

# ACTIVELY ENGAGING WOMEN AND GIRLS



## HOW WELL DOES THE VALLEY MEASURE UP?



The health benefits of physical activity across the lifespan are numerous!



Yet throughout their lives, women and girls are less active and are missing out on these benefits. We see this nationally, provincially and regionally here in the Annapolis Valley



### WHY DOES THIS MATTER?

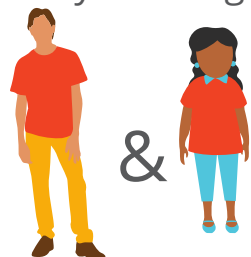
Girls who participate in sport are more likely to be successful in academics, careers and be leaders in their community

### DID YOU KNOW...

**Only 2%** of Canadian Girls aged 12 - 17 get enough physical activity for health benefits

**31%** of boys

**18%** of girls



said they **believe that boys are more capable than girls** in playing sports and taking on leadership roles

**60%** of arenas in NS allocate



**< 10hr** per week for girls and women

Women and girls from **diverse ethno-cultural communities** are the most **underrepresented** in Canadian sport and recreation

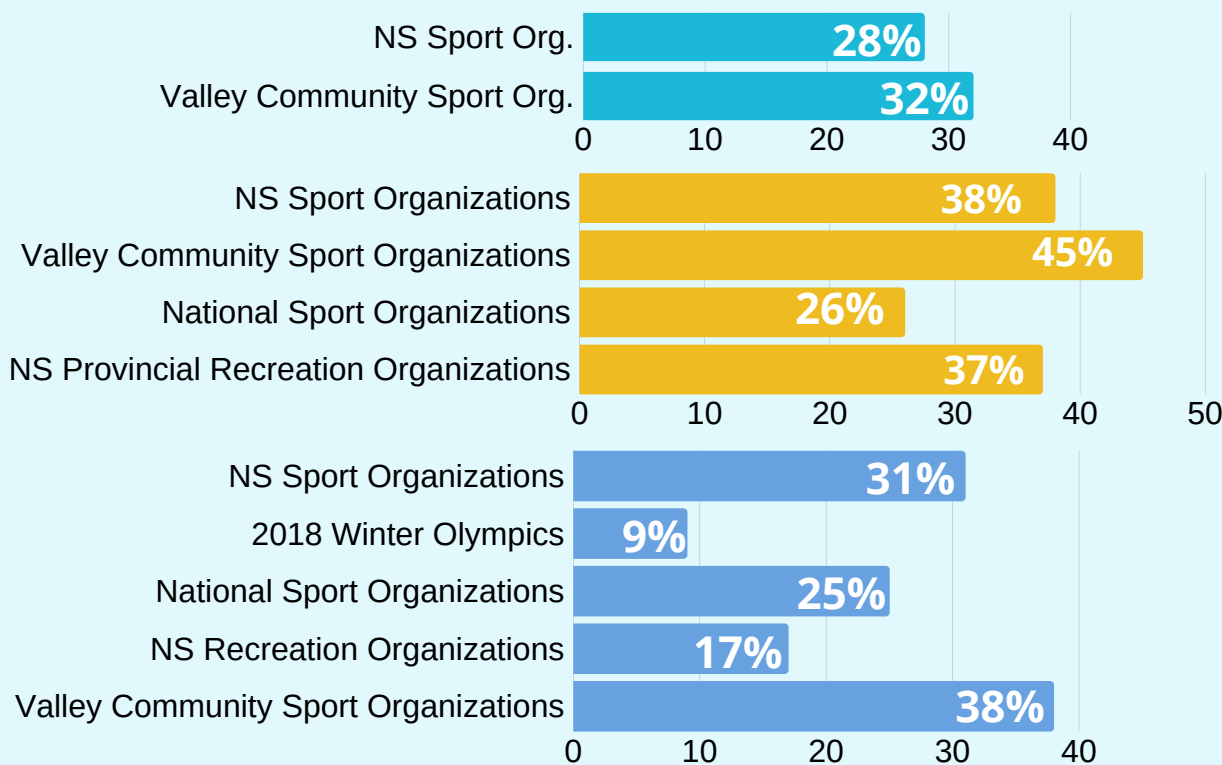


Females are **equally** as interested in physical activity as males and are **more likely** to want to increase their participation, because they understand the health benefits



## WOMEN IN LEADERSHIP

Girls & women are more likely to join a sport or physical activity if they see other females involved, therefore leadership is key to increasing girl's participation!



**FEMALE OFFICIALS**



**FEMALE BOARD MEMEBERS**



**FEMALE COACHES & PROGRAM LEADERS**



Trends show there is a strong connection between girl's participation and number of female coaches and leaders within a sport or activity. This is true for both the Valley region and across Nova Scotia.

## PARTICIPATION ACROSS THE LIFESPAN

If a girl hasn't participated in sport by the age of 10, there is **only a 10% chance** that she will be physically active as an adult

Only **16%** of adult women report sport participation

The gender gap in participation in Nova Scotia becomes significantly greater as girls move into **adolescents**



Girls participation rates in the Valley region are highest in the 0-10 age range. With **soccer, hockey and basketball** having some of the highest numbers of girls participating!

54% of girls said they **first noticed gender inequality** between age 10 and 13

A **mother's participation in sport increased** the participation rates of her daughters by 22%. A **father's participation in sport increased** the participation rates of their daughters by 11%.

For more information check out these great resources:

caaws.ca  
womenactive.ca  
sportnovascotia.ca

recreationns.ca  
activeforlife.com  
nsoutdoornetwork.ca

Valley Female Leadership Network

