

WHAT IS YOUR SPORT EXPERIENCE?



AT CANADIAN WOMEN & SPORT WE BELIEVE AN EXCELLENT WAY TO **CREATE BETTER SPORT PROGRAMMING FOR GIRLS** IS BY TRYING TO UNDERSTAND WHAT *THEY* WANT FROM THEIR **SPORT EXPERIENCE & HOW THEY FEEL ABOUT SPORT.**



Consider our latest campaign (yourrole.womenandsport.ca) which showcases some of the unique barriers girls and women face in sport.

ONCE YOU'VE REVIEWED, TAKE A MOMENT & REFLECT ON THE QUESTIONS BELOW.



What was your reaction to the campaign?
Why do you think you responded that way?

What assumptions do you make about people's experiences of sport?



What steps can you take to better understand the experiences of women and girls from diverse backgrounds?



FOR BONUS POINTS,
GATHER A GROUP AND REFLECT AS A TEAM!

What new awareness do you have and how will it impact you in the future?



How similar or different is your experience of sport compared to the examples shown in the campaign?



What do you need to succeed in sport?
Does anything stand in your way?



YOU'RE 65% MORE LIKELY TO ACCOMPLISH A GOAL IF YOU SHARE YOUR GOAL WITH SOMEBODY ELSE!

After going through this self-reflection, tell us and others one new thing you're going to try to actively include women and girls in sport! **INCLUDE #CHANGETHEGAME!**

