



PROMOTION PLUS

GIRLS AND WOMEN IN
SPORT AND PHYSICAL ACTIVITY

June 2, 2015

MP Nancy Greene Raine
The Senate of Canada
Ottawa, Ontario
K1A 0A4

Dear Senator Nancy Greene Raine,

On behalf of the Board of Directors of ProMOTION Plus, congratulations to you and MP John Weston on the recent passage of Bill S-211, the National Health and Fitness Day Act.

As you know, for the past 25 years, ProMOTION Plus has been the BC organization committed to working for girls and women to achieve their potential as athletes, coaches, officials, volunteers and administrators in sport and physical activity. As a not-for-profit organization we have led many professional development opportunities for women in the sector, advocated for the inclusion of women's events like Ski Jumping in the Olympics, as well as focused on recognizing women's achievements through programs like our signature event, In Her Footsteps Celebrating Women in Sport. This program showcases women who have overcome barriers and made significant achievements in the sport and recreation sector. We are grateful to have you included as one of the esteemed In Her Footsteps Honourees.

Likely you are just as proud of so many BC women, notably athletes like Christine Sinclair and Ashleigh McIvor, whose recent successes show that the field has improved somewhat in terms of gender equity in sports since you achieved your Olympic medal. However, we also know that more work is still needed as the number of Canadian women involved as coaches, officials and administrators is not on par with men. Research also suggests that girls consistently report less physical activity and less participation in organized sports in comparison to boys. For your reference, I have attached a fact sheet that details these and other statistics.

As well, while BC performs well in terms of physical activity rates and the health of its population when ranked against other provinces, recent research out of St. Paul's Hospital in Vancouver show increased rates of Type II Diabetes in children, especially in the South Asian and Asian communities. So efforts to promote health and fitness and targeted programs to reach the most at risk populations are especially



relevant. For example, our organization supports initiatives like On the Move which is a template program that has proven best practices for getting non-active girls involved in recreational sport.

We believe a strong equitable sport and recreation sector will make a positive impact on health and fitness so we work collaboratively with organizations like our national partner, the Canadian Association for the Advancement of Women and Girls and Sport and Physical Activity (CAAWS). It has been at the forefront in terms of developing programs, recognizing leaders and advocating through consultation and education for gender equity in this sector. Recent federal government budget cuts though create challenges and limit the amount of important work that needs to be done.

We also support and work with organizations like Action Schools! BC which has developed school based physical literacy programs in 100% of BC's school districts, and the BC Games Society to educate women through the CAAWS Women in Leadership Program and Sport BC's KidSport that aims to decrease the financial obstacles that keep children out of organized sport.

June is also a significant month for two other reasons. June 9 is the start of the next Canadian conference on Women in Sport – the 2015 Conversation, in Laval, Quebec which many of our volunteers and members hope to attend. It is an initiative of one of our Founders and Honorary Board Member, Marion Lay. Also the FIFA Women's World Cup kicks off in June and as you know BC is proud to host many of the qualifying and especially the final matches (and we are counting on Canada being in that game!).

2015 indeed is going to be a great year to celebrate sport and physical activity and all the health and fitness benefits of getting active. As we are celebrating our 25th Anniversary, we look forward to our In Her Footsteps event which is set for November 3, 2015 at the UBC Boathouse in Richmond. We hope you can attend and we will send you a formal invitation soon. Again, we commend you on your initiative and look forward to ProMOTION Plus celebrating and being a part of this special National Sport and Fitness Day on June 6, 2015.

Yours truly,

A handwritten signature in cursive script, appearing to read "Joanne Stygall Lotz". The signature is written in black ink on a light-colored background.

Joanne Stygall Lotz
Executive Director

Cc MP John Weston