



FITSPIRIT

2023-2024 ACTIVITY REPORT

This year, a record number of **301 partner schools** across Quebec chose to offer a FitSpirit team to their students!

301
partner
schools

9,746
participants

1,021
school
leaders

151
young team
leaders

125
physical activity
ambassadors

More FitSpirit teams than ever!

FitSpirit is THE expert organization on the issue of physical activity among girls. Its flagship program, a non-competitive multisport team, is offered as an extracurricular activity to all girls, including those who identify with the program, in high schools across Quebec. In addition to high schools, FitSpirit is expanding its offerings to other environments. [Its teams can now be found in:](#)

- **288 high schools**, including:
 - 86 schools that are considered disadvantaged (decile rank 8, 9, 10) according to the criteria of the ministère de l'Éducation du Québec.
 - 3 schools located in Indigenous communities and 2 schools with a large proportion of Indigenous students.
 - 3 schools that offered FitSpirit in academic concentration.
- **10 elementary schools** that participated in the FitSpirit one-day pilot project, aimed at facilitating the transition between elementary and high school regarding girls' participation in physical and sports activities.
- **2 youth centers**.
- **1 Indigenous community and health center**.

OUR PROJECTS OF THE YEAR



School activities

7,300 varied physical activities were organized throughout the year by school leaders with the support of FitSpirit.



FitSpirit Routes - 3rd edition

In the fall, either in large groups or small teams of 4-5 girls, all partner schools were invited to creatively use technology to trace - letters, words, or drawings, by walking or running, using a route-tracing application. An original way to kick off FitSpirit in schools!



FitSpirit in Indigenous communities

In October, 74 teenage girls from the Atikamekw community of Manawan (a 100% participation rate!) had the chance to engage in non-competitive physical activity for girls in an outdoor setting, as part of the First Nations Education Council's (FNEC) Ancestors' Challenge.



Winter events: POP Winter!

In February, FitSpirit, in collaboration with Sépaq, organized two new events at Mont-Saint-Bruno National Park and Mont-Tremblant National Park to introduce a variety of winter activities to 226 teenage girls.



Inclusion project

FitSpirit has always encouraged inclusion in physical activities and sports. This year, with the help of experts, the team focused particularly on the issue of gender identity. Allowing schools to express that they welcome all young people who wish to join their FitSpirit team, new complementary logos in the colors of the rainbow flag were provided to promote the team and its inclusive programming.



FitSpirit Well-being Program powered by Beneva

In the second year of this program, FitSpirit expanded the Anti-Stress Bubble available on fitspirit.ca to offer several new resources for teenage girls. A [new section](#) with exclusive content for the parents of teenagers was also launched.



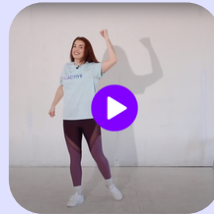
Podcast "To each their own playing field"

FitSpirit brought together experts, athletes, and public figures for the second season of its [podcast for parents of teenagers!](#) Topics include puberty, the benefits of connecting with nature, social media, diversity, and youth inclusion.



Video "Benefits of physical activity: is it magic or science?"

In this new [video](#), Chloée Deblois playfully explains the impact of physical activity on the body.



Virtual dance classes

Kim Gingras, professional dancer and choreographer, offered 5 new virtual dance classes available on fitspirit.ca.



Relevant and stimulating training sessions

Training sessions were provided to school leaders, young team leaders, and physical activity ambassadors to help them better identify barriers to physical activity for teenage girls and explore solutions based on their specific needs and evidence-based data. Moreover, the FitSpirit coordinators received special training that enabled them to effectively support schools in terms of including gender-diverse youth.



The “Grand Rendez-vous Fillactive”

On October 19 and 20, 2023, FitSpirit held its very first “Grand Rendez-vous”, an event that promoted the exchange of knowledge. This experiential congress focused on teenage girls physical activity, with a distinct and relevant path for each category of participants:

- **40 teenage girls** (participants, young team leaders)
- **75 school employees** (physical and health education teachers, recreation technicians, FitSpirit school leaders)
- **53 experts in the field of physical activity and health promotion** (researchers, graduate students, coaches, municipal recreation managers)

Several public figures also participated in this significant event:

- **Horacio Arruda**, Assistant Deputy Minister at the Ministry of Health and Social Services
- **Sylvie Bernier**, Chair of the Quebec Tables on Healthy Eating and Physically Active Lifestyles
- **Martine Biron**, Minister responsible for the Status of Women
- **Loounie**, culinary content creator

The results of the ambitious FitSpirit research project were also unveiled. Here is a summary of the key results, showing that **FITSPIRIT, WORKS!**

Results specific to teenage girls

- After one year of participation in FitSpirit, participants meet the recommended physical activity level (60 minutes/day) 30 days more per year!
- Between the beginning and end of the year, 32% of the most inactive participants increased their physical activity level. FitSpirit makes a difference for those who need it most!
- Participants enrolled for at least three years are more likely to meet the physical activity recommendation than new participants, a remarkable fact considering the decline in physical activity as adolescence progresses. Between the 2nd and 3rd year of participation, the percentage meeting the recommendation doubles from 13% to 26%!

