Unequal Opportunities
Unequal Outcomes

Physical Activity Beliefs &
Behaviours in LSES Mothers

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Women’s Health

Young Women

Motherhood

LSES Mothers

Canadian Association for the Advancement of Women and Sport and Physical Activity
Determinants

- Biologic & Demographic
- Psychological
- Social / Cultural
- Organizational
- Physical Environment
- Policies / Incentives

Behavour

Physical Activity

Health Outcomes

- Maintenance of healthy weights
- Psychosocial health & well-being
Increase awareness & strengthen physical & social environments to support PA for LSES mothers.

1\textsuperscript{st} Objectives:
- Barriers and antecedents that prevent/limit PA
- PA levels using a women’s specific survey tool

2\textsuperscript{nd} Objectives:
- Solutions and best practices
- Resource development
Focus Group Research

3 regions of Canada (Jan - March 2008)
- 5 Groups - LSES mothers
- 5 groups – Physical Activity Promoters (PAP)

- 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.
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

- 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 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

- 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
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
<table>
<thead>
<tr>
<th>Internal Issues</th>
<th>External Issues</th>
<th>Impacting Issues</th>
</tr>
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<tbody>
<tr>
<td>Fatigue</td>
<td>Built environment</td>
<td>Family expectations</td>
</tr>
<tr>
<td>Culture</td>
<td>Costs</td>
<td>Spousal support</td>
</tr>
<tr>
<td>Racism and/or Discrimination</td>
<td>Climate</td>
<td>Childcare</td>
</tr>
<tr>
<td>Bodyweight/ image</td>
<td>Subsidies</td>
<td>Health</td>
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<tr>
<td>Skill level</td>
<td>Marketing</td>
<td>Isolation</td>
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<tr>
<td>Priority</td>
<td>Transportation</td>
<td>Benefits of PA</td>
</tr>
<tr>
<td>Guilt</td>
<td></td>
<td>Life transitions</td>
</tr>
<tr>
<td>Supporting Issues for Being Physically Active</td>
<td></td>
<td></td>
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<tr>
<td>---------------------------------------------</td>
<td></td>
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<tr>
<td><strong>Interpersonal</strong></td>
<td><strong>Organizational</strong></td>
<td></td>
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<tr>
<td>Champions</td>
<td>Family</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>Partnerships</td>
<td></td>
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<tr>
<td>Spousal support</td>
<td>Professional support</td>
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</tbody>
</table>
Perceived Barriers to PA

- 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
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.
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
<p>| | |</p>
<table>
<thead>
<tr>
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<th></th>
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<tbody>
<tr>
<td><strong>Number of mothers completing Kaiser Tool</strong> <em>(incomplete)</em></td>
<td>48 (71)</td>
</tr>
<tr>
<td><strong>Age</strong> [yr (mean, SD)]</td>
<td>37 (7.34)</td>
</tr>
<tr>
<td><strong>Cultural grouping</strong> [% (N)]</td>
<td></td>
</tr>
<tr>
<td>Multiculturel Anglophone</td>
<td>33.3 (16)</td>
</tr>
<tr>
<td>Multiculturel Francophone</td>
<td>8.3 (4)</td>
</tr>
<tr>
<td>Francophone</td>
<td>27.1 (13)</td>
</tr>
<tr>
<td>Anglophone</td>
<td>18.8 (9)</td>
</tr>
<tr>
<td>Aboriginal</td>
<td>12.5 (6)</td>
</tr>
<tr>
<td><strong>BMI kg/m² [mean (SD)]</strong></td>
<td>26.4 (5.2)</td>
</tr>
<tr>
<td>Kaiser Physical Activity Survey Indexes (1 – 5 / low to high)</td>
<td>LSES N=48 Median (25th–75th %ile)</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Sports/Exercise</td>
<td>3.12 (2 - 4)</td>
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<tr>
<td>Household / Caregiving</td>
<td>3.1 (2.65 – 3.35)</td>
</tr>
<tr>
<td>Active Living</td>
<td>3 (2.5 – 3.5)</td>
</tr>
<tr>
<td>Occupational (N=17)</td>
<td>1.82 (1-3.11)</td>
</tr>
<tr>
<td>Total PA (E), mean (SD)</td>
<td>11.71 (2.15)</td>
</tr>
<tr>
<td>Total PA (NE), mean (SD)</td>
<td>8.91 (1.91)</td>
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</tbody>
</table>
## Popular LTPA of LSES Mothers

