



## **FITSPIRIT 2018-2019: THE YEAR IN REVIEW**

# **DESIRE TO DRIVE LASTING CHANGE**

In 2018-2019, FitSpirit updated its mission statement to better reflect its desire to promote long-term change in the health and wellness of teenage girls.

Previously, FitSpirit's mission was "to help teenage girls discover the fun and benefits of being physically active." It now focuses its efforts on "helping teenage girls to be physically active throughout their lives." FitSpirit continues, using its distinctive approach, to encourage girls to engage in sport and physical activity. Every FitSpirit activity centers on: friends, role models and fun! This winning combination has allowed FitSpirit to impact the lives of more than 185,000 girls since its creation in 2007.

**FITSPIRIT**

# INITIATIVES THAT REFLECT OUR NEW MISSION

Since we adopted our new mission, we have been working hard on initiatives to support it. We are providing tools for communities surrounding our girls and expanding our program of activities to give girls more opportunities to be physically active. But we're not forgetting about the fun spirit that draws girls to FitSpirit activities.



FitSpirit enters into partnership agreements with schools that enable them to follow through on their commitment to physical activity for their girls.

## NUMBER OF PARTNER SCHOOLS



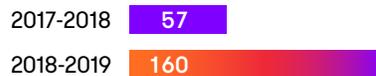
FitSpirit provides ongoing support to its partner schools through its regional coordinators. Together they customize the activities they offer to girls and maximize their success.

## NUMBER OF FITSPIRIT COORDINATORS

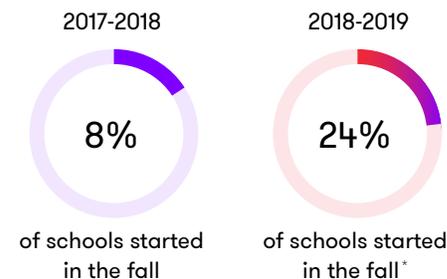


FitSpirit directly involves girls in planning the activities. This strategy has proven effective in promoting engagement towards physical activity. To help girls play this role, FitSpirit offers a student-leader program that includes training and various forms of recognition.

## NUMBER OF STUDENT-LEADERS



FitSpirit encourages its partner schools to offer activities year-round.

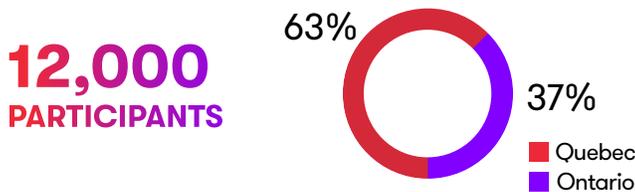


\* Estimate based on activity reports filled out by slightly more than one third of the schools

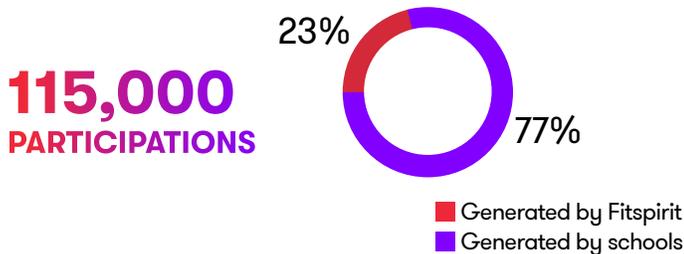


# THE NUMBERS BODE WELL

During the year, over 12,000 girls in Quebec and Ontario participated in FitSpirit activities.



The activities that have made FitSpirit successful – festive events and a variety of physical activities hosted by FitSpirit ambassadors – are still at the heart of the program. We held 475 activities that generated nearly 26,000 participations during the year. In addition, our partner schools organized 4,700\* activities under the FitSpirit banner that drew 89,000 participations. These strong results can be attributed to our efforts to involve the schools in developing their programs and to provide them with flexible, customized support.



### Participant vs participation

Participants include all girls that have enrolled in at least one activity organized/sponsored by FitSpirit. They all completed the official online FitSpirit registration form including signed parental consent.

Participation include the number of times that girls (whether or not they are officially registered for FitSpirit) show up to participate in a FitSpirit activity. We do not distinguish whether the same girl presents herself at the various activities. This is an estimated data based on the teachers that completed the online activity log.

FitSpirit also conducts innovative pilot projects to improve its service offer and ensure that it is optimal. Two examples:

≥ Pilot project with a municipality to offer activities even during the summer and outside of school



≥ Pilot project to offer activities inspired by FitSpirit in elementary schools



Through such initiatives, FitSpirit continues seeking new solutions to keep girls from dropping sports when they reach adolescence. Working with new partners enables the organization to investigate in innovative approaches that can advance its mission.

\* Estimate based on activity reports filled out by slightly more than one third of the schools



## MANY BENEFITS FOR OUR GIRLS

In closing, FitSpirit is pleased to present the initial results of the rigorous evaluation process that began in 2017 in partnership with a team of researchers from Canadian universities. They show that FitSpirit is contributing significantly to the overall health of the girls who participate in its programs.

It is well known that as girls go through adolescence, their level of physical activity tends to drop. But the results of this study show that in comparison with girls who are in their first or second year of participating in FitSpirit, girls who are in their third year:

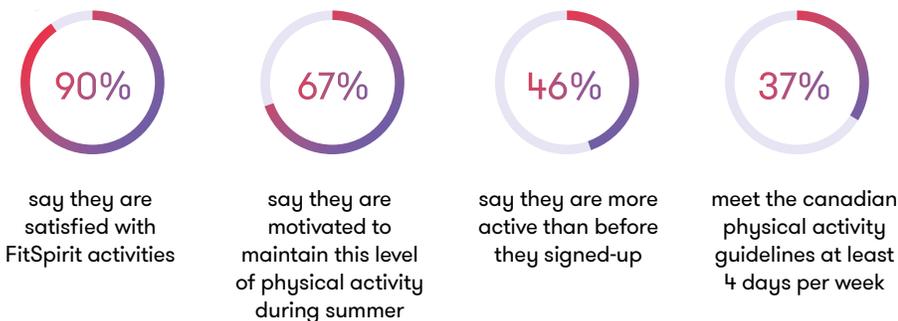
- ≥ are more likely to meet Canadian exercise guidelines;
- ≥ have higher weekly levels of physical activity.

It was also found that girls in their third year of participating in FitSpirit are more likely to meet Canadian guidelines for hours of sleep. As sleep deficits in teenagers have reached epidemic proportions, FitSpirit is delighted to see that it is part of the solution by encouraging girls to exercise regularly, a well-known remedy for lack of sleep.

Lastly, the results show that participants who adopt better lifestyles perceive themselves as healthier, which improves overall physical and mental health.

*Note: Data collected in spring 2018. (Convenience sample, 276 respondents)*

## ENCOURAGING FIGURES



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