



Cassie Campbell-Pascal
Helping women in developing nations



Jillian Michaels
Leadership, influence and motherhood

MEDIA PLANET

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INVESTING IN WOMEN & GIRLS



ACHIEVING EQUALITY SOCIALLY, ECONOMICALLY, AND POLITICALLY

Kathleen Wynne, the premier of Ontario, speaks on female empowerment and leadership

PHOTO: JENNA MUJHEAD-WARREN

Over the last few decades, women in Canada have made tremendous gains. Equality rights are now entrenched in the Constitution of Canada and more women than ever are participating in the workforce, receiving higher levels of education, and taking on leadership roles. Overall these advances have made Canada a better place to live and have played a key role in boosting productivity as well as contributing to Canada's per capita real income growth.

While it is important to celebrate the gains that have been made, we must also recognize that there are many challenges and barriers that continue to prevent women and girls from achieving their full potential.

Gender equality

For instance, women are much more likely to be employed in part-time, low paying jobs, while at the same time are less likely to assume managerial and other leadership positions, despite their confidence and desire to advance. They also remain significantly underrepresented in the sciences, mathematics, engineering, trades and technology fields, which tend to pay higher wages than traditionally female dominated occupations. Many factors contribute to these employment inequities, including the struggle to balance work and family life, lack of role models, exclusion from informal networks, and the obvious biases in some workplaces. Overall, these factors lead to labour markets and workplace cultures that are not fully inclusive of women, standstill progress, and also perpetuate ongoing wage disparities between

women and men.

Violence against women is also a major concern, as it will affect at 1 in 3 women in Canada over the course of their lifetime. Not only does this jeopardize their security and wellbeing, it also costs Canada over \$4 billion per year in lost productivity and increased costs for social services, healthcare, and legal aid. Taking action to prevent and address gender based violence is therefore not only a human rights concern, it is an economic issue.

Recent studies conducted by the Organization for Economic Co-operation and Development (OECD) and others have concluded that closing the gap between women's and men's share of employment could increase GDP by between 9 percent and 16 percent. There is also a growing body of literature that shows that companies that are able to capitalize on women's leadership have a com-



Susan Murphy
President, Canadian Federation of University Women

petitive advantage, as women bring unique perspectives, clear communication, and collaborative decision making processes to the table. At the family and community level, women reinvest higher proportions of their incomes in the people around them, and continue to contribute the countless hours of unpaid work to ensure that others are cared for.

Invest in women and girls

Clearly, investing in the empowerment of Canada's women and girls benefits us all and must be a priority. In the past, Canada has been recognized as a leader for advan-

cing the status of women and girls; however it has more recently lost ground on key global gender equality measures, dropping out of the world's top 20 countries in 2012. Now is the time to call on government, the private sector, communities and families to make Canada a leader once again. As a society, we can and must do more to eliminate all barriers to create a country that supports true gender equality for the full diversity of Canada's women and girls. There are no simple solutions; but they are within our reach. When we realize how much has been accomplished over the last thirty years, we can be hopeful about the future and the next thirty.

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CHALLENGES



WE RECOMMEND

Parents... do your homework!
Exploring educational opportunities

PAGE 3

“Examine the schools culture, mission and values to establish whether it is the best fit.”

Pushing boundaries p. 3
Investing in girls

Devon Brooks p. 5
Knows what women want

International Women's Day 2013 – It's about equality and intelligence. It's time to stop comparing women and men, and take advantage of the differences they bring to the table. **The advancement of professional women, not only brings innovative thought, but is economically profitable.**

Pushing for professional advancement

Question: It's the 21 century and the glass ceiling still exists. How can we help shatter it?"

