



OCTOBER 4

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.



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 complete primary school are less likely die before age 5 than children mothers with no schooling.

Kno

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.

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.

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

to

of

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

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."

As

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





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...

Invite public speakers to share their thoughts:

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

 Ask everyone to wear the same colour to mark

the day

Organize a **BLOCK**

party in your

Organize a

concert with allgirl bands

> •Hold a fundraiser to help organization

organizations that support girls in other countries

• Plan a Flash mob



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!



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 ALI

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

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

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; threelegged, etc.)
and do them
in heels (have
guys do them
too!)



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

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

ΙT

at your school during morning announcements

Get your school involved in



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

Post on socia media sites like Facebook and Twitter

ask stores in your community to support

(financially as well as putting up posters in storefronts, etc.)

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



Resources

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





Images of Women in the Media, from Children's Media Project:

www

ildrensmediaproject. org/article.asp?show id=47childrensmedia project.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/

Dove Self Esteem Resources

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

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

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://becauseiamaairl.ca/

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

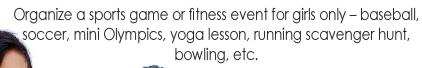
http://girlsactionfoundation. ca/en/resources/girlsaction-publications

Promote your Event using our IDG poster

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

Resources - GIRLS ARE ACTIVE AND STRONG!



Fitness for girls, from U.S. Office of Women's Health: www.girlshealth.gov/ parents/parentsfitness/ levels.cfm After-School Activity Guide and Physical Activity Tracker, from Participaction:

www.participaction.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

Physical
Fitness
Games for
Young Girls, from
Livestrong:
www.livestrong.
com/article/344618physical-fitnessgames-for-younggirls/



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

CLLGRAYE GRLS

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

