



Canadian Association
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and Physical Activity

Unequal Opportunities Unequal Outcomes

Physical Activity Beliefs & Behaviours in LSES Mothers

**Elizabeth (Beth) Mansfield, MSc, RD, PhD (C)
McGill University, School of Dietetics & Human Nutrition**

Women's Health



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Young Women

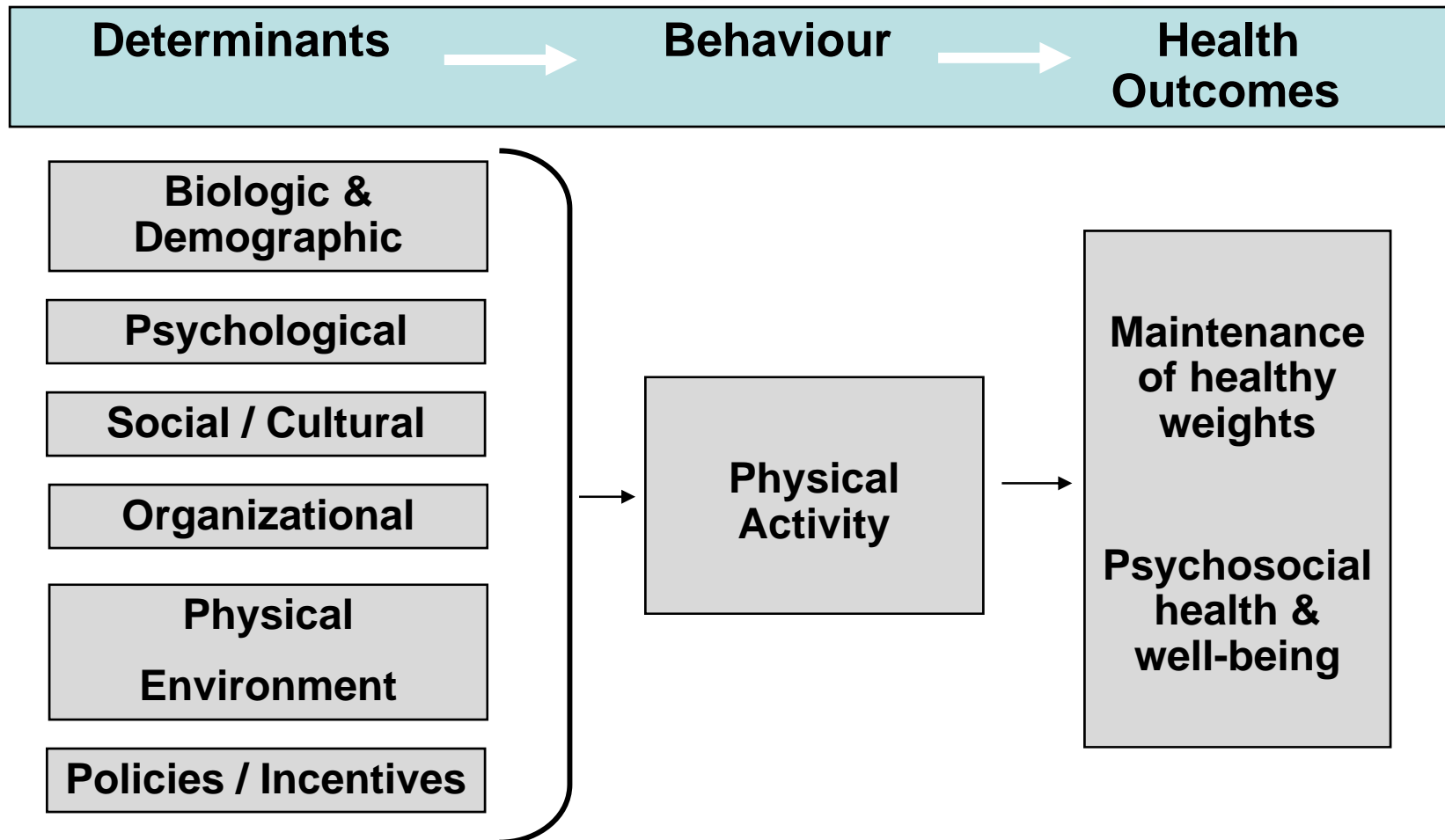


Motherhood



LSES Mothers





Goal & Objectives



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Increase awareness & strengthen physical & social environments to support PA for LSES mothers.