Answer: One way is to take advantage of the programs & resources offered to help increase the retention, promotion and advancement of women in Corporate Canada"

Women in Corporate Canada are pushing for advancement in a business environment that does not provide a level playing field. Challenges have always existed, but through resources, connections and education, shattering the glass ceiling is possible. Research illustrates that workplace barriers

such as unconscious biases, lack of mentorship programs, limited access to sponsors, and the flexibility to achieve a work-life balance are amongst the biggest obstacles. "We've made a lot of progress in terms of understanding what the challenges are. Now it's a question of, with that knowledge, what can women and organizations do differently to help women advance," says Robin Taub, Chartered Accountant and Chair of the Women's Leadership Council. The Women's Leadership Council acts as a catalyst for change to further the advancement and promotion of women in the accounting profession, by providing resources to assist women mem-

bers and organizations to advance into leadership.

Find your balance

Creating a work-life balance is not a simple recipe. "Responsibilities outside work, such as raising kids or looking after elderly parents, put a lot of pressure on women. This definitely makes it difficult at times to focus on your career," Taub affirms. Not surprisingly, women use significantly more work benefits than their male counterparts for sick/emergency childcare, parental leave, part-time hours to name a few. It's important to remember that companies have these initiatives for a reason. Seek guidance from mentors and investigate flexibility options from your employer. Ladies, if there is something you want, be sure to ask!

Relationships are key

Internal and external relationships are critical for the advancement to executive and leadership positions. Building a contact list through formal and informal networking is a key way to secure connections with future clients, colleagues and employers. Sponsorship is critical. You know you have what it takes to succeed, but be sure to have someone with credibility and power to advocate for you when you're not in the room and recommend you for stretch assignments, high profile jobs and promotions. Get to know the people within your organization and target who you can go to on different projects. These strategies will help to build your resume,



Robin Taub
Chair, Women's Leadership Council

broaden your experiences and get your accomplishments recognized by people in positions of power.

Role models

Women looking ahead in their organizations may have few female role models in upper management. Without access to examples of women successfully reaching senior management roles, women may not make informed decisions about their future. Women may need to look outside their own organizations for role models. To assist with this, the Women's Leadership Council has developed a series of profiles of female CA leaders in different fields.

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SHE SAYS, HE SAYS

How different are men's and women's leadership styles? Executive coach and leadership development specialist Kathleen Grace points to six areas where our work approaches differ.

WOMEN	MEN
Focus on people and relationships	Focus on task orientation
Seek Consensus	View each project as win-or-lose competition
Express themselves more often through emotion	Speak first and more often
Look at process leading to outcomes	Look forward to outcomes
Multitask	Have a single focus at a time
Consider production	Consider strategy

SOURCE: THE SEVEN SINS OF CAREER MANAGEMENT, CA SOURCE WEBINAR BY KATHLEEN GRACE BAIBA BLACK

A voice for women in the profession

Go to www.cica.ca/women and join the conversation.



The Women's Leadership Council is a voice for women in the accounting profession. We act as a catalyst for change, promoting a work environment within the profession that provides for the retention, promotion and advancement of women to positions of leadership without bias, unintended or otherwise, based on gender.

The Women's Leadership Council, supported by CPA Canada, provides resources and education to further women's advancement in Canada's accounting profession.

CICA and CMA Canada joined together January 1, 2013 to create CPA Canada as the national organization to support unification of the Canadian accounting profession under the CPA banner.

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INSIGHT

Why women, why now?

On October 25, 1861, twenty-four men gathered to officially create the Toronto Stock Exchange. It would take another half century before women were granted the right to work, vote, own property, open bank accounts in their own name and have access to educational opportunities equal to those of men.

Indeed, women have made substantial strides in Canada since then. In 2008, women earned over fifty percent of degrees in business, management and public administration and averaged one-third of MBA graduates in Canada. More broadly, according to Statistics Canada, women comprise the majority of workers in finance and insurance (62%) (footnote - catalyst)

Gender disconnect

However, data shows that women are just a small fraction of the capital markets industry. In 2008,

women held 17% of profit-and-loss roles and only 9% of managing and director level and above, unchanged from 2000.

