



# International

OCTOBER 2013

TONS OF  
IDEAS FOR  
CELEBRATING  
INTERNATIONAL  
DAY OF THE  
GIRL-  
October 11!

Day of the

*girl*

**CHECK  
OUT OUR  
RESOURCES**

**WHY A DAY  
FOR GIRLS WAS  
CREATED**

**PLUS!  
NB GIRLS  
SPEAK OUT...**





Oct. 11<sup>th</sup>  
2013

# OCTOBER

# 11

## INTERNATIONAL DAY OF THE GIRL

Friday, October 11, 2013.

The United Nations created this special day because empowerment and investment in girls are critical for economic growth, for the eradication of poverty, and to break the cycle of discrimination and violence.

*Included are resources for  
celebrating the day  
in New Brunswick.*

**what's  
YOUR  
plan?**

# Do You Know?

**64% of N.B. girls aged 12 to 19 are moderately active or active during their leisure time in 2012 (boys, 69%).**

Globally, children of women who have completed primary school are less likely to die before age 5 than children of mothers with no schooling.

There were 73,200 girls in New Brunswick in 2011. Girls are 19% of the female population!

**More girls than boys earn their high school diploma within the expected timeframe and girls are less likely to drop out.**

As former UN Secretary General Kofi Annan said, "When girls reach their full potential, through improved status, better health care, and education, it is the most effective development tool for society as a whole. As a country's primary enrolment rate for girls increases, so too does its gross domestic product per capita."

Around the world, girls are three times more likely to be malnourished than boys. 70% of the people living in extreme poverty are women and girls.

1,900 NB females aged 15 to 24 had more than one paid job in NB in 2011, compared to 800 males

Women have made educational progress. Just 20 years ago, more men than women aged 25 to 54 had a postsecondary education. Today, more women than men enroll in college and university programs and a greater percentage of women finish with a diploma or degree.

**Despite educational accomplishment, women's employment earnings are on average still lower than men's, even with the same education level.**

While 13% of Canadian girls (ages 10-14) are comfortable calling themselves "beautiful", the number slides to 6% for girls 15-17 and to only 3% for women (ages 18-64); the percentage of girls who claim to be confident declines from 76% of girls 10-14 to only 56% of girls 15-17.



# ACTIVITIES

Whatever activity you choose, make sure it's an event where girls can come together, be themselves and support one another.

**Let's all unite in celebrating the day!**

If you are a



or a young

woman, a

parent or an

organization

interested

in planning

International

day of the



## CREATE AWARENESS



Hold a

contest:

- Create an October 11th logo
- Create a poster contest about the day
- Essays on women who've changed history (HERstory), etc.

Hold workshops:

- How to voice your opinion
- **NON-TRADITIONAL** careers for girls / women
- Other areas that you think girls might be interested in...

- Organize a concert with all-girl bands

- Organize a **BLOCK** party in your community

- Ask everyone to wear the same colour to mark the day

- Hold a fundraiser to help organizations that support girls in other countries

- Plan a Flash mob

Invite public speakers to share their thoughts:

- What it's like for girls in other countries
- Knowing your rights
- How marketing hyper-sexualizes girls and young women, etc.

be creative



THINK  
Global



- Plan activities that allow girls and boys "to walk in each other's shoes"

Plan relay races... with a **twist!**

- Find a creative way to showcase the **PROGRESS** women and girls have made over the years...and the areas in which they've yet to reach equality

- Take traditional races (egg and spoon; three-legged, etc.) and do them in heels (have guys do them too!)

- Have a **HUGE** party or celebration at a local community square or park - invite all girls

- Hold a Movie Night or a **giant** sleepover for girls in a gym

- Hold an event that gives girls a chance to try things they don't normally do

- Organize a parade that celebrates ALL girls

Let's Party!



HotWAVE  
PLACES!



# Spread the Word –

It's important to spread the word about October 11th International Day of the Girl ... and to celebrate **IT!** Encourage others to get involved in **“IT”**



Have  
**IT**

announced in your local newspaper and on radio stations (maybe they'll even let YOU do it!)

Broadcast

**IT**

at your school during morning announcements

Post **IT** on social media sites like Facebook and Twitter

Get your school involved in

**IT.**

ask a teacher or your principal to be a champion for it.

ask stores in your community to support **IT** (financially as well as putting up posters in storefronts, etc.)

## We asked... this is what NB girls said:

New Brunswick girls are invited to plan an activity to mark International Day of the Girl.

Have your voice heard. Have fun. Make it your day!



# Resources

This resource list includes websites, tools and key community groups of potential interest to girls.

