



'The Kelly Effect'

Young Women and Dropout

Teenage girls drop out of sport at a faster rate than boys. This was originally highlighted by the Wolfenden Report in 1957 and continues to be the case today.

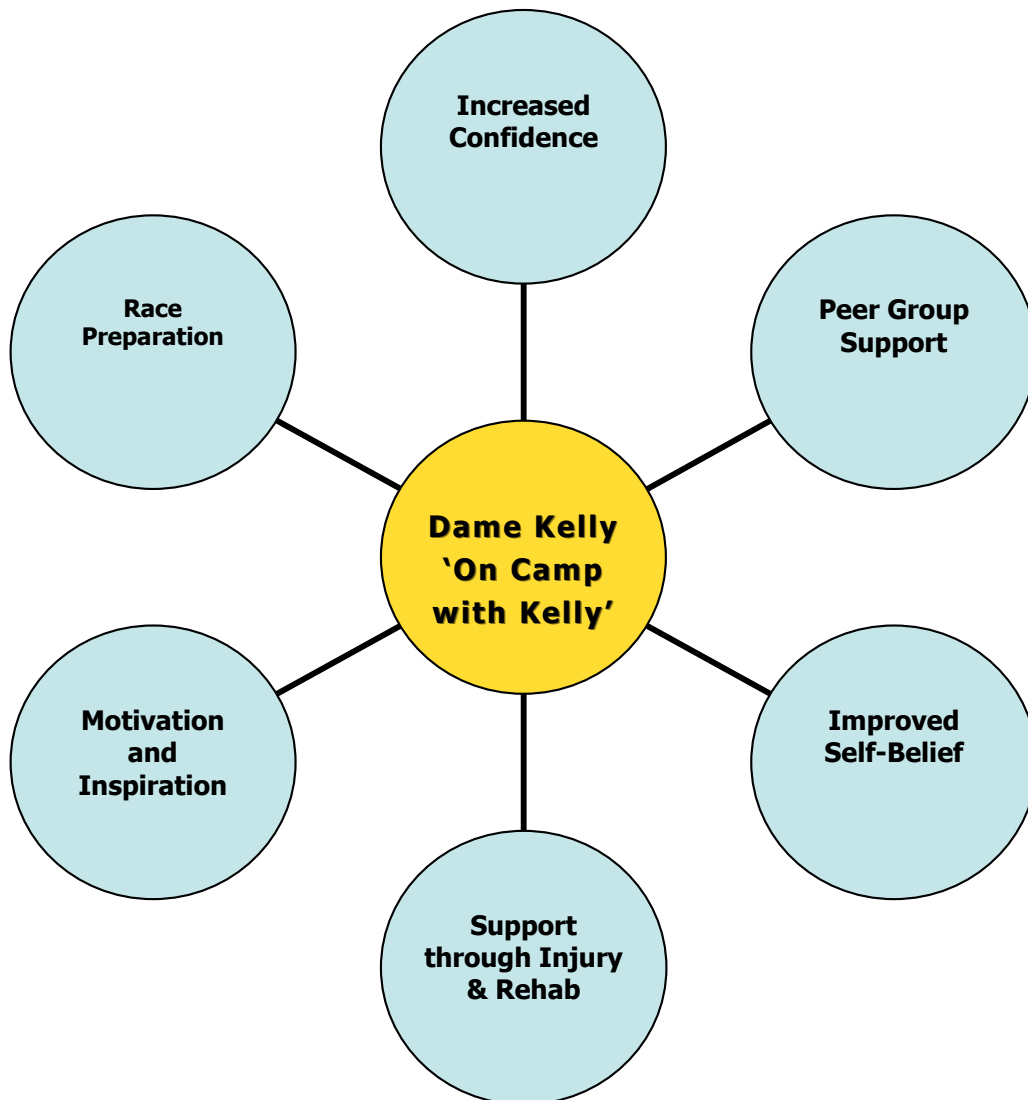
There has been considerable research investigating the reasons for teenagers dropping out of sport. A report conducted by the Women's Sport and Fitness Foundation (WSFF) in 2008 suggested three key reasons why some girls who played sport regularly decided to stop: peer group and societal values, lack of enjoyment and low confidence.

