



International Day of the *Girl*

1st ANNUAL CELEBRATION

See what others are doing

**CHECK OUT THE
RESOURCES**

Why a day for girls
was created
Ideas for celebrating
October 11!

PLUS!
NB GIRLS
SPEAK OUT...

**TELL US
WHAT YOU'RE
DOING!**

SPECIAL EDITION OCTOBER 2012





Oct. 11th
2012

World's 1st

INTERNATIONAL DAY OF THE GIRL

Thursday, October 11, 2012.

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?

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!

64% of N.B. girls aged 12 to 19 are moderately active or active during their leisure time in 2010 (boys, 74%).

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.

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."*

1,800 NB females aged 15 to 24 had more than one paid job in NB in 2011, compared to 700 males

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

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

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.

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 *girl*
or a young
woman, a
parent or an
organization
interested
in planning
International
day of the *girl*

read
on ...

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!



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...



be creative

- 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



THINK Global

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.
- 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



Hotiwe PLACES!

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

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

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

Be part of the International Day of the Girl movement!



Let's Party!

- 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 –

Support
an

International
Day of the
Girl

Event

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*

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

*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.*

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



“ We can accomplish what we put our minds to ”

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

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

“ We can do big things ”

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

“ We deserve to be respected ”

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

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

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

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

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)

Kids
Help Line,
youth section
[http://kidshelpline.
ca/Teens/Home.
aspx?lang=en-ca](http://kidshelpline.ca/Teens/Home.aspx?lang=en-ca)

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

Native
Women's
Association of
Canada – Youth section
- . Excellent violence
prevention kit.
1 866 796-6053 ;
[http://nwac.ca/
programs/youthen/
why-girls-3](http://nwac.ca/programs/youthen/why-girls-3)

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)

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)

Fredericton
Sexual Assault
Crisis Center
506 454-0437

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);

<http://girlsactionfoundation.ca/>

Images of Women in the Media, from Children's Media Project:
www.childrensmediaproject.org/article.asp?showid=47

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>

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/

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 .
 Accompanying teaching guide

Hands-on activities for youth about media literacy, from Media Literacy Week Canada:
www.medialiteracyweek.ca/en/101_resources.htm#3 ; www.medialiteracyweek.ca/en/press_articles09_equalvoice.htm

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.

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/344618-physical-fitness-games-for-young-girls/

Fitness for girls, from U.S. Office of Women's Health:
www.girlshealth.gov/parents/parentsfitness/levels.cfm



So . . . what's YOUR plan?



Empowering girls can bring about transformational change.

Change starts with you...

so we invite you to use October 11, 2012, 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 : **wib-dqf@gnb.ca**

Thank you to all the NB
Girls that contributed to
this publication.

