

GETTING TEENAGE GIRLS TO STAY ACTIVE FOR LIFE

Strategic Priorities
2021-23



FILLACTIVE

DID YOU KNOW

THAT THE HEALTH OF YOUNG GIRLS HAS BEEN IN A PERPETUAL DECLINE SINCE THE LAST DECADE?

Actions to curb the decline of the health of young girls.

FitSpirit's Strategic Plan for 2021-23 will guide our efforts to improve the health of teenage girls.

Strategic priorities - 2021-23

Strategic priorities

A

Get 50% of high schools in Québec to sign up with FitSpirit between now and June 2023 and support them.

B

Influence other organizations and improve our practices through knowledge sharing.

C

Increase our funding in Quebec to support our strategic priorities by raising \$6 million by 2023.

Objectives and intentions

- Increase the number of FitSpirit schools to 300 (representing approximately 50% of high schools in Quebec).
- Increase the number of teenage girls signed up with FitSpirit to 15,000 by 2023.
- Increase the level of collaboration between FitSpirit and its regional partners.
- Focus on the continuous improvement of the FitSpirit offering to schools.
- Develop, increase and deepen the relationships with other key organizations.
- Continue to research and evaluate our programs.
- Share our knowledge on different platforms.
- Increase philanthropic development with regard to companies, private foundations and individuals
- Develop our government relations expertise.

Create engaging content for girls and the entire FitSpirit community

A \$6 million investment to reverse the trend of physical inactivity among teenage girls

Main actions - 2021-2023

2 Equip 300 high schools.

Through training, tools and resources, FitSpirit supports schools to organize physical activities that align with girls' preferences.

4 Develop **promotional material** and the necessary tools to support schools.

6 Organize **training days** for school leaders and student-leaders.

8 Take part in a symposium to **share the results of FitSpirit's university research project**.

1 Get 50% of high schools to sign up with FitSpirit.

By 2023, FitSpirit hopes to partner with 300 schools dispersed throughout the different regions of the province of Quebec.

3 Increase the number of teenage girls signed up with FitSpirit to 15,000 by 2023.

Invite girls to take part in FitSpirit and discover physical activity, sports and the outdoors.

5 Create **engaging content specifically for girls** to encourage them to be active.

7 Continue the implementation of the **recognition program** to further engage the entire FitSpirit community surrounding the girls.

PARTNERSHIPS WITH SCHOOLS

To reach girls where they are.

School, as an environment to learn and discover, is also the best place to offer safe physical activities and turn them into rewarding experiences for all girls regardless of their abilities.

Here are a few benefits to deploying FitSpirit as an extracurricular activity in high schools:



The presence of caring adults who have experience working with teenage girls.



Access to sports facilities.



The possibility to work year-round to help teenage girls stay active for life.



Access to community resources.





ACTIVE TODAY, HEALTHY FOR LIFE

AN INCLUSIVE AND ACCESSIBLE PROGRAM

FitSpirit encourages the inclusion of all teenage girls in its activities, regardless of their body type, athletic skills, physical condition, ethnicity, religious beliefs, gender identity, or sexual orientation.

A QUALITY-FOCUSED APPROACH

The FitSpirit approach is based completely on best practices within the field as well as on substantiated data. More specifically, the core principles of FitSpirit activities originate from the Kino-Québec report entitled “L’activité sportive des adolescentes : bilan, perspectives et pistes d’action”. To date, this document remains the most comprehensive report that details the barriers that prevent girls from engaging in physical activity as well as other contributing factors in different areas of intervention. FitSpirit has developed and fine-tuned its approach based on these findings.



The presence of friends

- The chance to socialize
 - Between girls
 - Sense of belonging



The role models

- Set a good example
- Healthy and diverse female role models
- By and for girls



The fun

- Voluntary activities (vs. obligatory)
- Participation (vs. competition)
- Varied, diversified and adapted offering that follows trends

A PROGRAM THAT BENEFITS THE ENTIRE COMMUNITY

FitSpirit's arrival at a school mobilises a group of caring individuals around girls, creating a strong sense of belonging and a tightly knit community therein.

FitSpirit also works with regional partners to connect schools with the necessary resources in their respective communities (trainers, group class instructors, etc.). As a result, girls, within their own school, gain access to inspiring female role models from their region. On their end, local community resources benefit from training offered by FitSpirit, in addition to being able to leverage school facilities. They can then share the knowledge they gain with people from outside the FitSpirit environment.

Each member of the FitSpirit community therefore actively participates in the vitality of their community.



THE FITSPIRIT COMMUNITY

The schools:
host
extracurricular
FitSpirit programs.

The teenage girls:
participate in
FitSpirit activities.

**The school
representatives:**
roll out FitSpirit activities in
their schools.

The student-leaders:
encourage girls to
participate and keep
them motivated.