Since 'On Camp with Kelly' started 96% of OCWK athletes are still competing in athletics. One of the reasons for this could be due to the fact that OCWK addresses the key reasons for athletes' withdrawal from sport as illustrated below.

Reasons for Dropout	Quotes for Dropout (taken from WSFF report)	OCWK Athlete Quotes
Peer group/ societal values	<p>"None of my friends play any more"</p> <p>"People think it's weird and tease me when I tell them I play sport"</p>	<p>"I feel part of a team, which is like-minded and focused on the same goals I want to achieve, to be the best runner I can be"</p> <p>"It makes you think it's not just you doing this, it's a whole group of girls, it's not a weird thing to be doing so it's support from Kelly and the girls that helps."</p>
Enjoyment/other priorities	<p>"I enjoyed playing last season, but I've got other things to do now"</p>	<p>"The biggest help they (OCWK) have given is from being at uni and having a student loan to not having any income at all and trying to find a job and having to train and balance work and training ...OCWK has really helped with finding a balance between work and training."</p>
Confidence	<p>"I know that I'm not good enough"</p>	<p>"It's a massive confidence booster to think that you have been recognised by a double Olympic champion."</p> <p>"I now have the confidence to say that my dream is to get to the top and I am willing to make sacrifices to get there, as my dream might be realistic."</p>

Summary of Key Psychological Benefits of being involved in 'On Camp with Kelly'

The six psychological factors highlighted below were identified from feedback provided by all 45 female athletes who are part of 'On Camp with Kelly'. The seven athletes attending the OCWK media day on the 11 March 2009 were also interviewed directly by sport psychologist Dr Anna Waters and quotes from their interviews related to the themes below are listed on the following pages.



Confidence

"Kelly came to watch me in Poland when I competed at the World Juniors. That made me a lot more relaxed going into the race, she was there with me throughout before hand and that made me calmer and more relaxed."

Emma Pallant

"Just to have her (Kelly) there with me just literally before I went into the call room, having a double Olympic champion right there behind me just before I went to the start line it just gave me that extra that I needed on the start line ...it just gave me that extra confidence to feel that I had the edge over my other competitors."

Emma Pallant

"Knowing I was one of Kelly Holmes' athletes made me go into races feeling more confident and more proud of my achievements."

Emma Pallant

"Its made me more confident ... to have Kelly believing in you, I know she wants me to do really well and she wants all the girls to do well. Having someone like that behind you, it's definitely made me more confident."

Tara Bird

"When you are talking to Kelly it's like you're the only person that really matters, and for an athlete that really really boosts their self confidence."

Charlotte Best

"I was incredibly fortunate to be funded to go and train with Margot Jennings, Kelly's old coach. I went to Oregon to train there for six month and that was a massive experience and I learned so much about myself and developed so much as a person, so it's really developed me as an individual and made me into a more rounded person."

Dani Christmas

"I think it gives you confidence in the things you are involved in. Like the media days and racing opportunities you get I think have helped me mature as a person as well as an athlete."

Hannah England

Self Belief

"Since joining OCWK there was an increase in self confidence and belief in my athletics ability and obviously that plays a big role in your performance."

Dani Christmas

"Kelly knows what it takes to achieve at the highest level, when you have someone of her influence believing in you and telling you what you can achieve, it just gives you a real boost and you start to believe it yourself too."

Dani Christmas

"I always say it makes me feel really good to know that Kelly believes in me to make it. If she has the belief in me then that's what gives me the self belief to keep going and keep training and get up there."

Charlotte Best

"My self belief has definitely increased since I started 'On Camp with Kelly."

Laura Finucane

Peer Group Support

"I've made loads of friends. You are all the same age and race against each other so you so you meet the girls around at other competitions and stuff, its really nice."

Tara Bird

"We trained as a group on the camps and that's really good. It re-motivates you and gets you fired up for your next block of training and competition. Because it's good to train with the girls and we are all good friends. But you see them and think I need to keep training hard to keep up there with them."

Alison Leonard

"If someone is keeping an eye out for you and making sure you are just hanging there it's a good thing because it makes you think its not just you doing this, it's a whole group of girls, it's not a weird thing to be doing, so its support from Kelly and the girls that helps."

Alison Leonard

"It's really nice because there are eight of us OCWK athletes at my uni in Birmingham. It's so nice as we all check up on each other so we wouldn't let anyone fall by the wayside."

