



THE WELL HQ

Transforming the  
system for girls and  
women in sport,  
fitness & wellness

THE WELL HQ

# Determining factors of success

- Project versus Strategy.
- Experts versus Everyone
- Curriculum versus Education



# WSL: The State of Play



**WSL Female Health  
Impact Report  
2025**

## WSL Female Health Impact Report 2025

Delivered by The Well HQ

Date created: July 2025

### 3.1.1 Responses by Cohort

#### Players (134 Respondents)

- Strengths: Players generally feel supported regarding female-specific health and are comfortable discussing issues, confident in staff knowledge, and believe in a more inclusive environment (median scores of 4 out of 5).



**75% of players reported a high level of comfort in discussing female-specific health issues with their coaching and support staff.**

- Implementation: Awareness of staff training and involvement in strategy development was neutral (median scores of 3 out of 5), indicating communication gaps. There is inconsistency across clubs, with some offering workshops and resources while others lack follow-up. Players desire more consultation in strategy design and consistent implementation, noting missing feedback loops and unsustainable interventions. The majority of players (72.3%) did not yet perceive significant changes in their training routines or schedules that specifically address female-specific health considerations.

*"We have a predominantly male dominated medical team who seem uncomfortable and unknowledgeable of female health with some players being made to feel punished or unheard for female health problems. There is a clear need for further growth and development at the club."*

*"This year I've had 3 sessions with my pelvic floor lady, unsure whether all WSL clubs have this input but it's great we've worked with Emma. We now have increased knowledge and help with this."*

*"The main thing lacking generally is the consultation of female players for a female health strategy, however I think this is something neglected with most agendas and a lot of decision making or strategies occur without co-design or consultation of players."*

## Impact

75% of players report high comfort levels discussing female health topics

80% of staff who completed the training noticed a positive cultural shift regarding female health in clubs

Female health is prioritised on the same level as hydration and load

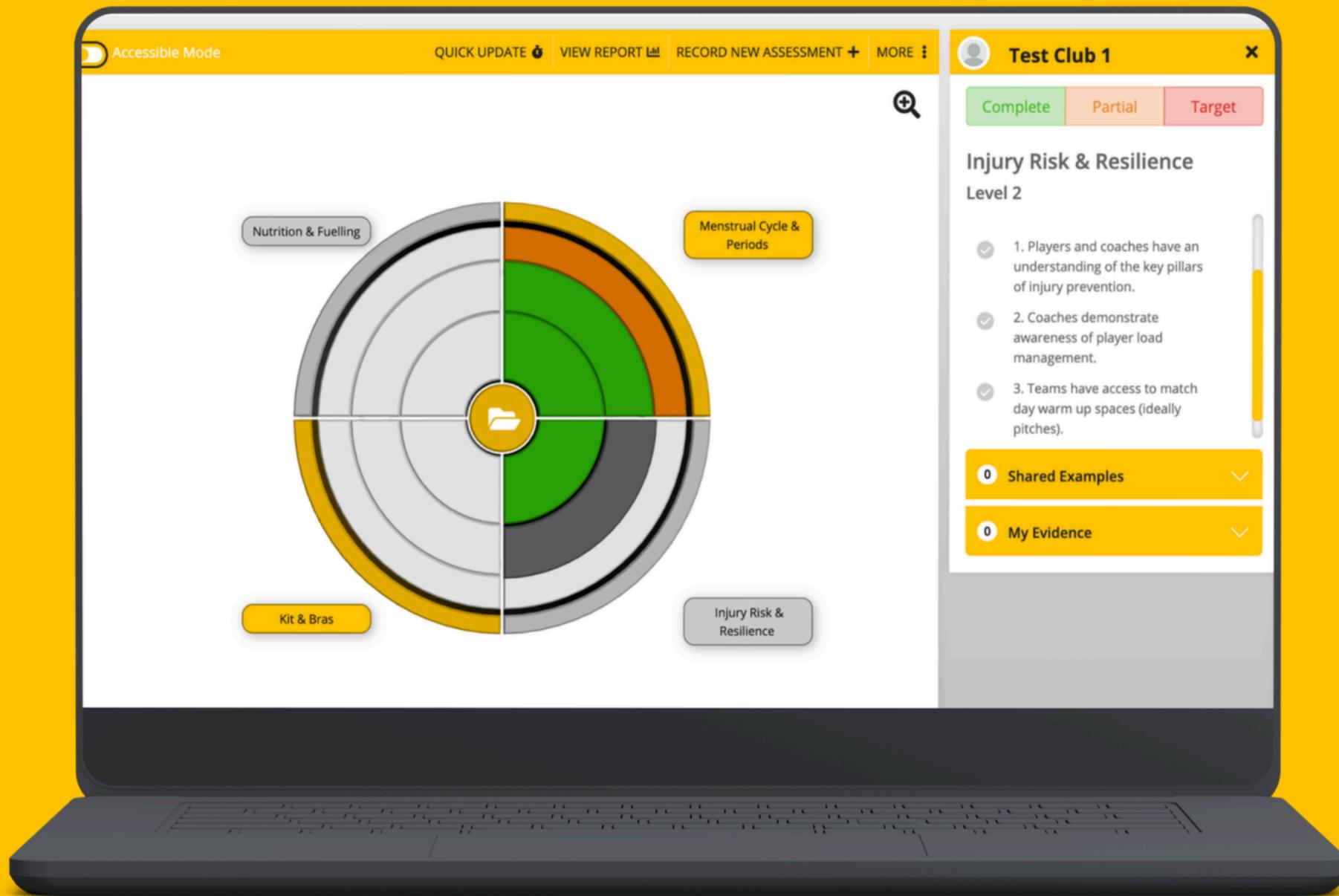
# UEFA Champions Innovate

## Ambition

Improve the status of women in sport

Normalise female health topics in a grass roots setting

Enable clubs, leagues, nations to analyse data and identify gaps & opportunities



# Female Health in Fitness



## Impact

Bespoke education for 11,000 employees, in 7 different languages

140 Female Health Leads upskilled to deliver workshops on menopause, pelvic health, and menstrual cycles

Model recognised as a benchmark for women's health training in fitness

# So what?

- Female health is not a trend
- Be patient - systems change takes time
- This is for everyone not just women

