

FITSPIRIT



TIME TO ACT FOR THE WELL-BEING OF TEEN GIRLS

All teenage girls deserve to reach their full potential and lead a healthy lifestyle. At FitSpirit, it is our mission to get them to stay active for life, because we know that physical activity is a powerful and key tool to achieve that goal.

To help teenage girls reach their full mental and emotional potential, it is important to understand the links between one's physical health and that of the mind. When girls are not active enough, both their mental health and psychological well-being can suffer.

ISOLATION AND ADOLESCENCE: MOVING MORE IS A STEP IN THE RIGHT DIRECTION

The COVID-19 pandemic and the ensuing lockout have led to concerns on the part of families, as countless experts have spoken up about the negative repercussions on the well-being of the population in general.

Recent statistics out of Canada show that girls between the ages of 12 and 17 are more likely than boys of the same age to develop anxiety as well as mood and eating disorders. They also report having trouble sleeping with greater frequency (44% to 31%).

A separate study has also recently revealed that the pandemic has led to a significant drop in the level of physical activity of Quebec's youth. The situation is especially worrisome for girls, with data revealing how much less active they are compared to boys (60 minutes compared to 47 of moderate to high-intensity daily physical activity among children between 5 and 17 years of age). Furthermore, the proportion of boys who meet the physical activity national guidelines is nearly twice that of girls (47% to 25%).

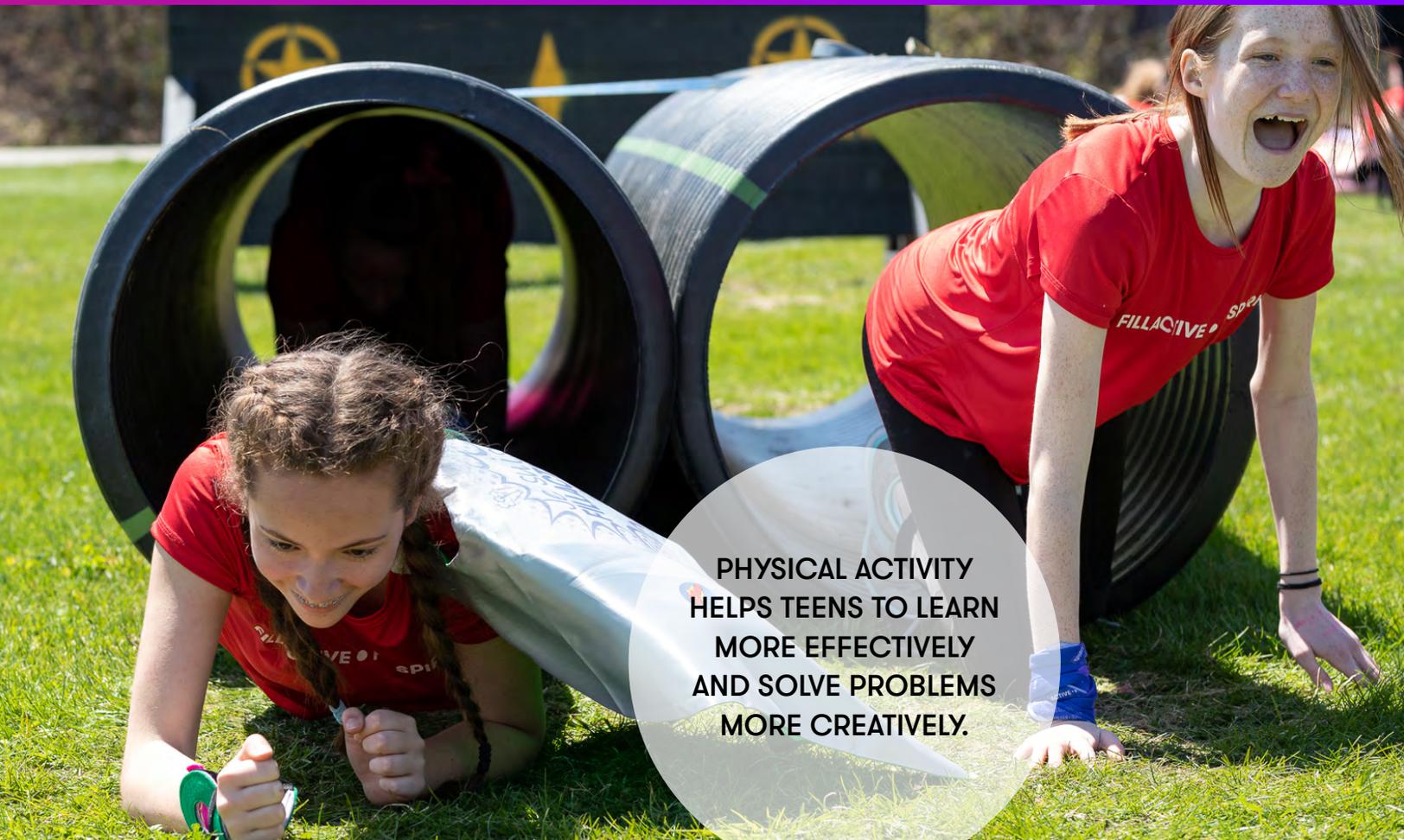
KEEPING ACTIVE PROMOTES POSITIVE EMOTIONAL WELL-BEING AMONG TEENS AND CAN HELP THEM DEAL WITH SIGNS OF DEPRESSION AND BETTER COPE WITH STRESS