1st Objectives:

- Barriers and antecedents that prevent/limit PA
- PA levels using a women's specific survey tool

2nd Objectives:

- Solutions and best practices
- Resource development

Focus Group Research



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3 regions of Canada (Jan - March 2008)

- 5 Groups - LSES mothers
- 5 groups – Physical Activity Promoters (PAP)

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- Meanings of physical activity & exercise;
 - PA biases for general health and well being;
 - The barriers to PA that they experience;
 - How to better promote opportunities for PA within local communities.

Socioeconomic Status



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- Ladder represents where people stand in Canada:
 - an economic and sociological combined total measure;
 - based on income, education, and occupation;
 - high SES, middle SES, and low SES.

- LSES = 5 or less



Focus Group Overview



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- Recruitment of LSES mothers
 - Identified community leaders
 - Recruitment and organization
 - Interpreters for multicultural groups
 - Methods
 - Group discussion
 - Themes/meanings of physical activity, exercise (Ethnograph analysis)
 - Pictograms
 - History of physical activity, transition times

Physical Activity Themes



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- Physical movement

“ I would say just move parts of your body. Physical activity includes activity that is part of our daily life. Activity around the household – mopping the floor, cleaning, cooking, washing, looking after the baby, feeding her, changing diapers, pushing the stroller, walking, washing, lifting.”

Immigrant mother, Calgary

Physical Activity Themes



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- Mental and physical health
 - ◆ stress reduction & time for oneself,
 - ◆ improved self-esteem,
 - ◆ weight loss,
 - ◆ improved energy levels, and
 - ◆ healthy aging.

- Social acceptance and/or inclusion
 - ◆ Aboriginal women
 - ◆ Immigrant women
 - ◆ Multicultural women