An Advocacy Guide  
- on gender equality from the Association for Women's Rights in Development -  
[www.awid.org/eng/content/view/full/21177](http://www.awid.org/eng/content/view/full/21177)

Sexual Health Clinics  
- For New Brunswick teenagers, their sexual partners, their parents and service providers. To prevent unwanted pregnancies and reduce sexually transmitted infections. Chief Medical Officer of Health N.B.  
[www.gnb.ca/publichealth](http://www.gnb.ca/publichealth)

Canadian Women's Foundation  
- specializing in helping women and girls move out of violence, out of poverty, and into confidence.  
[www.canadianwomen.org/why-invest-in-women-and-girls](http://www.canadianwomen.org/why-invest-in-women-and-girls)

Plan Youth - Plan Canada's Take Action for girls.  
<http://planyouth.ca/take-action>

Girl Guides -  
[www.girlguides.ca](http://www.girlguides.ca)

United Nations Girls Education Initiative  
<http://www.ungei>

Fredericton Sexual Assault Crisis Center  
506 454-0437

Light A Spark Campaign  
- Sparks are strong Canadian women who have made their mark in their fields. Connect with Sparks through blogs, webinars and intergenerational events. Girls Action Foundation.  
<http://girlsactionfoundation.ca/en/light-a-spark/profiles>

Making Waves -  
Teens become active partners in creating a world in which violence is not tolerated. Preventing relationship violence.  
[www.partnersforyouth.ca/en/programs/46-project-1](http://www.partnersforyouth.ca/en/programs/46-project-1)

Kids Help Line, youth section  
<http://kidshelpphone.ca>

Girls in Canada Today - 2012 report by Girls Action Foundation  
[http://girlsactionfoundation.ca/files/girls\\_in\\_canada\\_today\\_report\\_by\\_girls\\_action\\_foundation.pdf](http://girlsactionfoundation.ca/files/girls_in_canada_today_report_by_girls_action_foundation.pdf)



Images of Women in the Media, from Children's Media Project:  
[www.ildrensmediaproject.org/article.asp?showid=47](http://www.ildrensmediaproject.org/article.asp?showid=47)

CBC radio 3-part series on "It's A Girl's World" topic (see above):  
[www.cbc.ca/ideas/episodes/features/2011/01/07/its-a-girls-world/](http://www.cbc.ca/ideas/episodes/features/2011/01/07/its-a-girls-world/)

**Start a Plan Canada "Because I am a Girl" club**  
- explore issues that matter to girls here and in the developing countries. Ideas for action locally and globally. Resources (stickers and posters).  
See where clubs are active by checking out the map.

<http://planyouth.ca/girlclubs>

**Dove Self Esteem Resources**

<http://www.dove.ca/en/Social-Mission/Self-Esteem-Resources/default.aspx>

**Because I am a Girl - A global initiative founded by Plan International to end gender inequality, promote girls' rights and lift millions of girls - and everyone around them - out of poverty.**

<http://becauseiamagirl.ca/>

**Start Something Fierce: A Young Woman's Guide to Grassroots Organizing, from Girls' Action Foundation Canada:**

<http://girlsactionfoundation.ca/en/resources/girls-action-publications>

**View National Film Board's "It's a Girl's World", about bullying behaviour among 10-year old girls.**

[www.onf-nfb.gc.ca/eng/collection/film/?id=51404](http://www.onf-nfb.gc.ca/eng/collection/film/?id=51404)

**Promote your Event using our IDG poster**

<http://www.gnb.ca/0012/Womens-Issues/wg-es/idg-jif/PDF/POSTER-E.pdf>

# Resources - GIRLS ARE ACTIVE AND STRONG!

Organize a sports game or fitness event for girls only – baseball, soccer, mini Olympics, yoga lesson, running scavenger hunt, bowling, etc.



**Fitness for girls, from U.S. Office of Women's Health:**  
[www.girlshealth.gov/parents/parentsfitness/levels.cfm](http://www.girlshealth.gov/parents/parentsfitness/levels.cfm)

**After-School Activity Guide and Physical Activity Tracker, from Participation:**  
[www.participation.com/en-us/Get-Moving/After-School-Activity-Guide-and-Tracker.aspx](http://www.participation.com/en-us/Get-Moving/After-School-Activity-Guide-and-Tracker.aspx)

**On the Move, from the Canadian Association for the Advancement of Women in Sport, Recreation and Physical Activity**

[www.caaws.ca/onthemove/e/index.htm](http://www.caaws.ca/onthemove/e/index.htm)

**Physical Fitness Games for Young Girls, from Livestrong:**  
[www.livestrong.com/article/344618-physical-fitness-games-for-young-girls/](http://www.livestrong.com/article/344618-physical-fitness-games-for-young-girls/)

# So... WHAT'S YOUR PLAN?



Empowering girls can bring about transformational change.

## *Change starts with you ...*

so we invite you to use October 11, 2013, as an opportunity to take action and start a conversation about how each of us can help create a better future for New Brunswick girls.

Getting involved is easy!

Talk to your friends, family and community about ways to

**CELEBRATE GIRLS**

in your community and around the world.

Tell us what you are planning and we'll include it in our Events calendar on our website:

Email us at : **web-edf@gnb.ca**





THANK YOU TO ALL  
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WEB-EDF

