



Go Girl! 2005 Fredericton Festival



SUPPORTING SPORT AND PHYSICAL ACTIVITY FOR TEEN GIRLS

What is the Project?

Go Girl! 2005 is a project that will support 150 teen girls in grades 9-12 to pursue sport and an active lifestyle. The project revolves around a one-day festival whereby teen girls are invited to “see and try” a variety of sport and physical activity pursuits and to access resources on these and other physical activity options. In addition, the participants will be provided with information sessions and resources dealing with nutrition and wellness issues.

What are the Expected Outcomes?

As a result of attending the Festival, the girls will have:

- Tried a range of sport and physical activity pursuits
- Received information on where to further pursue activities of choice
- Received information dealing with nutrition and wellness issues
- Offered an opportunity to express sport and physical activity preferences for use by program providers
- Had a fun and enjoyable experience

Why is this Project Important?

Despite significant growth in the area of advocacy for the advancement of women and girls in sport and physical activity, studies are consistently showing alarming statistics for both fitness levels and participation rates for girls.

Physical inactivity has become an increasingly alarming situation in the Province of New Brunswick. In 1998, 31.6% of the population participated regularly in sport, and of that population only 25% were women (Statistics Canada, 1998 General Social Survey). Young girls have been the focus of much attention due to the realization that 62% of girls are not considered active enough for optimal health. It has been shown that between ages 5-12, 56% of girls are not active enough, and in their teen years, this number increases to 70%. Additionally, obesity among girls aged 7-13 tripled from 1981 to 1996 (LocalMotion, 2003).

It is also known that female high-school athletes are 92% less likely to get involved with drugs, and are 89% less likely to get pregnant when they are involved in sport (Sport Matters, Online). They are also three times more likely to graduate from high school than their non-athletic peers.