According to the most recent study Women and Men in Canadian Capital Markets: An Action Plan for Gender Diversity, released in May 2012 by Women in Capital Markets (WCM) and Catalyst, conversations with different employee groups across the 6 largest banks in the Canadian Capital Markets (both VP and Director level men and women, talent and diversity managers and CEO's) confirmed that a disconnect also exists between senior leaders in terms of the perception of the gender gap problem itself.

While this report highlighted strong differences in how these professionals describe both the work culture and the underrepresentation of women in the industry, it largely features innovative, game changing practices and strategies from leading companies that can help create a breakthrough and enhance the rep-



Martha Fell
CEO, Women in Capital Markets

resentation of women in the industry.

Addressing the issues

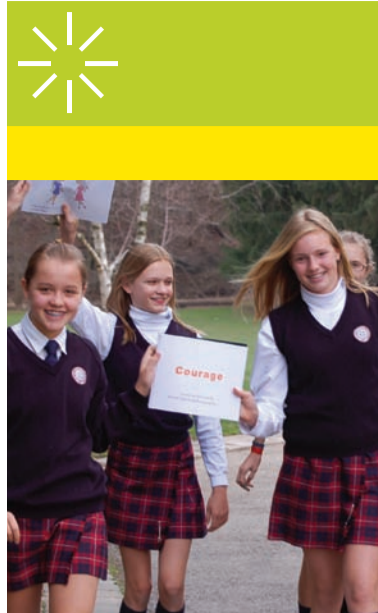
While research consistently demonstrates that stronger corporate performance and sales growth is highly correlated to workplace diversity, a lack of role models, mentors and accessible networks continue to remain barriers to the advancement

for women in the capital markets. The WCM/Catalyst studies found the informality of male-dominated networks; the fact that poor managerial skills are too easily overlooked and the persistent stigma around work-life balance continue to impact women's advancement.

Shaping business leaders

Established in 1995, Women in Capital Markets is a non-profit organization that promotes the entry, advancement and development of female leaders in business, fosters accountability for diversity and positive change in the industry and recognizes leaders who have contributed significantly to the advancement of women in the capital markets. WCM has developed many programs with opportunities for networking, mentoring, executive coaching, women interested in return to Bay Street, as well as for High School and University students.

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Parents... do your homework!

When looking for educational opportunities, there are differences among public, independent and private schools. Always be aware of the variables that exist: academic programming, size of the school (population, one building or a large campus), programming (timetable structure, day and/or boarding), geographic surroundings (rural or urban), grade levels offered (elementary/university prep), and gender division (co-educational or single-gender).

It is important that parents examine the school's culture and its mission and values to establish whether it is a "best fit" for the child's needs. The financial health of the institution should be examined to ensure the long-term stability of the school and its programs.

Choosing an independent school?

Independent schools offer vigorous academic programming set in progressive 21st century models, talented and dedicated teachers and controlled class sizes. There is a vast array of curricular programming that promotes all-important sense of school community and culture. Students are encouraged to take advantage of leadership opportunities which help develop cooperation, collaboration, responsibility and self-confidence. Many unique programs are offered locally and abroad, that promote understanding of multiculturalism, global issues and environmental preservation

JAN CAMPBELL, EXECUTIVE DIRECTOR, CONFERENCE OF INDEPENDENT SCHOOLS OF ONTARIO
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Inspiring the next generation in STEM will build a stronger economy

Without the equal voice of women, Canada will not achieve its full potential as an innovative leader in a competitive global economy. We are not there yet. Women still represent less than 20 percent of undergraduates enrolled in engineering programs in Canada and occupy only one in five positions among the higher ranking jobs in the science, technology, engineering and math (STEM) sector.

Some argue that women are simply not that interested in STEM. Jennifer Flanagan, President and CEO of Actua, a national charity delivering STEM outreach programming to Canadian youth, disagrees with that argument.

