



## **Girl Scouts Launches 42 New Badges to Mobilize Girls to Change the World**

*By exploring topics like high adventure in the outdoors, coding, space science, and more, girls take control of their own leadership experiences*

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### **Ventura, CA —**

Girl Scouts of California's Central Coast and Girl Scouts of the USA (GSUSA) today reveal 42 new badges exclusively for girls in grades K–12 that allow them to make their own choices about how they want to experience and influence the world. The badges enhance the organization's existing girl-led programming, offering girls everything from adventuring in the snow or mountains to learning how to use coding to solve problems they care about. Girl Scout programming has long promoted independent decision making, which helps girls develop agency, challenge themselves to move beyond their comfort zones, and build confidence in their leadership abilities.

Among the 42 new offerings are Outdoor High Adventure badges that feature, for the first time in Girl Scouts' history, two distinct activity options, letting girls choose how they want to earn each badge. Giving girls choices is important for developing their sense of self, their own voice, and gender equality—[research from the World Bank Group](#) shows that increasing women's agency and decision-making abilities is key to improving their lives, communities, and the world. And research shows that [Girl Scouts are more likely than other girls](#) to take an active role in decision making (80% vs. 51%).

In addition to existing badge offerings, girls in grades 6–12 can now pursue:

- Nine [Cybersecurity badges](#), through which girls learn about the inner workings of computer technology and cybersecurity and apply concepts of safety and protection to the technology they use every day. Activities range from decrypting and encrypting messages, to learning proper protection methods for devices, to exploring real-world hacking scenarios (funded by Palo Alto Networks).
- Three [Space Science badges](#), through which girls explore topics such as the universe and their place in it, properties of light, and inspiring careers in space science (funded by NASA's Science Mission Directorate and led by the SETI Institute).
- Think Like a Citizen Scientist, a Girl Scout Leadership Journey during which girls participate in interactive activities to practice observation techniques; collect data; and



share their findings with real-world scientists through an online network. As with all of Girl Scouts' Leadership Journeys, girls use their newly honed skills to take action on a community issue of their choosing (funded by Johnson & Johnson and The Coca-Cola Foundation).

- To prepare girls in grades 6–12 to pursue computer science careers, Girl Scouts will launch the organization's first [Cyber Challenge](#) events in select areas this fall. At these events, which will take place October 19, girls will learn crucial cybersecurity skills by completing challenges such as running traceroutes and identifying phishing schemes (funded by Raytheon).

The new programming for girls in grades K–12 includes:

- 12 Outdoor High Adventure badges, designed for girls to explore nature and experience exciting outdoor adventures like backpacking, snowshoeing, cross-country skiing, rock climbing, and tree climbing—giving them the confidence to support one another, take healthy risks, and spend dedicated time in nature. These are the first Girl Scout badges that members can earn by choosing one of two self-directed paths (funded by The North Face).
- 18 Coding for Good badges, which not only teach girls the basics of coding but also detail how every stage of the coding process provides girls with opportunities to use their skills for good. Girls will learn about algorithms through age-appropriate, creative activities, such as coding positive memes to spread a message about a cause they care about, designing a digital game to educate people about an issue, and developing an app to promote healthy habits. Every Coding for Good badge includes a plugged-in and unplugged version, so that all girls can learn the foundations of coding, regardless of their access to technology (funded by AT&T and Dell Technologies).

"Girl Scouts have the ability to choose their own adventure and follow whatever their passions may be," said GSCCC CEO Tammie Helmuth. "For some, it might be going on a high adventure backpacking trip. For others, it might be creating civic change in their communities. If they express the desire to learn how to code an app or build a website, we want them to have that opportunity, too. We encourage our girls to pursue any of their interests and teach them that when they put their minds to it, they can achieve anything."

"Girl Scouts has ignited the power and potential of girls for over a century, and we are committed to ensuring that today's girls are the future of American leadership," said GSUSA CEO Sylvia Acevedo. "Girl Scouts is where girls can explore new subjects, discover their passions, learn to take smart risks, and become their best, most confident selves—whether they want to become a NASA astronaut, an entrepreneur, a mountain climber, a coder, or a cybersecurity agent."

GSUSA works with top organizations in fields that interest today's girls. Combined with Girl Scouts' expertise in girl leadership, these organizations and specialists advise and weigh in on content to provide the most cutting-edge programming available to girls. Content collaborators



include codeSpark, the National Integrated Cyber Education Research Center (NICERC), SciStarter, and Vidcode. In true girl-led fashion, girls also tested the new offerings.

At Girl Scouts she'll discover who she is, what she's passionate about, and what she wants to achieve—both today and in the future. Join or volunteer at [www.girlscouts.org/join](http://www.girlscouts.org/join).

### **About GSCCC**

Girl Scouts of California's Central Coast serves over 10,200 girls across six counties and is committed to making the Girl Scout Leadership Experience available to girls in ways that impact their lives both in the moment and into the future. Girls participate in troops, individual projects, council events, day camps, resident camps and more. A variety of leadership, outdoor skills, and Science, Technology, Engineering, and Math (STEM) based programs and events provide girls with opportunities to learn and explore in fun and informative ways. To join or volunteer in Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara or Ventura County, visit: <http://www.girlscoutscoc.org>.

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