It's commonly known that physical activity among girls improves cardiovascular health and helps strengthen bones and muscles, regardless of their skills or performance level. However, we've neglected to properly emphasize the mental health benefits it can have. In fact, practicing physical activity as a child and teenager is essential to the development of a healthy brain as an adult. It helps to improve:

- Thinking and learning;
- Emotional regulation and self-control;
- Problem-solving ability;
- Memory;
- Brain plasticity;
- Stress management;
- Ability to deal with anxiety and depressive symptoms;
- Self-esteem and self-worth;
- Attention and focus



PHYSICAL ACTIVITY BOTH SUPPORTS AND ENCOURAGES EMOTIONAL AND MENTAL WELL-BEING, WHILE VERY LITTLE DATA SUGGESTS ANY ADVERSE EFFECTS WHATSOEVER.

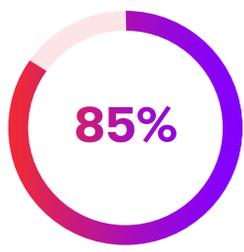


PHYSICAL ACTIVITY
HELPS TEENS TO LEARN
MORE EFFECTIVELY
AND SOLVE PROBLEMS
MORE CREATIVELY.

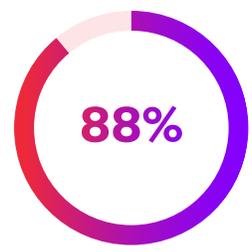
FITSPIRIT MAKES A MOVE TO IMPROVE THE PSYCHOLOGICAL WELL-BEING OF TEEN GIRLS

FitSpirit has entered a comprehensive evaluation process of its approach, in collaboration with different Canadian universities. The results paint a clearer picture of FitSpirit participants. As a result, we know that among those who have reported having received a medical diagnosis, 43% of the time at least one of those diagnoses is linked to their mental health (anxiety, depression, attention deficit disorder, eating disorder), equalling 13% of the overall sample (1 in 10 girls).

Through school activities organized under the FitSpirit banner, participants get to engage in physical activity in a new way, around caring adults who double as role models.



of girls agree or strongly agree with the following statement: "The FitSpirit Program Leader created a friendly atmosphere in which I felt comfortable."



of girls agree or strongly agree with the following statement: "The FitSpirit Program Leader was dynamic and successfully encouraged everyone to participate as a group."



TOP 4 reasons why girls sign up at FitSpirit:

For a healthier lifestyle

79%

To try something new

78%

To improve fitness level

74%

For more self-confidence

56%

At the end of year, this is what they gained from their experience with FitSpirit:

Fun

85%

How did they feel after having taken part in a FitSpirit-organized activity:

Proud of myself

81%

Motivated to stay active

78%

Comfortable in my own skin

63%

Full of energy

57%

Motivation to keep moving

76%

Ultimately, 51% report having improved their fitness level after having participated in a FitSpirit program. Though our activities are not designed with that objective in mind, the alternative is for their fitness to decline as they progress through adolescence, therefore it's an encouraging outcome!

The FitSpirit approach gives schools quality support, as well as the necessary flexibility to adapt the program to the constraints and strengths of their environment. At the heart of each FitSpirit activity, there are always friends to be made, role models to guide the girls along the way, and above all, fun to be had; Thanks to this winning combination, FitSpirit has positively impacted the lives of nearly 200,000 girls between the ages of 12 and 17 since its foundation in 2007.

References :

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Coalition poids

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