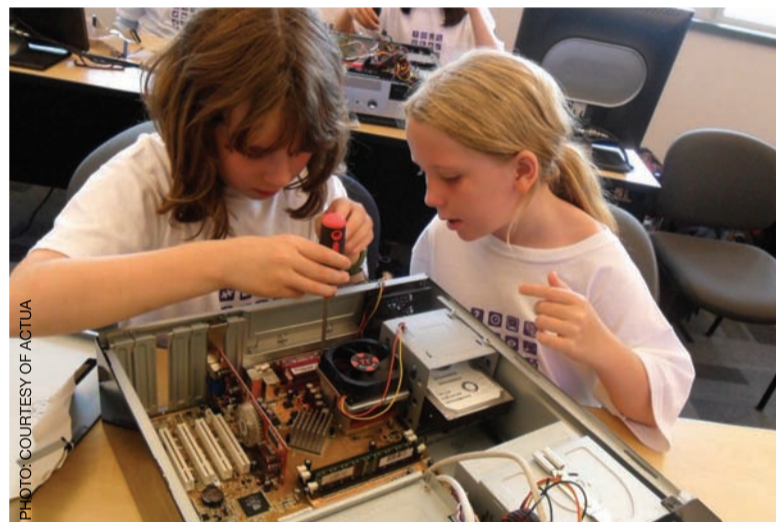
"Accepting these gender disparities in STEM-related careers means accepting that women are not seeking economic independence or career satisfaction. Not encouraging girls to consider STEM fields of study means not encouraging them to solve problems, be creative, think

ahead of the curve and make the world a better place," says Flanagan.

In Canada's quest to bolster a strong economy, our labour force will grow to include a significant number of science-related jobs available for the next generation. Actua supports a network of 33 member organizations located at universities and colleges across Canada that collectively inspire more than 225,000 youth per year in over 500 communities nationwide to get in on the action. Within that national context, Actua runs a National Girls Program targeted specifically at girls ages 9-12.

Early engagement is key

"Our members run year-round girls clubs and all-girl summer camp programs in a fun, supportive all-girl environment. Girls are exposed to dynamic female role models in STEM who demonstrate the relevance and significance of science and engineering in solving important real-life problems. Girls are given the opportunity to experiment, design and build. They learn how to problem solve and work collaboratively.



At the end of the day, they build self-confidence and discover their future role as a leading STEM innovator," explains Flanagan.

The key to Actua's success is early engagement - reaching girls before societal influences and stereotypes steer them away from STEM studies and careers. Mentorship is fundamental to keeping the momentum going.

Breaking barriers

"The role models our girls meet are

women who share stories of breaking through barriers in their profession, of passing these stereotypes in the left lane to become accomplished, strong women in science," explains Flanagan.

If Canada is going to invest in innovation, the investment will have to extend to include girls and women, with pointed efforts to narrow the gender gap in STEM studies and careers.

ELIZABETH GRAY-SMITH
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INSPIRATION



Premier Wynne And Premier Redford,
First Female Premier Of Alberta
PHOTO: QUEEN'S PRINTER FOR ONTARIO, 2013

"A strong female presence is helping to build the future of our health care system, educational institutions, economy and our bridges. **Women are coming up with innovative ideas and leading global companies. They care for their families and their communities**"

Creating equitable representation in society

The day I was sworn in as the 25th Premier of Ontario, a wonderful group of Aboriginal women joined me in the legislature and honored me with a performance of the Wolf Song. Before they began, I was told that in their tradition, the leader of the wolf pack is a female. She forges new relationships, finds new trails and leads her family to fresh water.

Canada's female leaders

I'm so proud to be the first female Premier of Ontario. It's an honour to represent all the people of this province and to forge new trails on their behalf.

Six provinces and territories in this country now have female leaders. The leader of the NDP is a woman, and when I campaigned for

the leadership of the Ontario Liberal Party earlier this year, my closest competitor was female, too.