The ambassadors:
animate in-school
physical-activity
sessions for teenage
girls.

The regional partners:
support FitSpirit schools
in their respective
regions in Quebec.

The donors:
make FitSpirit
activities offered at
school possible.

The governments:
support FitSpirit's
mission and the
promotion of an active
and healthy lifestyle.

The volunteers:
generously give their time
to make each FitSpirit
event a success.

RESEARCH TO DOCUMENT FITSPIRIT'S IMPACT

FitSpirit rigorously evaluates its program with the collaboration of the University of Montreal and other Canadian universities. The results help us understand the different motivations that push girls to participate in our activities, paint a more precise picture of our participants, validate certain aspects pertaining to the quality of our program and identify more clearly some of the benefits the girls get out of the experience.

MOTIVATIONS

TOP 4 reasons for which girls sign up with FitSpirit:

To improve their health: 79 %

To try something new: 78 %

To improve their physical condition: 74 %

To gain more self-confidence: 56 %

THE BIGGER PICTURE

Among the respondents who reported having a medical condition, **43% declared having at least one diagnosis related to mental health** (anxiety, depression, attention-deficit disorder, eating disorder) for a total of 13% of all respondents (1 in 10 girls).

At the end of the year, participants who showed the greatest improvement in their practice of physical activity were those who were the least active at the beginning of the year.

THIS RESULT IS INCREDIBLY SIGNIFICANT.

It emphasizes the fact that our approach helps all girls, not just the ones who were already active. On the contrary, taking part in FitSpirit activities is often the gateway to physical activity for girls who do not see themselves within the traditional offering at their school or who do not identify as athletes.

INTERVENTION

85 %

of respondents either agree or strongly agree with the statement: "The FitSpirit school leader was able to make me feel comfortable and create a pleasant atmosphere."

88 %

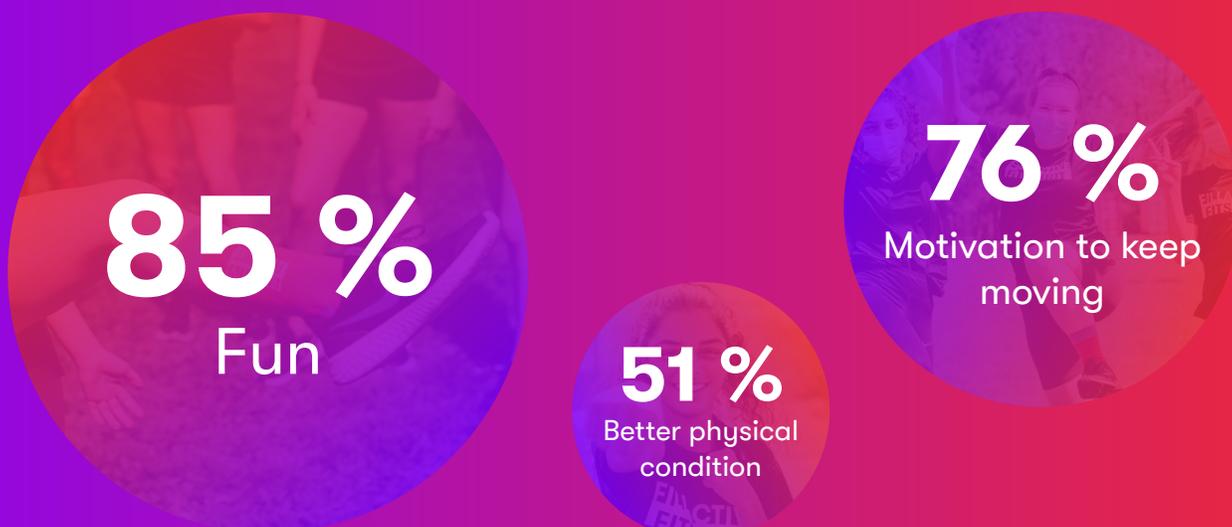
of respondents either agree or strongly agree with the statement: "The FitSpirit school leader was dynamic and was able to get everyone to participate in the sessions."

POSITIVE IMPACT

after a FitSpirit training session, respondents felt:



And after one year of having participated in FitSpirit, here is what teenage girls said they took away from the experience:



About FitSpirit

FitSpirit is a not-for-profit organization with the mission of getting teenage girls to stay active for life. With the help of a community of inspiring and committed people, FitSpirit transforms each activity offered to the girls into memorable experiences. At every FitSpirit activity, there are always friends to be made, role models to help guide you and, above all else, fun to be had!

Since its foundation, FitSpirit has touched the lives of over 200,000 girls between 12 and 17 years of age.

OUR MISSION

Get teenage girls to stay active for life by creating unforgettable experiences for them and by building a community of inspiring and committed people around them.

OUR VISION

Reverse the trends so that an increasing number of teenage girls meet Canadian physical-activity standards.

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