



# 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?**

**64%  
of N.E. 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.

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.

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.

# Do You Know ?

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."*

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

**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

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

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!**



- 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



# 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

Get your school involved in

**IT.**

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

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

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!

“We  
deserve  
to be  
respected”

“We're  
more than  
what we  
appear to  
be”

“We need to  
help other  
girls around  
the world  
because we  
have more  
equality  
here”

“We can  
do  
big  
things”

“There's a  
lot more  
going on  
than shoes  
& clothes”

“Everyone  
has the  
right to an  
opinion;  
girls have  
opinions and  
they matter”

“We're all  
girls, yet  
we're all  
different”

“Everybody's  
equal;  
we're just as  
capable as  
boys”

“We can  
accomplish  
what we  
put our  
minds to”

# 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](http://planyouth.ca/take-action)

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

Fredericton Sexual  
Assault Crisis Center  
506 454-0437

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

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](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](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?show  
id=47childrensmmedi  
aproject.org/article.  
asp?showid=47](http://www.ildrensmediaproject.org/article.asp?showid=47childrensmmediaproject.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](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](http://girlsactionfoundation.ca/en/resources/girls-action-publications)

**Promote  
your Event using  
our IDG poster**

[http://www.gnb.ca/0012/  
Womens-Issues/wg-es/idg-jif/  
PDF/POSTER-E.pdf](http://www.gnb.ca/0012/Womens-Issues/wg-es/idg-jif/PDF/POSTER-E.pdf)

**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)

# 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?



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.



# IS YOUR PLAN?



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](mailto:web-edf@gnb.ca)**



THANK YOU TO ALL  
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WEB-EDF