Today, I am proud to be a part of an emerging group of female leaders throughout our society. Our political leaders include Premiers Pauline Marois in Quebec, Christy Clark in B.C., Alison Redford in Alberta, Kathy Dunderdale in Newfoundland and Eva Aariak in Nunavut.

Together, our female Premiers govern half of the provinces and territories, and fully 87 percent of the Canadian population.

When Premier Redford visited me recently, we gave each other a high five. A photograph of the moment hangs in my office: two political leaders, both wearing skirts, sharing a moment to celebrate the progress women have made across this country.

But women are not just leaders in politics.

A strong female presence is helping to build the future of our health care system, our educational institutions. Women are building our economy and our bridges. They are coming up with innovative ideas and leading global companies. They care for their families and their communities.

Personal journey

My own professional path was winding, and I did not expect it to lead to the Premier's office. I am the mother of three children, and I first got involved politically as a school board trustee, because I wanted to make a difference for them. At the time, the province was being led by someone with a different set of priorities than my own. I believe that

we have a responsibility to each other, and that if we help people now, we will help ourselves immeasurably in the future.

I ran as a candidate for the Ontario Liberals because I know that government can be a force for good in people's lives. Since then, I have served in many roles: Minister of Education, Minister of Transportation, Minister of Municipal Affairs and Housing, Minister of Aboriginal Affairs. Each one of these jobs has been about building communities and relationships. About giving people the right tools to fully participate, whether we're providing a robust education for young people; strong roads and transit for cities and towns; affordable places to live for our seniors and our most vulnerable citizens; or offering a relationship of respect and understanding

to our First Nations, Metis and Inuit friends.

During my time in politics, I have also developed a reputation as a conciliator. I believe in sitting down and working out a problem, finding common ground and practical solutions. It's not always easy, but it's usually effective and it's endlessly rewarding. I have also dedicated myself to civility. I know that people — men and women alike — are often repelled by the name calling and finger pointing of partisan politics. But I refuse to accept that as the norm and I have endeavored to maintain a positive, progressive tone.

A world of possibility

When I speak to young girls and women across Ontario, I encourage them to get involved in something they're passionate about, and to remain true to themselves. Whether it's joining me in the Ontario Legislature or entering the world of business, engineering, academia or the arts, you can't go wrong if you're being passionately in what you're doing.

Women should not be discouraged by misguided advice that certain industries or jobs or roles are not for them. Follow your own path and create your own standards for how things should be done.

In my current job as Premier, I'll be working with all parties in the Legislature to make life better in Ontario. I do not accept the idea that our population is irreparably divided, that my opposition colleagues are too different from me for us to find common ground.

People have often been told things are not possible. But we all know how that turns out. I am proud to serve on behalf of this province, and I can't wait to see what happens next.

KATHLEEN WYNNE,
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Sexual health is every woman's right: Addressing the issue with confidence!

Sex can and should be satisfying and rewarding experience! In fact, sexual health is an important part of your overall physical health. And let's face it; talking about birth control, sexually transmitted infections, etc. doesn't exactly set the mood for romance, intimacy and pleasure. However, ignoring these topics before engaging in sexual activity can also take away from your enjoyment.

So what is sexual health? It means that you are free from disease, violence, injury, fear and false beliefs. It also means that you are comfortable engaging in sexual activity and have the ability to control and positively experience your own sexuality and reproduction.

While no one can define what sexual health means for you, most people want to avoid sexual prob-

lems and enhance sexual enjoyment. It follows, therefore, that to be sexually healthy, you must be comfortable every time you engage in sexual activity — comfortable with yourself, your partner, the environment, and the decisions you make.

It also means that you and your partner can talk about it openly. Skip the embarrassment. Tell your partner what feels good for you, and ask them what they like. Feel free to try new things. Sex can evolve into something bigger, greater, more intimate and more pleasurable than before.

