



## #28 ACTIVE & FREE – YOUNG WOMEN, PHYSICAL ACTIVITY AND TOBACCO

Developed by: CAAWS  
Year and country: 2012, Canada  
Type of project: Toolkit

### Synthesis of the case study

Active & Free is a resource for physical education teachers, recreational workers, parents, coaches, and health promoters. It is a practical guide designed to encourage healthy lifestyles among young women by keeping them physically active and tobacco-free.

### Context and approach

Being aware of the alarming rate of physical inactivity among young women, who are the fastest growing segment of the population taking up tobacco, CAAWS has produced Active and Free, a practical resource on young women, physical activity and tobacco for physical activity leaders. In 1994, CAAWS introduced the resource material "Evening the Odds: Tobacco, Physical Activity, and Adolescent Women". This toolkit provided timely and tailored information for parents, coaches, and teachers to assist them as they guided young women through adolescence and helped them embrace a healthy lifestyle. CAAWS has revised this worthwhile resource and modernized it for today's physical activity leaders. Active & Free, along with the Take 5 action primer, reflects CAAWS's increasing efforts to assert the rights of young women to optimal health and quality of life through equity, physical activity, and sport.

[http://www.caaws.ca/e/wp-content/uploads/2013/06/ActiveFreeResource\\_E.pdf](http://www.caaws.ca/e/wp-content/uploads/2013/06/ActiveFreeResource_E.pdf)

### Objectives/Challenges

Active & Free provides key insights on how young women establish habits and values during adolescence years and how those habits will likely follow them into adulthood. It presents reasons why young women take up smoking, which include: socioeconomic status, tobacco advertisements, self-acceptance and body image, stress and negative emotions, and tobacco use among peers and family members. By helping practitioners identify and understand these reasons and providing practical interventions, i.e. ways to increase physical activity among young women – CAAWS demonstrates that physical activity has the potential to offer young women a viable alternative to tobacco use.

### Target

Young women.

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

The document is divided into 5 sections:

- The connection between physical activity and tobacco use
- Prevention
- Cessation
- Unmasking Tobacco: Taking the ordinary out of tobacco
- Your role as a Physical Activity Leader

### Contact information

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