

FITSPIRIT



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Inspire, Motivate, Move.

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Why FitSpirit ?

Did you know that 9 out of 10 girls fail to meet Canadian exercise guidelines by the time they graduate high school*.



** Physical activity of Canadian children and youth:
Accelerometer results from the 2007 to 2009 Canadian Health Measures Survey*

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FitSpirit is reversing the trend

FitSpirit is helping teenage girls to be physically active throughout their lives by creating unforgettable experiences for them and by building a community of inspirational, committed individuals around them.



**Believing
in yourself**

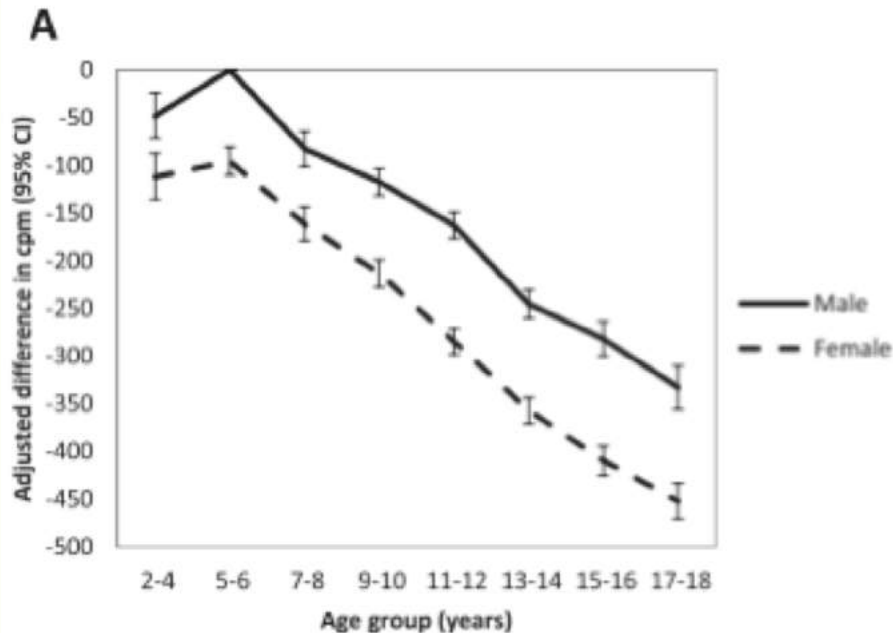
**Supporting
one another**

**Surpassing
your limits**

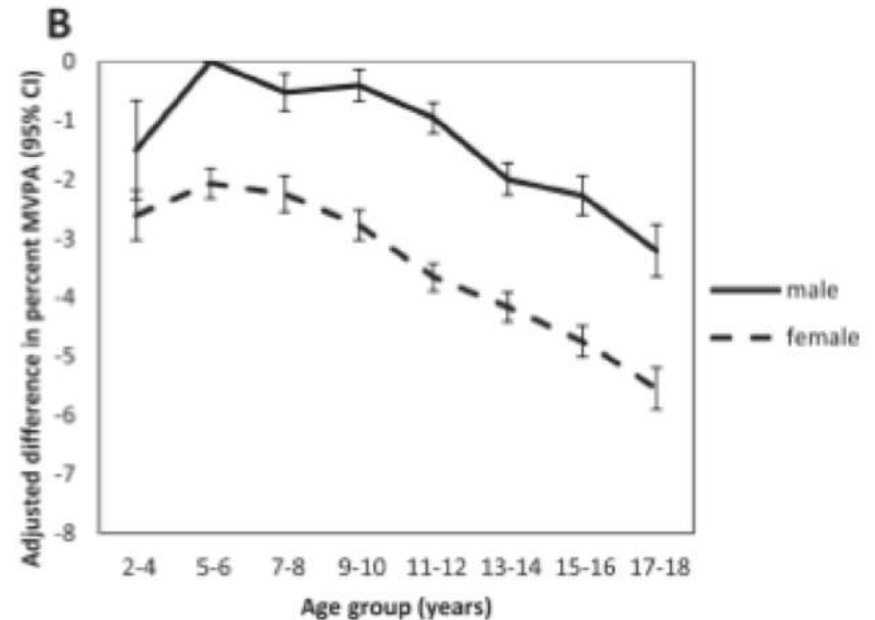
Having fun

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How are girls doing?



Total Physical Activity



Moderate to Vigorous Physical Activity

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Same but different?



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Barriers specific to Teenage Girls

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Barriers - Self-efficacy

- Sense of competence (real or perceived)
- Lack of physical or motor skills
- Activities that are difficult to master
- Stress related performance
- Being forced to perform in front of their peers



Barriers – Everyday Life



Media message



Photo by [Clem Onojeghuo](#) on [Unsplash](#)

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Other Barriers

- Presence of boys
- Discrimination from teachers / coaches
- Bad experiences
- Intimidation
- Limitations from parents





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Favorable factors

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Favorable factors – Friendships

- Opportunities to socialize, consolidate social network
- Between **girl** friends
- Sense of community



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Favorable factors – Role models

- Feeling that they belong with their peers
- Female role models
- Organized by girls, for girls



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Favorable factors - The activities

- Mandatory vs voluntary/optional
- Participation vs competition
- FUN activity
- Various offer
- Receive approval from parents / important adult
- Act as soon as possible to develop girls' motor skills through active and free play, outdoor play



Context of FitSpirit Activities and Events

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Non-competitive activities



**Success
Accomplishment
Performance**

= PLEASURE

We forget the stop watch!

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Inclusion and acceptance

Every girl should feel welcome to a FitSpirit activity, regardless of:

- How they dress
- Their look and style
- Their skill level
- Culture and religion
- Performance level, and physical condition
- Their body weight



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FitSpirit Celebrations



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FitSpirit in the Schools

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Partner schools have access to a variety of services and privileges*, including:

- A discounted rate on events organized by FitSpirit (the FitSpirit Celebrations and the FitSpirit Rendezvous);
- Promotional items and authorization to use the FitSpirit brand to promote “by girls and for girls” activities;
- The possibility of three visits per year from FitSpirit Ambassadors, depending on availability;
- Ongoing support from a FitSpirit Coordinator;
- A Web portal to help manage the school’s FitSpirit activities;
- Free access to FitSpirit Program Leaders and Student Leaders training activities;

FitSpirit training sessions



- Sudbury, November 14
- Toronto East, November 25, 2019
- Toronto West, November 28, 2019
- Windsor, December 5, 2019
- Webinar, January 21, 2020 (French)
- Webinar, January 23, 2020 (English)
- Ottawa, January 2019 - date TBD

The goal is to raise awareness, provide tools and motivate all the people involved in supporting girls on their path to a healthy, active lifestyle.

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Key numbers

- Partner Schools: **109**
- Girls registered: **4139**
- Ambassadors : **85**
- Ambassador Visits: **168**
- Non-partner schools registered for the Celebration Event: **24**
- Extra girls: **639++**



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FitSpirit brings girls together



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Find out more by visiting FitSpirit.ca

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