But if you aren't prepared to deal with an unplanned pregnancy, make sure you are using a contraceptive that works well for both you and your partner. You have many birth control options available to you to match your lifestyle, personal habits, medical history, and pregnancy plans: the pill, the patch, the ring, the shot, an intrauterine device, the condom, barrier methods,



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President,
The Foundation
for the Promotion
of Sexual and
Reproductive
Health

natural methods or sterilization.

Sex is a personal issue. The decision to have sex or not, or to begin a sexual relationship with a new partner, is a choice that is different for everyone. There are many ways for people to show their affection for each other. While sex can be a rewarding expression of feelings between partners, don't be pressured into conforming to someone else's ideas. Be creative! Be safe! Talk about "it" and exercise your options!

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HEALTH BENEFITS OF BIRTH CONTROL – KNOW THE FACTS.

Men and women who wish to use contraception to avoid pregnancy can be reassured about the safety of contraceptive products available in Canada. Contraceptives are safe and have many health benefits. Talk to your doctor about what contraceptive options are available to you and how they may benefit your health!

Cancer prevention

1 Hormonal contraceptives substantially decrease a woman's risk of developing several types of cancer. Ovarian cancer, deadliest of gynecologic cancers, is reduced by 50% or more. Endometrial cancer, most common gynecologic cancer, is reduced up to 80%. Colorectal cancer is reduced by up to 20%. Recent evidence suggests that intrauterine contraceptive devices can reduce the risk of cervical cancer by up to 45%.

Decreasing anemia and hemorrhage

2 All hormonal contraceptives decrease the amount of blood

loss during menstruation. This is particularly important for women with bleeding disorders/heavy periods, who can develop severe iron-deficiency from their menstrual periods. Many forms decrease the risk of developing ovarian cysts. For women who have bleeding disorders or are on blood thinners, intra-abdominal hemorrhage from a ruptured ovarian cyst can be life-threatening.

Improvement of acne and unwanted hair growth

3 Acne is non-life threatening but can be painful and can have negative psycho-social consequences. Hormonal contraceptives can reduce acne by up to 66%. Women suffering from unwanted facial hair growth can reduce symptoms with birth control pills.

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Brooks knows what women want

Savvy, successful and a survivor of sexual assault, 26 year old Devon Brooks is the proud co-founder of Blo Blow Dry Bar, the world's largest and most affordable blow-out beauty bar of its kind. Following her mother's highly ambitious footsteps, Brooks fulfilled a deep desire to become an entrepreneur just five years ago. Today, her business has 25 locations in the US and Canada. 'Wash, blow and go' is the core principle which has women everywhere indulging in self-care and now making happiness a priority. "We built something we knew we needed and turns out millions of women were thinking the same damn thing!" says Brooks.

Leading by example
"If you're starting a business without seeking mentorship you're doing yourself a disservice," states Brooks, who is a mentor with the Youth Canadian Business Foundation. A businesswoman who lives life with passion and love, Brooks is a next-generation thought leader who teaches personal growth, brand culture and leadership skills to aspiring entrepreneurs.

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How Jillian Michaels defines success

She's widely known as a highly successful business-woman and weight loss guru, but for Jillian Michaels, her most treasured accomplishment is her new family. Motherhood has reaffirmed Michaels' belief in maintaining a healthy work-life balance. "Without question, between work and family it can be tough to get a workout in. But as difficult as it may be, I am motivated by my desire to be healthy for my family and set a good example for my kids," says Michaels who instills healthy habits in her children by keeping them active. In addition, she keeps us active as well! Her current project, Body Revolution, helps men and women get into the best shape of their lives.