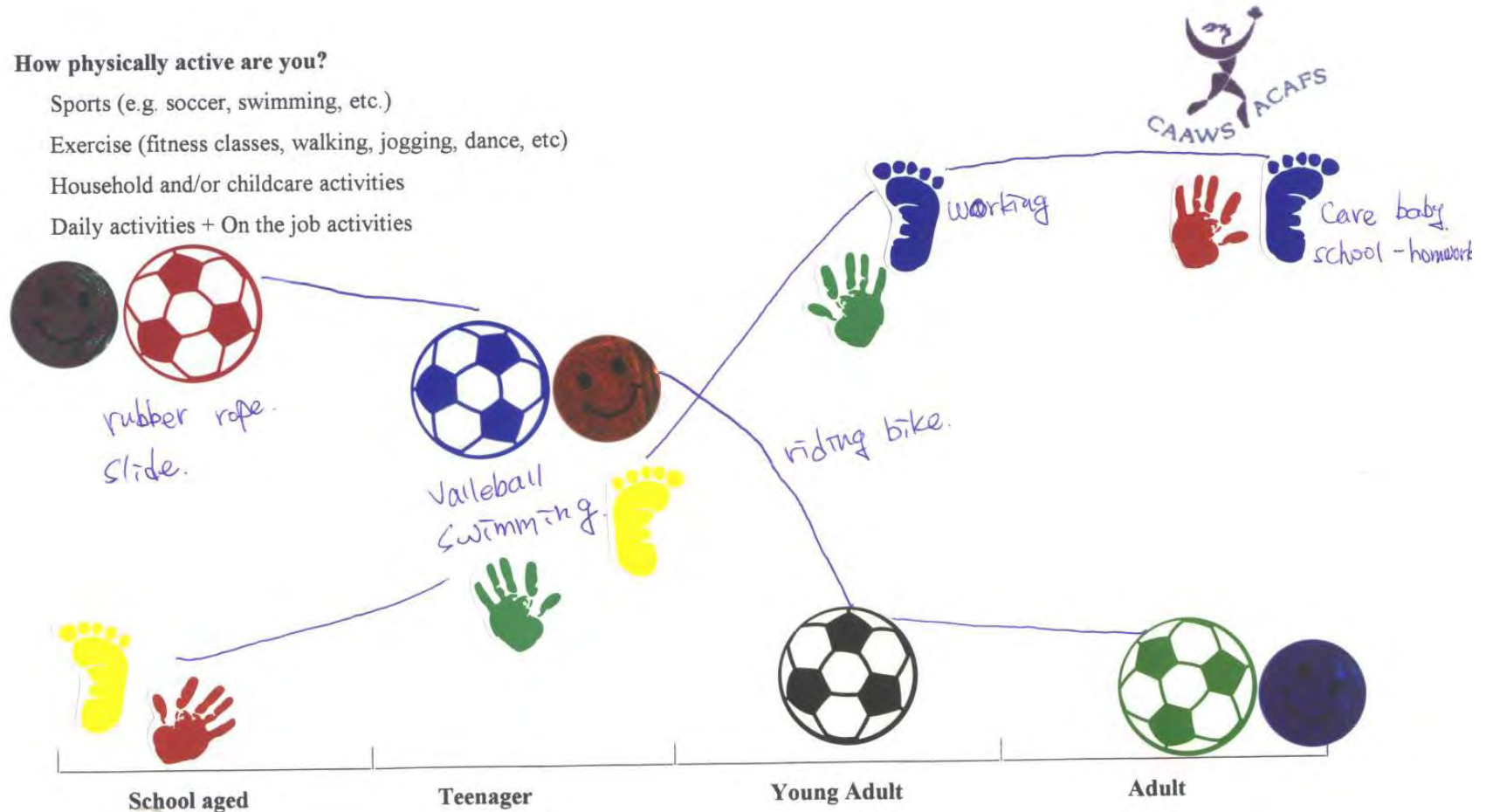
Trends in PA



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How physically active are you?

- Sports (e.g. soccer, swimming, etc.)
- Exercise (fitness classes, walking, jogging, dance, etc)
- Household and/or childcare activities
- Daily activities + On the job activities



Barriers to Participating in Physical Activity & Sport

Internal Issues	External Issues	Impacting Issues
Fatigue	Built environment	Family expectations
Culture	Costs	Spousal support
Racism and/or Discrimination	Climate	Childcare
Bodyweight/ image	Subsidies	Health
Skill level	Marketing	Isolation
Priority	Transportation	Benefits of PA
Guilt		Life transitions

Supporting Issues for Being Physically Active

Interpersonal	Organizational
Champions	Family
Friends	Partnerships
Spousal support	Professional support

Perceived Barriers to PA



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- Misconceptions and stereotype of who is LSES
- Lack of program leaders who understand LSES mothers
- Lack of \$ resources for PA programs for LSES mothers
- Lack of partnership between health & recreation professionals
- Lack of mental health workers
- Lack of Francophone PA resources in Alberta
- Lack of appropriate (women specific) PA's

PA Promoters' Perceptions



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- LSES mothers do more daily physical activities involving household tasks, childcare and occupational physical activities.
- LSES mothers have little leisure time physical activities or regular exercise programs.

Effective Policy Barriers



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- Espousing community development
 - Operating from a direct delivery model.
- Failing to provide sufficient in-service training
 - On gender, sensitivity, and cultural issues for frontline staff.
- Lack of bilingual or multilingual staff
 - For community development.
- Making cost recovery and revenue generation the priority.

Physical Activity Survey Tool

(Minimum of 6-8 LSES mothers/FG site)

Women Specific PA Status

Household/care giving index

Occupational index

Active living index

Sports and exercise index

Psychosocial index

Number of mothers completing Kaiser Tool (<i>incomplete</i>)	48 (71)
Age [yr (mean, SD)]	37 (7.34)
Cultural grouping [%, (N)]	
➤ Multiculturel Anglophone	33.3 (16)
➤ Multiculturel Francophone	8.3 (4)
➤ Francophone	27.1 (13)
➤ Anglophone	18.8 (9)
➤ Aboriginal	12.5 (6)
BMI kg/m ² [mean (SD)]	26.4 (5.2)

Kaiser Physical Activity Survey Indexes (1 – 5 / low to high)	LSES N=48 Median (25th–75th %ile)
Sports/Exercise	3.12 (2 - 4)
Household / Caregiving	3.1 (2.65 – 3.35)
Active Living	3 (2.5 – 3.5)
Occupational (N=17)	1.82 (1-3.11)
Total PA (E), mean (SD) Total PA (NE), mean (SD)	11.71 (2.15) 8.91 (1.91)

