International Day of the

1st ANNUAL CELEBRATION

CHECK OUT THE RESOURCES

See what others are doing

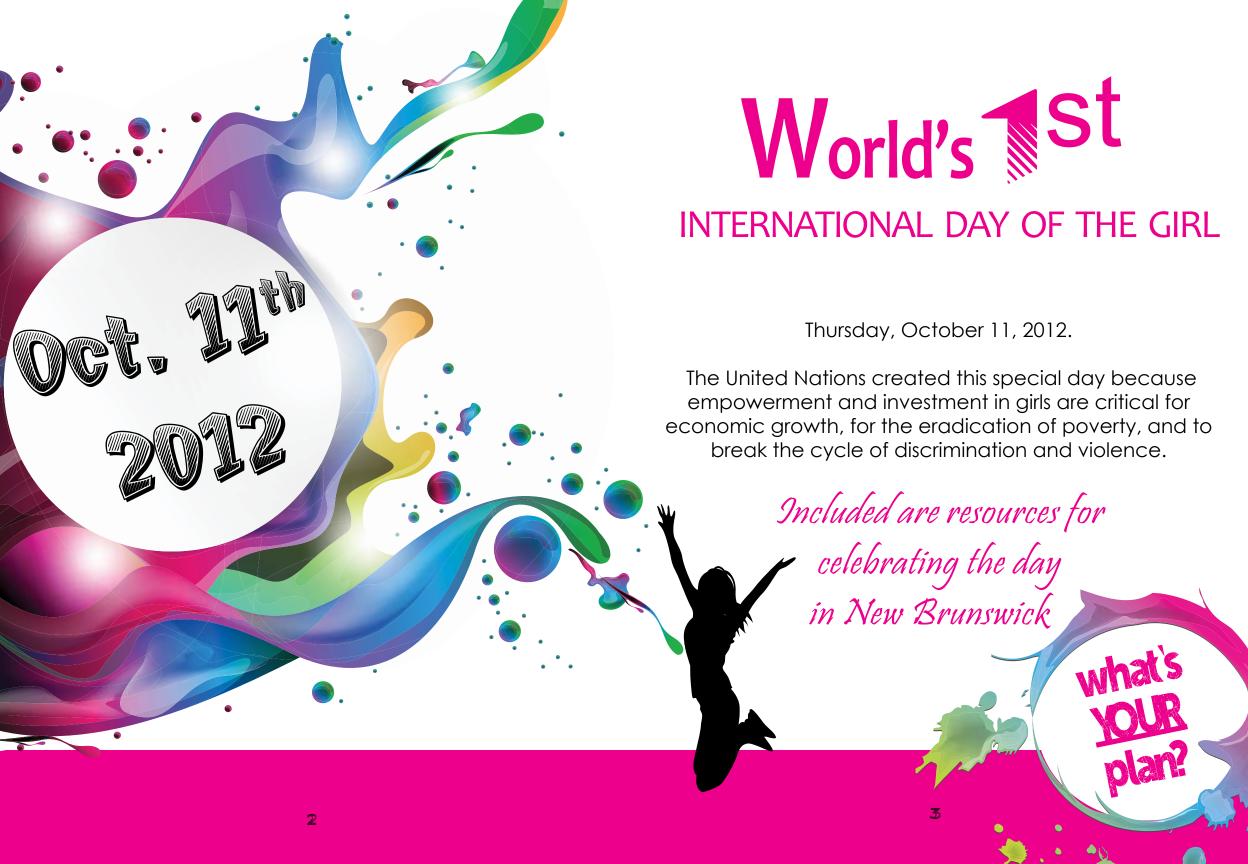
Why a day for girls was created ldeas for celebrating October 11!

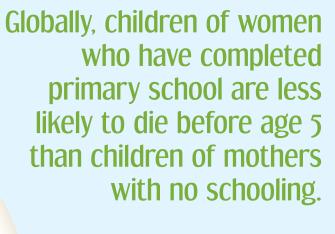
PLUS!

NB GBBLS SPEAK OUT...

> TELL US WHAT YOU'RE DOING!

SPECIAL EDITION OCTOBER 2012





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.

olespite 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.

Ž.

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!

Be part of the International Day of the Girl movement!

If you are a gift 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...



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



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 **PRUDRESS** women and girls have made over the years...and the areas in which they've yet to reach equality



PLAGES!

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

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

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



Let's Party!

- Have a puge 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 ternational of the

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 T announced in your local newspaper and on radio stations (may be they'll even let you do it!)

broadcast Tatyour school during morning announcements

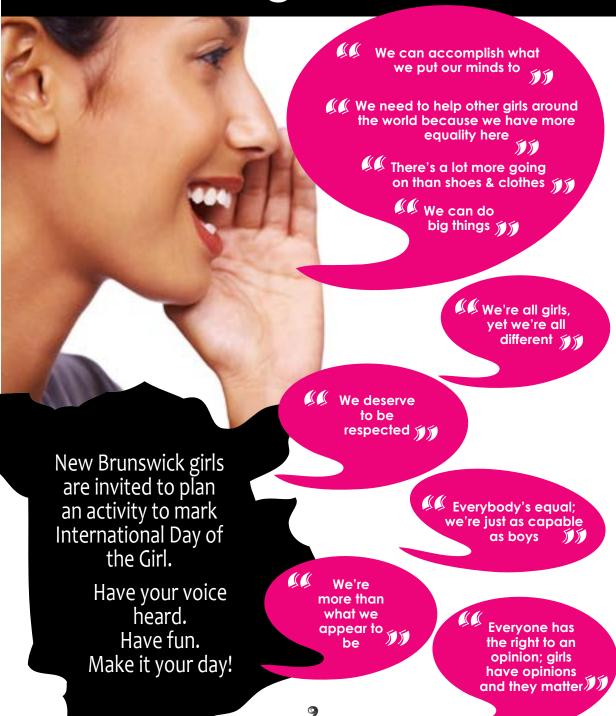
post T on social media sites like facebook and twitter

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

get your school involved
in T.

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

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



Event

8

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

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-airls

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

Kids
Help Line,
youth section
http://kidshelpphone.
ca/Teens/Home.
aspx?lang=en-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

Girl Guides - www.

Native
Women's
Association of
Canada – Youth section
- . Excellent violence
prevention kit.
1 866 796-6053;
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/46project-1

Girls in Canada Today - 2012 report by Girls Action Foundation -

Fredericton Sexual Assault

http://girlsactionfoundation.ca/files/ girls_in_canada_today_report_by_girls_action_ foundation.pdf;

http://girlsactionfoundation.ca/

10

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

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/

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

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

Handson 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

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

Promote your
Event using our IDG
poster

http://www.gnb. ca/0012/Womenslssues/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-Guideand-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-fitnessgames-for-young-girls/ for girls, from
U.S. Office of Women's
Health:
www.girlshealth.gov/



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



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

14 15

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

