



## # 26 ON THE MOVE HANDBOOK

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[http://www.caaws.ca/e/wp-content/uploads/2013/05/OTM\\_Handbook\\_Feb\\_2010.pdf](http://www.caaws.ca/e/wp-content/uploads/2013/05/OTM_Handbook_Feb_2010.pdf)

### Synthesis of the case study

The ON THE MOVE Handbook is a user-friendly resource designed as a practical guide for programmers, teachers, coaches, volunteers, and parents or guardians interested in creating a female-only programme or in need of information about how to create positive and inclusive environments. It is based on experiences of communities from across Canada where programs, designed to encourage inactive girls and young women (aged 9–18) to participate in recreational sports and physical activities.

### Context / Approach

On the Move is based on the belief that there is a sector of the population missing out on recreational opportunities due to various overt and covert barriers. Many studies have shown that girls and young women understand the importance of physical activity to their health and want to increase their participation (cf. Kippen 1999; Smale & Shaw 1993). That girls' and young women's participation remains low suggests that social and systemic barriers (i.e. the perpetuation of stereotypes surrounding female participation in sport, prioritization of other pursuits, an overemphasis on competition, limited choices and opportunities, lack of opportunities to build basic skills) are affecting their involvement (Fenton, Frisby & Luke 1999; Fenton, Kopelow, Vivani & Millar 2000; Humbert 1995). The OTM Handbook has been designed as a practical guide for use by service providers for the creation of an OTM program. It is based on experiences of communities from across Canada that have implemented programs designed to encourage inactive girls and young women (ages 9-18) to participate in recreational sport and physical activity.

### Target

Girls and young women aged 9–18.

### Objectives/Challenges

- To increase girls' and young women's awareness of the benefits of regular physical activity;
- to provide an opportunity for girls and young women to have an enjoyable and positive recreation experience, while increasing their comfort level in physical activity environments;
- to increase the types of recreational sport and physical activity programs offered specifically for girls and young women;
- to increase the physical activity skill level, self-esteem, self-confidence, and self-efficacy of girls and young women;
- to provide a supportive forum for girls and young women to voice their opinions and ideas and encourage their participation in program planning and decision-making.

As an enthusiastic and committed leader, this handbook provides the opportunity to learn from others' experiences to achieve gender equality in physical activity and sports and help the girls and young women in your community develop a foundation for active living.

### The deliverable (What did they do specifically?)

In this handbook you will find:

- success stories from across the country;
- discussion about the social barriers girls and young women face in their participation;
- "Stats & Facts" about the importance of sport and physical activity to the health and well-being of girls and young women;

### Contact information

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