Popular LTPA of LSES Mothers



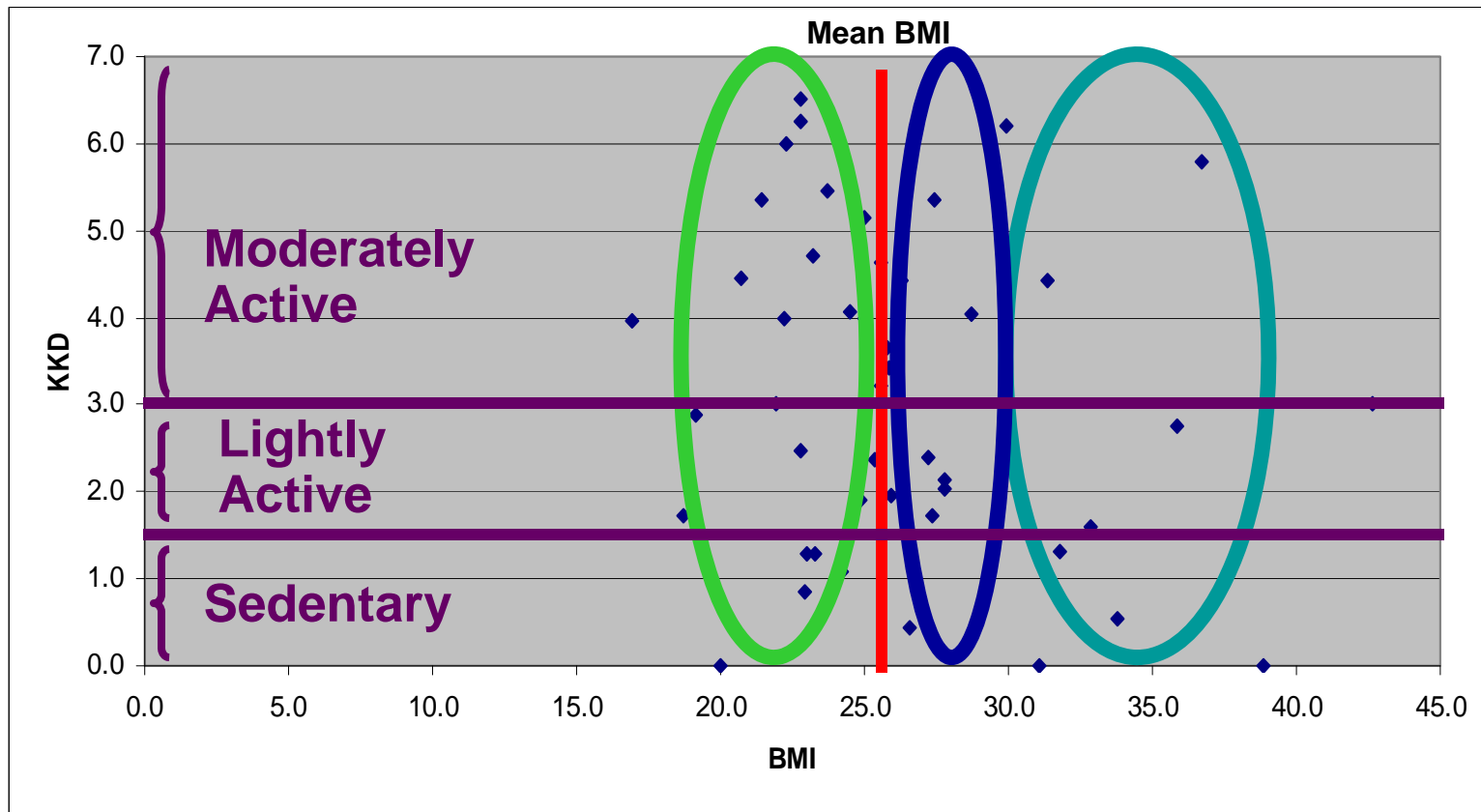
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PA Survey of LSES mothers (N=54)	Most frequent LTPA in last 12 months
Walking	54%
Team Sports	17%
Swimming	17%
Running	12%
Strength Training	10%
Cycling	10%
Dancing	8%

BMI and LTPA levels



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Proposed Solutions



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➤ Encouragement for physical activity

- Education
- Awareness
- Financial support
- Own language
- Mentors/champions
- Childcare

“ People connect to people, not to agencies or programs.”