<table>
<thead>
<tr>
<th>PA Survey of LSES mothers (N=54)</th>
<th>Most frequent LTPA in last 12 months</th>
</tr>
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<tbody>
<tr>
<td>Walking</td>
<td>54%</td>
</tr>
<tr>
<td>Team Sports</td>
<td>17%</td>
</tr>
<tr>
<td>Swimming</td>
<td>17%</td>
</tr>
<tr>
<td>Running</td>
<td>12%</td>
</tr>
<tr>
<td>Strength Training</td>
<td>10%</td>
</tr>
<tr>
<td>Cycling</td>
<td>10%</td>
</tr>
<tr>
<td>Dancing</td>
<td>8%</td>
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</tbody>
</table>
BMI and LTPA levels

Mean BMI

KKD

Moderately Active

Lightly Active

Sedentary
Proposed Solutions

Encouragement for physical activity

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

“People connect to people, not to agencies or programs.”
“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
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 A^4 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
- 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/seguides/index.html](http://www.phac-aspc.gc.ca/pau-uap/seguides/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
- Equal access, regardless of ethnicity, religion, or culture.
- Facility/program space or venue should be located on public transport routes.
- Well-lit safe walking routes 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
- 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 times as children’s programs.

### Affordability
- 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.

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### ASSESSMENT
Collaboration and Community Partnership Opportunities

1. Are you currently collaborating or working in partnership with other organizations in your region?  ○ 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 (1/2 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:

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### SOLUTIONS
Increasing affordability, accessibility, availability and sustainability of physical activity and sports 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, School, 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 booklet, Everybody Active (BC Parks & Recreation / BC and Yukon Heart & Stroke), Heart & Stroke booklet, Alberta Active, etc.

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Assessment - Community

- **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)
### Mothers in Motion

#### Program Assessment Checklist

1. Is the TOTAL cost of the program affordable to LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - Is there a facility user fee?
   - Yes: **YES**
   - No: **NO**

   - Are there separate program fees?
   - Yes: **YES**
   - No: **NO**

   - Is there subsidized transportation for mothers and their pre-school children?
   - Yes: **YES**
   - No: **NO**

   - Is there subsidized or free childcare for pre-school children?
   - Yes: **YES**
   - No: **NO**

2. Are facility or class payment options or plans available for LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - Is there an access card for subsidized programs/services?
   - Yes: **YES**
   - No: **NO**

   - Do mothers have to prove financial need to access program subsidies?
   - Yes: **YES**
   - No: **NO**

   - Is there a “pay-as-you-go” and/or punch card system?
   - Yes: **YES**
   - No: **NO**

   - Is there a “pay-what-you-can” system?
   - Yes: **YES**
   - No: **NO**

   - Is there a stand-by list available for access to free programs?
   - Yes: **YES**
   - No: **NO**

3. Are equipment, clothing and footwear provided for LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - Do participants need to purchase/rent physical activity equipment?
   - Yes: **YES**
   - No: **NO**

   - Is physical activity equipment available through loan?
   - Yes: **YES**
   - No: **NO**

   - Is sufficient clothing or footwear needed for the program?
   - Yes: **YES**
   - No: **NO**

4. Are there any programs/services targeted to LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - Was a pre-assessment of LSES mothers’ needs and interests completed?
   - Yes: **YES**
   - No: **NO**

   - Are the programs in response to mothers’ needs and interests?
   - Yes: **YES**
   - No: **NO**

   - Are there culturally appropriate programs for mothers?
   - Yes: **YES**
   - No: **NO**

   - Are there women-only programs in a women-safe environment?
   - Yes: **YES**
   - No: **NO**

   - Are there barriers to access to free programs?
   - Yes: **YES**
   - No: **NO**

   - If you have a pool, is it accessible for mothers of different cultures?
   - Yes: **YES**
   - No: **NO**

5. Are there opportunities for LSES mothers to socialize?
   - Yes: **YES**
   - No: **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.
   - Encourage socialization by offering food before and after activities.

