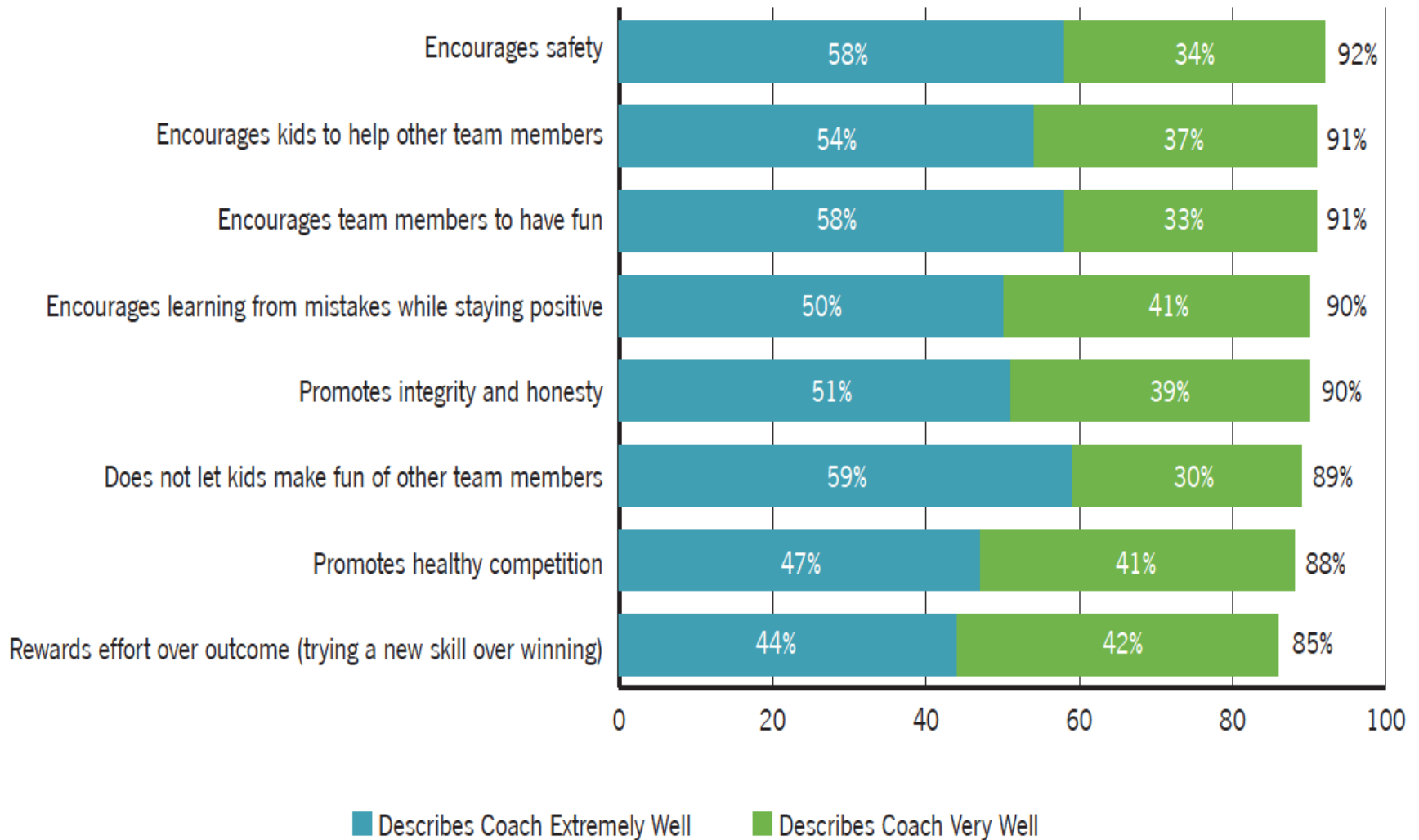
When asked directly about whether the coach places more emphasis on fun/skill development or winning, only about half of parents and girls (49%) said their coach was more focused on team members having fun, and 83% of parents agreed that coaches should put more priority on having fun.

What do girls expect from their coaches?