The A⁴ Approach



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- Assessment
- Accessibility
- Availability
- Affordability

“ We need, as professionals, to find ways not only to promote the benefits of physical activity but to offer programs that benefit the women in terms of affordability and accessibility.”

Public health nurse, Ottawa

Effective Policy



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1. Participation opportunities

- Information gathering
- Quality of PA opportunities

2. Tailored programming

- Groups defined by PAL, SES, and ethnicities have different needs and capacities and are therefore best-supported using different strategies

3. Community partnerships

- At all levels

The A⁴ Approach

Assessment to ensure Accessibility, Availability, and Affordability for successful program planning and delivery

"We need, as professionals, to find ways not only to promote the benefits of physical activity but to offer programs that benefit the women in terms of affordability and accessibility."
- Public health nurse, Ottawa

Assessment [of mothers, staff & community partners]	<ul style="list-style-type: none"> Assess current knowledge of physical activity promoters and providers to ensure up-to-date knowledge of health vs. fitness benefits of physical activities. Refer to http://www.phac-aspc.gc.ca/pau-uap/paguide/index.html Involve mothers by assessing their physical activity levels, beliefs, behaviours, barriers, and types of desired activities and sport. Collaborate and/or partner with other groups/organizations for sharing of space, sporting equipment, instructors, and childcare opportunities.
Accessibility [of outdoor & indoor facilities]	<ul style="list-style-type: none"> Equal access, regardless of ethnicity, religion, or culture. Facility/program space or venue should be located on public transport route(s). Well-lit safe walking route(s) all year round. Safe, well-lit bike racks and parking for cars. Mother-friendly facilities (e.g. parking close to doors, ramps for strollers, wide doors to accommodate strollers, playpen in change room, change stations, breastfeeding area, play area for toddlers).
Availability [of programs & services]	<ul style="list-style-type: none"> Women-only programs and traditional physical activities, such as traditional dance and culturally appropriate games and/or sports. Early morning and evening programs WITH childcare for working mothers. Mother-friendly sport programs & recreational opportunities (e.g. learn to run, learn to play soccer, etc.) at same times as children's programs.
Affordability [of programs & services]	<ul style="list-style-type: none"> Combined costs of physical recreation/fitness programs, equipment, childcare and transportation that TOGETHER are affordable. Volunteer opportunities for mothers to subsidize program costs (e.g. childcare support, resource translation, etc.)

Refer to the Accessibility, Availability, and Affordability checklists to successfully plan physical activity programs for LSES mothers in your community.

mothers *in* motion

ASSESSMENT of Collaboration and Community Partnership Opportunities

Collaboration and community partnership opportunities are important for the development of effective programming to support the participation of LSES mothers in physical activities and sports.

- Are you currently collaborating or working in partnership with other organizations in your region/area? YES NO *If no, see solutions below.*
 - If yes, in what capacity?
 - provide financial support
 - provide space for programs
 - subsidize a course
 - provide an instructor
 - offer free programs to LSES mothers
 - offer free daycare
 - offer affordable daycare on site (\$2/child)
 - donate and/or loan sporting goods and athletic equipment
 - other, please specify: _____
 - What services or resources can YOU offer?
 - use of the kitchen
 - playground area
 - mothers' physical activity and/or learn to play sport programs
 - program and/or facility space (e.g. pool, gym, room, field, etc.)
 - organized sports for mothers (e.g. volleyball, soccer)
 - donate and/or loan sporting goods and athletic equipment
 - other, please specify: _____
 - What services or resources can PARTNER agencies offer you?
 - use of the kitchen
 - playground area
 - mothers' physical activity and/or learn to play sport programs
 - program and/or facility space (e.g. pool, gym, room, field, etc.)
 - organized sports for mothers (e.g. volleyball, soccer)
 - donate and/or loan sporting goods and athletic equipment
 - other, please specify: _____

SOLUTIONS to increasing affordability, accessibility, availability and sustainability of physical activity and sport opportunities for LSES mothers:

- Collaborate and partner with other organizations and programs within your community: Public Health Unit, Parks and Recreation/Sport, YMCA-YWCA, Boys and Girls Club of Canada, Community Health Centres, Community Centres, Schools, Cultural Centres, Churches, Resource Centres, Public Parks, Sport Clubs and Leagues, etc.
- Work with local partners with experience in grant writing and project administration to create a collaboration plan.
- Partner with local and/or provincial agencies and movements aimed at increasing physical activity and healthy eating habits: Alberta Centre for Active Living, Active Ottawa Actif, Saskatchewan *in motion*, Everybody Active (BC Parks & Recreation / BC and Yukon Heart & Stroke), Heart & Stroke *Walkabout* (Nova Scotia), etc.