Hannah England

"I felt like being part of a group, as it feels a bit like a family, you know they talk about the OCWK family, but it does feel like that because, from the original eight I've seen them keep going and obviously we have all kept in touch."

Laura Finucane

Help with Injuries

"If you are going through a bad patch or an injury or lacking motivation and you speak to her it just gives you an immediate boost. It just reminds you that she is there for you and that is probably the best thing about the initiative, the personal relationship with Kelly."

Dani Christmas

"Kelly understands as an athlete that when you are injured you need the support. That's when it comes into its own really. It's definitely a massive help."

Dani Christmas

"Kelly knows exactly what I'm going through at the time and so she is able to provide me with a lot of personal support at the times I was injured, you feel like no one understands what you are going through, but then you speak to Kelly, the injuries that she went through were just horrendous, so that is definitely a point when OCWK is helpful."

Dani Christmas

"I've had a couple of niggles where you've got to cross train and at OCWK we learned to aquajog so that's been really useful because it's been if you get injured you can still keep fit and train like running but in the pool."

Emma Pallant

"Since I've joined the programme I've had two years of no running at all, of competing with injury and I haven't felt like I have been pushed away by the wayside, I've been supported through that."

Laura Finucane

Motivation and Inspiration

"Kelly always sends me a good luck text and a well done text after a race and she says I can call her anytime I want to and she sometimes rings up for a chat and asks how things are going."

Tara Bird

"The female middle distance running is probably one of the strongest events we have in this country at the moment. Especially the 800, so I think that Kelly's victories have inspired a lot of girls to pursue their dreams."

Tara Bird

"Before my bigger races, like at World Juniors Kelly came and spoke to me the night before and asked if I was ready and prepared and know what your plan is and checking you are all prepared. It's good to know someone is keeping an eye out and making sure everything is okay."

Alison Leonard

"It's the energy and enthusiasm Kelly brings to what ever we are doing which is good. She's always happy to help, always ready to be involved and get excited for you and encourage you with things as well."

Alison Leonard.

"I had a one to one with her recently and she is very motivating, very inspiring and it does really help you, it gives you a bit of a boost to keep going when its really hard."

Charlotte Best

"If we have a problem we know we can contact her straight away and she will do everything she can to help. Just having the regular contact with her, after you speak to her on the phone it gives you a bit of a boost."

Dani Christmas

"She is just so easy to approach, you know when we first met her, we were all shy 16 year olds not really wanting to approach her but she is such a down to earth person, you just pick up the phone and talk to her for an hour or so on the phone and just being so supportive and she is incredibly passionate about it."

Dani Christmas

"On Camp with Kelly' has been a dream come true! For any athlete just to be associated with a double Olympic champion, someone who has achieved at the highest level in your sport, is a dream come true."

Dani Christmas

"Kelly makes our dream realistic because if we look at her we think yeah it is possible, with all the right tools we can achieve. She's willing to tell us there is no big secret, if we are willing to do the hard work she's willing to help us get there."

Emma Pallant

"Kelly's enthusiasm, she always quite energetic and she seems to want to be there and I think that helps, it's quite motivating. She is really hands on. She's not just tagging her name to it, she takes time to get to know each of us."

Emma Pallant

"Just listening to Kelly talking about her attitude to training and stuff is really really inspiring...and its good."

Hannah England

Race Preparation

"The Grand Prix races are great, it's a great opportunity to get into a competitive race and race against the other girls, you know everyone's so talented and its going to be competitive so it's a great opportunity and it prepares us for the future."

Tara Bird

"Just having the physiological ability, it wouldn't be much good without being able to cope with different situations and through OCWK we've been put through so many of those situations so when we encounter them at championships we know what to expect and how to deal with them. So we are one step ahead of those who haven't been part of OCWK."

Dani Christmas

"When we had a meet up in Glasgow we also had a psychologist that gave us little tips that we could do before a race like deep breathing exercises, really simple things that you just don't think about, that can give you that mental advantage."

Emma Pallant

"The race opportunities they give us, like last year I went to Barcelona and it was where I got my PB and it was OCWK that paid for my flight there and back. I needed a good quality race like that to get my time. That was really helpful."

Emma Pallant