- ❖ To be treated the same
- ❖ Let them make decisions
- ❖ Mastery-based coaching approach
- ❖ Hold players accountable
- ❖ Reward effort or trying a new skill over winning
- ❖ Build supportive relationships
- ❖ Encourage learning from mistakes
- ❖ Promote integrity and honesty
- ❖ Communication that helps them learn and understand
- ❖ Positive environment
- ❖ Focus on goal setting
- ❖ Respect

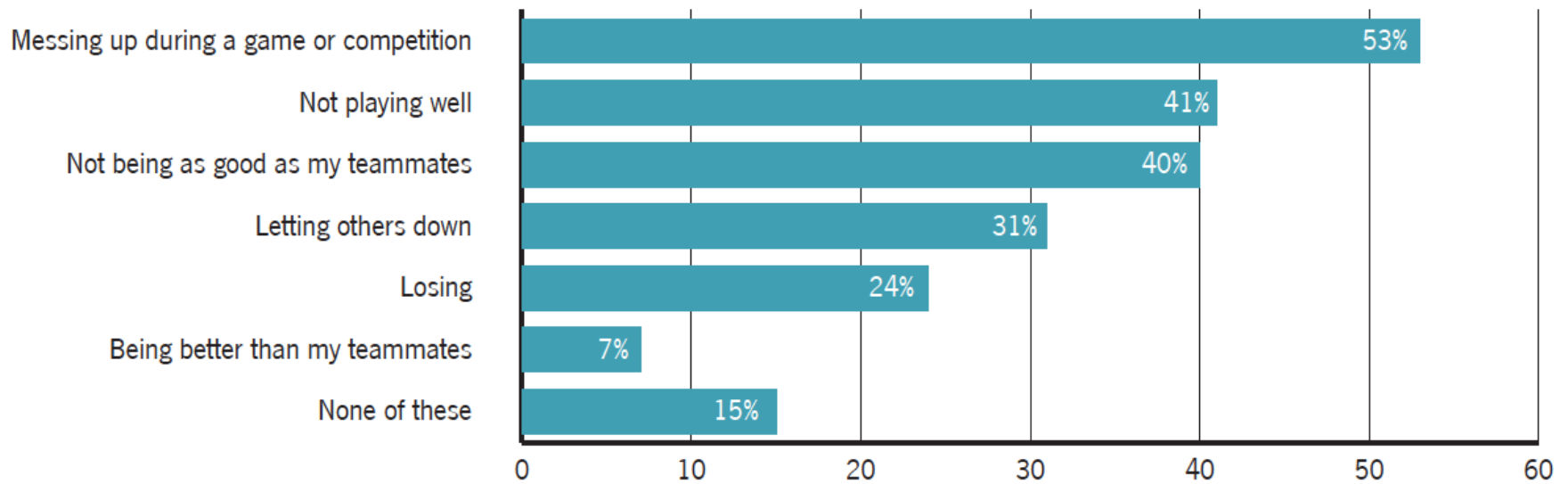


Figure 16. Athletes' Perceptions of Whether Their Coaches Create a Positive Environment



Percentages of “describes extremely well” and “describes very well” do not always equal total due to rounding.

Figure 19. Percentage of Athletes Who Reported Sports Performance Worries



What Decker, Kessel, and Rigsby want from their coaches...it's the same for all kids

- Respect your athletes
- Get to know your players individually
- Instill confidence and life lessons in players
- Be knowledgeable on age-appropriate development
- Prepare your players for the next level
- Create a challenging learning environment
- Hold your players accountable
- Be approachable
- Make things fun
- Positive encouragement
- Give honest feedback
- Communicate your expectations of players
- Create a great locker room environment
- Help set team & individual goals and help to meet those goals

How do we create a
female-centered
environment?



Girl-Centered Environment

GIRL-CENTERED ENVIRONMENT CHECKLIST

- ❑ Safe environment
- ❑ Bathrooms appropriately stocked
- ❑ Equipment that fits
- ❑ Girls are welcomed/included
- ❑ Inclusive language
- ❑ Opportunity for reflection
- ❑ Girls hear about/see females playing hockey
- ❑ Female role models present
- ❑ Intervention in situations that aren't supportive

WELCOMING SPACE

Girls are safe when arriving at programming (entrance and activity space are hazard-free, well-lit, and appropriately supervised)

Girls' bathrooms are accessible and appropriately stocked (accessible garbage cans, hygiene products, etc.)

Girls are actively and intentionally welcomed to programming and included in activities

Girls see pictures of female role models or girls being active while participating in programming

Girls see female adults who look like them while participating in programming

Girls have the opportunity to be active in space that is reserved just for them

APPROPRIATE EQUIPMENT

Girls have access to sports equipment that works for them (the right size, appropriate to the rules of their sport, etc.)