- Accessibility of PA
 - Remove stigma of low income
 - Culturally appropriate, women friendly
 - Social inclusion using social aspects of sport
 - Develop spousal support with health messages

- Availability of PA
 - Childcare, timing, location, type
 - Better communication
 - Inclusion of traditional dancing
 - Family oriented physical activities and sport

- Affordability of PA
 - Costs (ALL)

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Program Assessment Checklist

*Culturally appropriate, affordable,
mother-friendly programs will increase LSES mothers'
participation in physical activities.*

1. Is the **TOTAL cost of the program** affordable to LSES mothers?
 - Is there a facility user fee? YES NO
 - Are there separate program fees? YES NO
 - Is there subsidized transportation for mothers and their pre-school children? YES NO
 - Is there subsidized or free childcare for pre-school children? YES NO
2. Are **facility or class payment options or plans** available for LSES mothers?
 - Is there an access card for subsidized programs/services? YES NO
 - Do mothers have to prove financial need to access program subsidies? YES NO
 - Is there a "pay-as-you-go" and/or punch card system? YES NO
 - Is there a "pay-what-you-can" system? YES NO
 - Is there a stand-by list available for access to free programs? YES NO
3. Are **equipment, clothing and footwear** provided for LSES mothers?
 - Do participants need to purchase/rent physical activity equipment? YES NO
 - Is physical activity equipment available through loan? YES NO
 - Is specific clothing or footwear needed for the program? YES NO
 - Does the program supply these free of charge? YES NO
4. Are there any **programs/services targeted** to LSES mothers?
 - Was a pre-assessment of LSES mothers' needs and interests completed? YES NO
 - Are the programs in response to mothers' needs and interests? YES NO
 - Are there culturally appropriate programs for mothers? YES NO
 - Are there women-only programs in a women-safe environment? YES NO
 - Are there curtains on windows, closed doors? YES NO
 - Are there traditional or cultural physical activities (e.g. games, dances, sports)? YES NO
 - If you have a pool, is it accessible for mothers of different cultures? YES NO
5. Are there **opportunities for LSES mothers to socialize**?
 - Before/after physical activity program/class? YES NO

SOLUTIONS to make your programs LSES mother-friendly:

1. **AFFORDABILITY of PHYSICAL ACTIVITY Programs and Services**
 - Calculate costs of all program components including childcare, transportation, as well as facility and program costs. ALL these costs must be taken into consideration for successful program/service delivery for LSES mothers.
 - Integrate a "pay-what-you-can" approach to remove stigma associated with accessing physical activity programs and services.
 - Offer volunteer opportunities in exchange for free access to programs and services.
2. **AVAILABILITY of PHYSICAL ACTIVITY Programs and Services**
 - Organize culturally appropriate programs including traditional activities;
 - Focus on fun, social support, including family activities;
 - Encourage socialization by offering food before and/or after activities.

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Childcare Assessment Checklist

*Childcare availability,
accessibility and affordability are
major barriers facing LSES mothers'
participation in physical activities
and sport.*

1. Is childcare **AVAILABLE** to LSES mothers?
 - Is childcare available for new babies less than 1 month of age? YES NO
 - Is childcare available for babies less than 3 months of age? YES NO
 - Is childcare available for more than 1 hour in duration? YES NO
 - Is childcare available before 8:00 am? YES NO
 - Is childcare available during weekdays? YES NO
 - Is childcare available in the evenings? YES NO
 - Is childcare available during the day on weekends? YES NO
2. Is childcare **ACCESSIBLE** to LSES mothers?
 - What is the total number of childcare spaces on site? None _____
 - How many childcare spaces are reserved for LSES mothers? None _____
3. Is childcare **AFFORDABLE** to LSES mothers?
 - Is there a reduced rate for LSES mothers? YES NO
 - Is there free childcare for low-income mothers? YES NO
 - Can LSES mothers share responsibilities for childcare in return for free services? YES NO

SOLUTIONS to make your programs LSES mother-friendly:

1. **AVAILABILITY of CHILDCARE**
 - Organize childcare services for a minimum of 1 hour for all mothers, including those with new babies and toddlers.
 - Organize childcare in the evenings for working mothers and on the weekends for family programs.
2. **ACCESSIBILITY of CHILDCARE**
 - Plan to have childcare spaces reserved for children of LSES mothers.
3. **AFFORDABILITY of CHILDCARE**
 - Implement a "pay-what-you-can" approach to remove stigma associated with accessing childcare as a LSES mother.
 - Budget for free childcare by organizing childcare with program participants sharing the childcare responsibilities.

