



# FOUNDATIONAL FRAMEWORK



## **OUR PURPOSE**

When women and girls move their bodies, they thrive. She is Active NB is an inclusive, barrier-breaking, ceiling-busting voice for women and girls, because when we're physically active, our world is a better place.

## **OUR VISION**

We envision a New Brunswick where women and girls are equitably represented, recognized, and served in all areas of sport, recreation, and physical activity.

## **OUR VALUES**

She is Active NB believes in the importance of values-based sport and recreation. Our values guide everything we do:

**Equity:** Everyone deserves to participate in sport, recreation, and physical activity environments that meet their needs.

**Inclusion:** We foster a culture that embraces, respects, and accepts diversity so that everyone feels valued and able to contribute to their fullest potential.

**Collaboration:** We work with and leverage partners to ensure all relevant and affected parties have opportunities to contribute.

**Respect:** We value and listen to everyone's experiences, beliefs, and ideas.

**Fun:** Sport, recreation, and physical activity experiences should be enjoyable and provide feelings of joy and happiness.

**Holistic Well-being:** Sport, recreation, and physical activity experiences should support the development of physical, emotional, psychological, and social health and well-being.

## OUR PRIORITY AREAS

### 1 PARTICIPATION

- **Increase opportunities for meaningful participation**
  - Supporting opportunities for women and girls to participate in all areas of sport and recreation - as athletes, coaches, officials, volunteers, and administrators.
- **Promote the importance of quality sport environments**
  - Ensuring women and girls have opportunities to participate in safe, supportive, and positive sport and recreation environments.

### 2 BUILDING CAPACITY

- **Provide opportunities that support women in advancing into leadership roles**
  - Providing training and mentorship opportunities for women and girls, focusing on skill development and empowerment.
- **Educate organizations on gender equity**
  - Providing education for sport administrators, coaches, and volunteers on equitable governance practices to ensure that women and girls are supported and have opportunities to participate in quality environments.

### 3 ADVOCACY & COMMUNICATION

- **Advocate for women and girls' participation at all levels of sport and recreation**
  - Challenging stereotypes and barriers that limit women and girls' participation.
- **Celebrate achievements**
  - Celebrating New Brunswickers' achievements by showcasing stories, programs, and events.
- **Information sharing and networking opportunities**
  - Sharing resources, funding opportunities, and best practices.
  - Providing networking opportunities for women and girls.