Girls have access to personal items, like sports bras, hair ties and sneakers, that enable them to participate in sports. If they don't have these items, program staff attempt to secure them on their behalf.

INCLUSIVE LANGUAGE

Girl (and boy) participants are referred to in gender-neutral terms. Program staff don't refer to all campers as "guys".

Girls hear the program staff refer to positive female athlete role models when naming teams or giving examples of great performances

Girls hear the camp staff acknowledge important female sporting events during camp, like what is happening during the Women's World Cup or how Serena Williams is doing at Wimbledon

REFLECTION

Girls have the chance to reflect on their experiences in formal and informal ways

Girls have the chance to provide feedback to the program staff about their experiences

Girls see their program staff reflect on their bias about girls in sport and actively work to change it

Girls see their program staff intervene when they hear comments or see actions that minimize girls' ability to participate in sports.



Who are the Female Role Models Quiz?



U.S. RESULTS	FEB. 11	FEB. 13	FEB. 15	FEB. 19	FEB. 22
	USA 3, Finland 1	USA 5, OAR (Russia) 0	Canada 2, USA 1	USA 5, Finland 0	USA 3, Canada 2 (SO)

BOTTOM ROW (left to right): Alex Riggsby, Maddie Rooney, Kendall Coyne, Amanda Kessel, Lee Stacklein, alternate captain Brianna Decker, captain Meghan Duggan, alternate captain Kacey Bellamy, Hilary Knight, Gigi Marvin, Jocelyne Lamoureux-Davidson, Monique Lamoureux-Morando, Nicole Hensley

MIDDLE ROW (left to right): head coach Robb Stauber, Cayla Barnes, Kali Flanagan, Haley Skarupa, Hannah Brandt, Megan Keller, Kelly Pannek, Sidney Morin, Dani Cameranesi, Amanda Pelkey, Emily Pfalzer, general manager Reagan Carey, executive director Pat Kelleher

TOP ROW (left to right): massage therapist Jennifer Chee, athletic trainer Sherri Walters, head scout Matt Kelly, athletic trainer Katie Homan, team physician Dr. Ally Howe, associate head coach Brett Strot, assistant coach Paul Mara, video coordinator Nick Laurila, equipment manager Brent Proulx, sports dietician Carrie Aprik, communications manager Andrea Mazzarelli, hockey operations manager Marissa Halligan



Who are the Female Role Models Quiz?



Kendall Coyne
Schofield



Hannah Brandt



Alex Rigsby
Cavallini



Megan Keller



Hilary Knight



Cayla Barnes



Who are their Female Role Models Quiz?

Lee Stecklein
Cayla Barnes
Megan Keller
Kali Flanagan
Monique Lamoureux-
Morando
Emily Pfalzer
Meghan Duggan
Haley Skarupa
Kelly Pannek
Brianna Decker
Jocelyne Lamoureux-
Davidson

Gigi Marvin
Hannah Brandt
Hilary Knight
Kacey Bellamy
Sidney Morin
Dani Cameranesi
Kendall Coyne
Amanda Kessel
Nicole Hensley
Alex Rigsby
Maddie Rooney
Amanda Pelkey

0-2 points – Keep Studying

4-6 points – Almost there

7+ points – WNT Expert



Opportunities in Women's Hockey

- Olympic Team
- National Team
- U22 and U18 Select Teams
- U18 National Team
- National University Team
- Women's Professional Hockey (NWHL, PWPFA)
- College Hockey
 - NCAA DI – 40 teams
 - NCAA DIII – 66 teams
 - ACHA DI – 26 teams
 - ACHA DII – 54 teams
- Coaching, Broadcasting, Equipment, PR, Hockey Ops, Video, Marketing, Sales, Medical, volunteer, etc.

Coaching Initiatives

- ❖ Girls Hockey Facilitation
- ❖ Coaching Girls Hockey Manual
- ❖ Female Coach Developers
- ❖ Intern Coach Program



USAH Girls Hockey Website

- ❖ Female Specific Spotlight
- ❖ Local Girls Stories
- ❖ Contact Info for GW Section
- ❖ USAH and outside Resources
- ❖ Female ADM Manager Visits
- ❖ Female Coaching Manual
- ❖ Girls Player Development



Questions?

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