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Facility Assessment Checklist – Indoor

Mothers need change rooms
and gathering areas that can accommodate
children of all ages, including infants
and toddlers.

1. Are change rooms or locker rooms available for mothers?
 - Do the change rooms or locker rooms get crowded? YES NO
 - Are change rooms and exercise areas kept clean? YES NO
 - Are playpens provided in the change room? YES NO
 - Is there a baby table change area provided in change room? YES NO
 - Are washrooms nearby change room(s)? YES NO
 - Are children's toilets/training toilets available? YES NO
 - Are washrooms large enough to bring a stroller in? YES NO
 - Is a drinking fountain or cooler nearby? YES NO
2. Is there a gathering area for families?
 - Is there seating available for breastfeeding mothers? YES NO
 - Is there seating available for family snacking? YES NO
 - Is there an area with games and/or play structures for children? YES NO
3. Is there stroller parking inside the facility?
 - Is there a secure area for mothers to leave strollers? YES NO
 - Is this area close to or inside the change facilities/program room? YES NO

SOLUTIONS to make your indoor facilities LSES mother-friendly:

1. AVAILABILITY of CHANGE ROOMS for mothers and their children
 - Spacious areas with benches, playpens and baby table change areas.
 - Washrooms in change rooms.
2. ACCESSIBILITY of CHANGE ROOMS for mothers and their children
 - Doors wide enough to accommodate strollers.
 - Washrooms wide enough to accommodate mothers and strollers.
3. AVAILABILITY of GATHERING Areas
 - Breastfeeding friendly space for new mothers to sit.
 - Large enough space for families to snack together and socialize.
 - Play area for young children where mothers can watch their children.

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Facility Assessment Checklist – Outdoor

Low socioeconomic status
(LSES) mothers are disadvantaged with
respect to accessibility of physical activity
and sport opportunities.

1. Is parking available?
 - On-site or nearby? YES NO
 - Is parking free? YES NO
 - Is there specified parking for pregnant or new mothers? YES NO
2. Are these areas bright and safely lit at night?
 - Walkways leading to and from parking lot? YES NO
 - Bike parking and/or racks? YES NO
 - Car parking, garage and/or facility entrances? YES NO
3. Is the facility/program space/venue accessible by public transport and pathways?
 - Is facility on a public transportation route? YES NO
 - Is site serviced by special (disabled) transport services? YES NO
 - Is site accessible by walking and/or bicycle pathways? YES NO
 - Are bike racks available? YES NO
4. Is the outdoor area surrounding the facility SAFE for walking?
 - Are entrances and walkways level or even? YES NO
 - Are snow and ice removed from entrance areas in winter? YES NO
 - Are there stairs up to the entrance? YES NO
 - Is there a friendly stroller entrance (i.e. ramps)? YES NO
 - Are entrance doors wide enough to allow a double stroller inside? YES NO
 - Is the area considered safe for walking alone and/or with children?
 - Daytime YES NO
 - Nighttime YES NO

SOLUTIONS to make your outdoor facilities LSES mother-friendly:

1. AVAILABILITY of PARKING
 - Offer free or "pay what you can" approach for those on low/limited incomes.
 - Reserve/specify closest parking spaces for mothers.
2. ACCESSIBILITY of FACILITY by PUBLIC TRANSPORTATION and/or PATHWAYS
 - Provide a variety of transportation options for LSES mothers such as free bus tickets, taxi cabs and car pooling.
3. ACCESSIBILITY of FACILITY
 - Ensure that walkways are stroller-friendly.
 - Ensure that outdoor facilities are safe for mothers and their children.

Resources



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➤ Focus Group Report

- Executive Summary

➤ A⁴ Checklists for PA Promoters:

- Assessment
- Availability
- Affordability
- Accessibility

