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Importance of Sport for Girls ** Use gender-neutral phrases such as player-to-player or individual defence, instead of man-to-man defence. ** Refrain from "you play/skate/shoot/etc. like a girl" as a derogatory remark – suggesting all women's and girls' skills are inferior. The successes of athletes and coaches have many Canadians aspiring to perform like a girl. ** Focus on athletic competence and accomplishments. Use unbiased adjectives and adverbs to describe athletes (e.g. athletic, skilled,

powerful, focused, committed) rather than using descriptors that emphasize their femininity, sexuality or other stereotypical labels (e.g.

19

tomboy, pretty, nice).

Importance of Sport for Girls * Refrain from using men's sports as a yardstick to measure the success or skill of women and girls. Value women's sports for their exciting and competitive nature, and highlight the successes of Canada's National Women's Team. * Make an effort to profile different members of Canada's National Women's Team throughout the season, focusing on their skills, achievements and contributions. * Close personal relationships with teammates are often a key reason that girls come to practice. Provide structured social time before, during or after practices bi-weekly through incorporating ice-breakers, fun games or discussions so players can connect and share their experiences.

20

Importance of Sport for Girls TIPS FOR KEEPING GIRLS IN THE GAME Invite a local female leader in your community to speak to your team. Speaker options are not limited to hockey players or coaches but can include a local business leader, a strong community volunteer, an athlete from a different sport, etc. Host a Bring a Friend/Try Hockey event. Encourage each of your players to introduce one of their friends to hockey. Hockey Canada's Esso Fun Day program provides funding to local hockey associations to offer an opportunity for girls to try hockey for free. More information can be found at hockeycanada.ca/essofundays.



















































































































