### Childcare Assessment Checklist

1. Is childcare AVAILABLE to LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - Is childcare available for new babies less than 1 month of age?
     - Yes: **YES**
     - No: **NO**

   - Is childcare available for babies less than 3 months of age?
     - Yes: **YES**
     - No: **NO**

   - Is childcare available for more than 1 hour in duration?
     - Yes: **YES**
     - No: **NO**

   - Is childcare available before 8:00 am?
     - Yes: **YES**
     - No: **NO**

   - Is childcare available during weekdays?
     - Yes: **YES**
     - No: **NO**

   - Is childcare available in the evenings?
     - Yes: **YES**
     - No: **NO**

   - Is childcare available during the day on weekends?
     - Yes: **YES**
     - No: **NO**

2. Is childcare ACCESSIBLE to LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - What is the total number of childcare spaces on site?
     - None: **None**

   - How many childcare spaces are reserved for LSES mothers?
     - None: **None**

3. Is childcare AFFORDABLE to LSES mothers?
   - Yes: **YES**
   - No: **NO**

   - Is there a reduced rate for LSES mothers?
     - Yes: **YES**
     - No: **NO**

   - Is there free childcare for low-income mothers?
     - Yes: **YES**
     - No: **NO**

   - Can LSES mothers share responsibilities for childcare in return for free services?
     - Yes: **YES**
     - No: **NO**

#### Solutions to make your programs LSES mother-friendly:

1. **AVAILABILITY of CHILDÏCAE**
   - 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 families.

2. **ACCESSIBILITY of CHILDÍCAE**
   - Plan to have childcare spaces reserved for children of LSES mothers.

3. **AFFORDABILITY of CHILDÍCAE**
   - 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.
Facility Assessment Checklist – Indoor

1. Are change rooms or locker rooms available for mothers?
   - Do the change rooms or locker rooms get crowded?
   - Are change rooms and exercise areas kept clean?
   - Are playpens provided in the change room?
   - Is there a baby table change area provided in change room?
   - Are washrooms nearby change room(s)?
   - Are children’s toilets/training toilets available?
   - Are washrooms large enough to bring a stroller in?
   - Is a drinking fountain or cooler nearby?
   - YES ☐ NO ☐

2. Is there a gathering area for families?
   - Is there seating available for breastfeeding mothers?
   - Is there seating available for family snacking?
   - Is there an area where 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?
   - 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.

Facility Assessment Checklist – Outdoor

1. Is parking available?
   - On-site or nearby?
   - Is parking free?
   - 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?
   - Bike parking and/or racks?
   - 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?
   - Is site serviced by special (disabled) transport services?
   - Is site accessible by walking and/or bicycle pathways?
   - Are bike racks available?
   - YES ☐ NO ☐

4. Is the outdoor area surrounding the facility SAFE for walking?
   - Are entrances and walkways level or even?
   - Are snow and ice removed from entrance areas in winter?
   - Are there stairs up to the entrances?
   - Is there a friendly stroller entrance (i.e. ramp)?
   - Are entrance doors wide enough to allow a double stroller inside?
   - Is the area considered safe for walking alone and/or with children?
     - Daytime?
     - 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 PATHWAY
   - Provide a variety of transportation options for LSES mothers such as free bus tickets, taxi chits 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

➢ Focus Group Report
  ▪ Executive Summary

➢ A⁴ Checklists for PA Promoters:
  ▪ Assessment
  ▪ Availability
  ▪ Affordability
  ▪ Accessibility