Make a lifestyle change

Living life to the fullest simply means doing everything possible to stay healthy. "Exercise does amazing things. Being physically strong really does transcend into every facet of life and improves, sleep, self-esteem and energy levels," Michaels states. In her new book, Slim for Life, she shares great tips for eating healthy, this is essential, especially for women on-the-go. Michaels recommends her 4 x 4 rule: eat



Jillian Michaels
Fitness Guru

"Exercise does amazing things. Being physically strong really does transcend into every facet of life and improves, sleep, self-esteem and energy levels."

every 4 hours; three solid meals and one snack between lunch and dinner. This will stabilize blood sugar, optimize insulin production and manage hunger. In addition to that fact, avoid 'fat-free' foods because labels don't always tell the truth. Michaels suggests, "If you're in a hurry to eat something, go for something real, and whole that isn't full of chemicals."

Personal time

Working on a better you is time well spent. A healthy, happy mom is able to give the very best of herself to her family and her career ambitions. "Make it a priority to take an hour out of your day to nurture yourself - take a bubble bath, watch your favorite show, engage in a hobby, do a workout DVD. A little something goes a long way," Michaels says.

Empire state of mind

Dreams and values should never be abandoned. Michaels is able to live courageously and passionately because of her ability to push through challenges and focus on the next positive step. "Follow your passion. You have dreams for a reason - they are your destiny, which is a matter of choice, not chance," declares Michaels. In her upcoming 'Maximize Your Life' live tour across 35 cities in the US and Canada, her audience can expect an intimate and uniquely personal experience. Michaels will share candid advice about how to harness your potential and turn goals into daily habits.

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A global initiative- improving the quality of life for women

Life in developing countries can be particularly challenging for women. A lack of infrastructure and economic stability, combined with unenlightened views on gender equality, means that women are not receiving the essential healthcare and support services that they need.

als is usually very low. In rural areas, when a woman makes the long trip to a health clinic, she will often find a shortage of trained staff and basic supplies," Davidson said.

CARE has developed some important Maternal, Newborn and Child Health (MNCH) projects, which focus on preventing maternal mortality and childhood illness. In Ethiopia, Rwanda and Tanzania pro-

Helping Internationally

The former captain of the Canadian women's national hockey team, Cassie Campbell-Pascall, joined CARE as an Ambassador of Change when she realized that their goals and values matched her own. Campbell-Pascall said, "I did my research on CARE and I saw that they were achieving amazing things, achievements that followed what I stood for."



Cassie Campbell-Pascall
CARE Ambassador

providing education to women in the poorest communities is a key way of helping them realize their potential. "For a lot of women life is about survival through their maternal instinct. They don't know anything else. Education lets them know that life can be better," she said.

Campbell-Pascall is convinced that a community with empowered women is a healthier and happier community. "Women are the foundation of all communities across the world. Women are a compassionate and hardworking group, by empowering women we can help to solve so many problems."

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grams have helped to reduce mortality rates by between thirty and fifty percent.

"We have done a lot of work around giving basic training courses to community health workers: delivering pregnancy and family planning information that can be passed on to the rest of the community. It's critical that pregnant women have access to information." Davidson said.

Campbell-Pascall has participated in CARE's Walk in Her Shoes initiative, a program where thousands of Canadians walk eight thousand steps in eight days in celebration of International Women's day. "We are simulating the walks done every day by women in the third world who need to travel long distances for food, water and healthcare," she explained.

Campbell-Pascall believes that

CARE is working to change that. By empowering them with education, economic opportunity and the confidence to recognize their own self-worth, CARE believes that women in the developing world can have a significant impact in helping lift their communities out of poverty.

"Gender inequality is a big issue," explained Marnie Davidson, Program Manager, Health, International Programs at CARE, "Women have fewer opportunities in paid labour, and when they do get a job, they are generally paid less. Our aim is to increase women's levels of participation in the community."

The economic instability, gender discrimination and inconsistent, and often out of reach, healthcare endured by women in the developing world can have devastating effects.

Each year, half a million women die as a result of complications during pregnancy or childbirth, with ninety nine percent of these deaths happening in developing countries. "The number of medical profession-

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