Results specific to schools environments

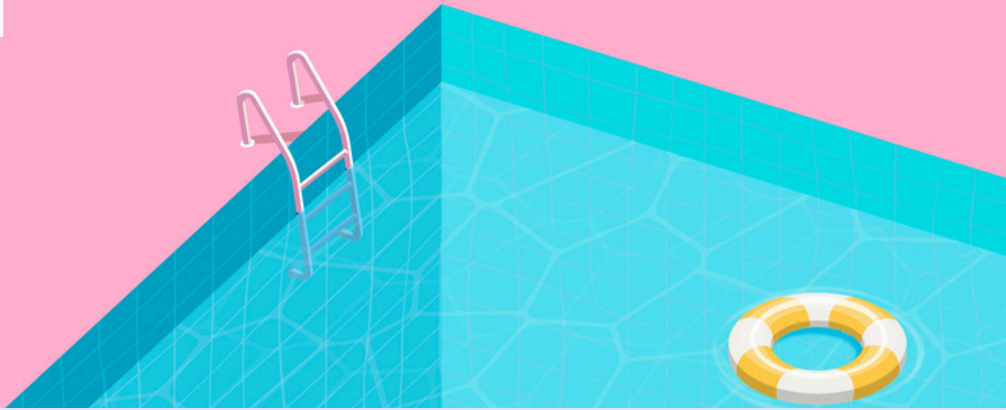
- Physical and health education classes: School leaders observed improvements in participants' confidence in their skills, attitude, participation, and self-confidence.
- Quality of life determinants at school: 90% of school staff/employees have reported a positive impact of the FitSpirit team on girls' sense of belonging to their high school.
- Overcoming barriers to physical activity: School leaders noted that FitSpirit helps girls overcome several barriers to physical activity, particularly by improving confidence in their abilities, their capacity to overcome negative experiences, self-perception, and reducing the fear of being judged.

CONSULT THE FULL RESEARCH REPORT (FRENCH ONLY)

FITSPIRIT

Celebrations

POOL PARTY



THE LARGEST GATHERING FOR TEENAGE GIRLS IN QUEBEC!

This spring, [5 FitSpirit Celebrations](#) took place across Quebec. Thousands of young girls had the opportunity to walk or run 2.5 km, 5 km, or 10 km without the worry of a stopwatch. They also had the chance to participate in a variety of activities organized by our activation partners, allowing them to experience different sports.



5 cities:

**Montreal | Quebec City
Trois-Rivières | Rimouski
Lebel-sur-Quévillon**



**221
partner
schools**



**7,000
participants**



**66
activation
partners**

Here are the public figures who attended the FitSpirit Celebrations:

- [Horacio Arruda](#), Assistant Deputy Minister at the Ministry of Health and Social Services
- [Caroline Bourgeois](#), Sports Manager on the Executive Committee of the City of Montreal
- [Julie Carré](#), Municipal Councillor for Pointe-au-Père
- [Isabelle Charest](#), Minister responsible for Sport, Recreation, and the Outdoors
- [Bianca Dussault](#), Executive Committee Member of the City of Quebec
- [Kim Gingras](#), Professional Dancer and Choreographer
- [Annie Guglia](#), Skateboarder and Olympian
- [Marie-Ève Nault](#), Soccer Player and Olympian
- [Laurence St-Germain](#), Alpine Skier and Olympian
- [Amy Walsh](#), Soccer Player, Olympian, and Technical Advisor for the Women's Program at the CF Montréal Academy

[WATCH THE VIDEO OF THE 2024 FITSPIRIT CELEBRATIONS](#)

FITSPIRIT



Thank you to our builder partners (\$100,000 and up)



Thank you to our committed partners (\$50,000 to \$99,999)

Alcoa Foundation | AON Canada | CBC & Radio-Canada Media Solutions | Énergir | Harnois Énergies | iA Financial Group | Nespresso | Promutuel Insurance | Quebecor | RBC Foundation | Sandra and Alain Bouchard Foundation | Tecnica Group Canada

We also want to thank our regional partners

Conseil Sport Loisir de l'Estrie | COSMOSS Bas-Saint-Laurent | Groupe neurones Nord-du-Québec | Loisir et Sport Abitibi-Témiscamingue | Loisir et Sport Gaspésie-Îles-de-la-Madeleine | Loisir et Sport Montérégie | Loisir Sport Centre-du-Québec | RSEQ Cantons-de-l'Est | RSEQ Laurentides-Lanaudière | RSEQ Outaouais | RSEQ Québec - Chaudière-Appalaches | RSEQ Saguenay-Lac-Saint-Jean | Sport et Loisir de l'île de Montréal | Sports Laval | Unité régionale de loisir et de sport de la Mauricie | Unité régionale Loisir et Sport Côte-Nord