

# “Building Inclusive Recreation and Sport Communities for Women, Girls, and Gender Diverse People”: Facility Use & Design”

## MODULE: What Works

### Funding provided by:

Government of Canada,  
Women and Gender Equality Canada




# 4.0

## What will it take to move the needle?

### \* What Works

- a) **Fear Research – Sport England**
- b) **Lifelong Engagement in Sport**
- c) **Make Sport Fun**
- d) **Sport England**



a) “Fear”  
Research  
Sport England

## A wall of barriers

We conducted qualitative research to understand our audience further. As might be expected with an audience spanning 26 years, the barriers to exercise were incredibly diverse. Firstly, they were endless.

Not being fit enough    Showing their body    Being seen in Lycra    It's too far away  
It's too expensive    Not knowing the rules    Having a red face    Being sweaty  
Wearing sports clothing    Being the worst one there    Not appearing feminine  
Not being competitive enough    I can't get there    Bringing the wrong equipment  
Family should be more important    Not being good enough    Holding back the group  
Changing in front of others    Wearing tight clothing    Studying should take priority  
Need childcare    Time with friends should be more important    Exercise isn't cool  
Being the only new person    Wearing the wrong clothing/kit    Not looking 'made up'  
Housework takes priority    Developing too many muscles    Being 'too' good  
Body parts wobbling when exercising    Being seen as too competitive    Looking silly

# Lisa O’Keefe – (previous) Executive Director of Insight, Sport England on the “Fear” Research



Barriers to women participating could be traced to something truly universal, fresh and emotionally powerful:

*Sport England*

## Overall Fear of Judgement

\* Fear of being judged on their ability, whether they were a beginner or “too good”

\* Worried about being judged on their appearance during and after exercise

\* Fear of being judged for spending time exercising instead of prioritizing their children, family or work.

**(Source: This Girl Can Summary Report by Sport England)**



# FEAR WAS STOPPING WOMEN FROM EXERCISING

## APPEARANCE

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing sports clothing
- Wearing the wrong clothing/kit
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

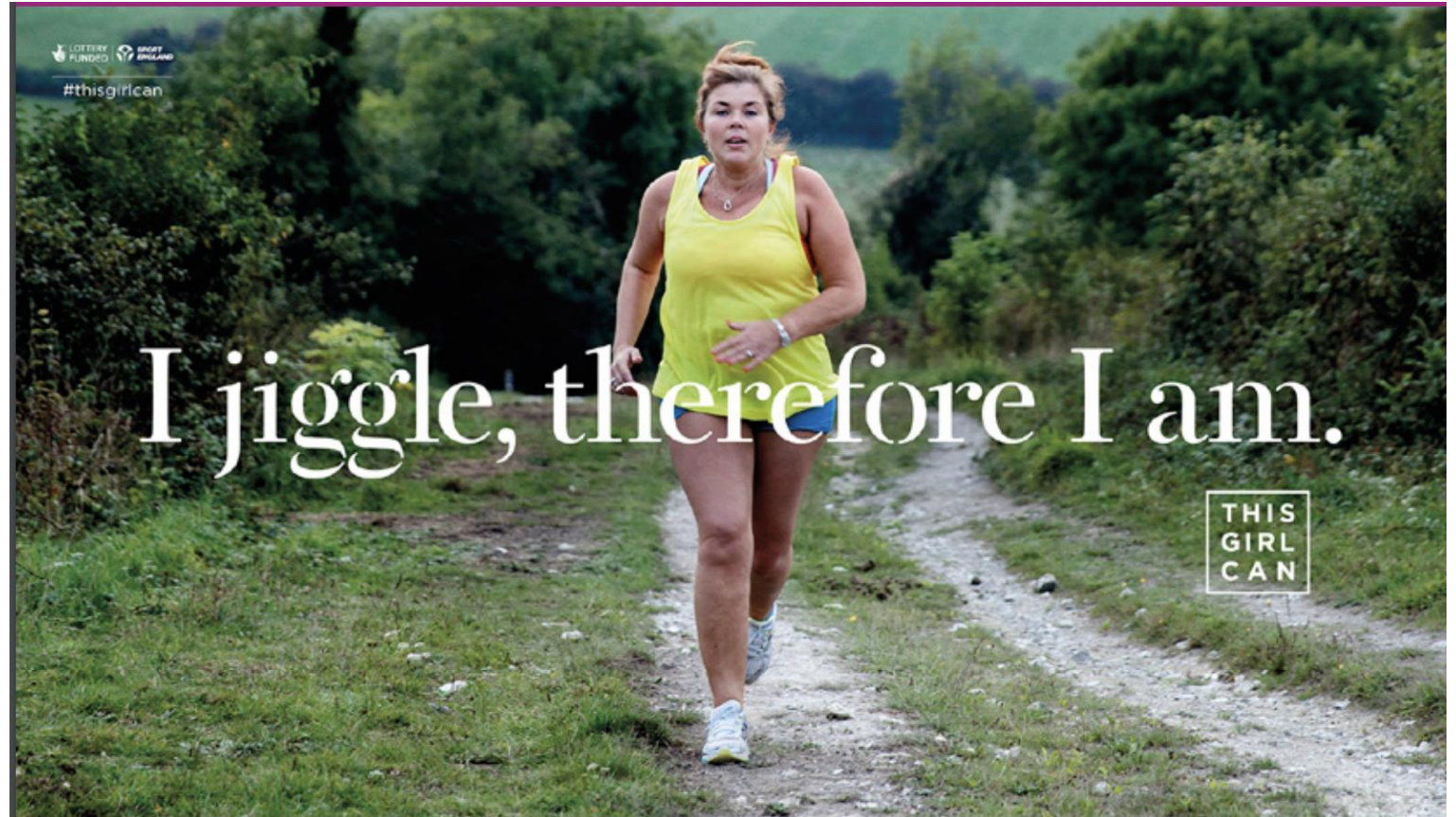
## ABILITY

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive

## PRIORITIES

- Family should be more important
- Time with friends should be more important
- Studying/working should be more important
- Other things I should be doing are more important

I jiggle,  
therefore  
I am



LOTTERY FUNDED  
SMOKE AMPLAND

#thisgirlcan

I'm slow but I'm lapping  
everyone on the couch.

THIS  
GIRL  
CAN







# Unpacking the Fear Research ...

Each table to discuss their assigned Fear Factor:

- Brainstorm potential strategies to address your assigned factor to increase the likelihood of engagement in SPAR (sport, physical activity, recreation)
  - Fear about **Ability**
  - Fear about **Appearance**
  - Fear about **Priorities**
- Share top 2 ideas

# (b) Lifelong Engagement in Sport

## A Framework for Advancing Girls and Women's Participation



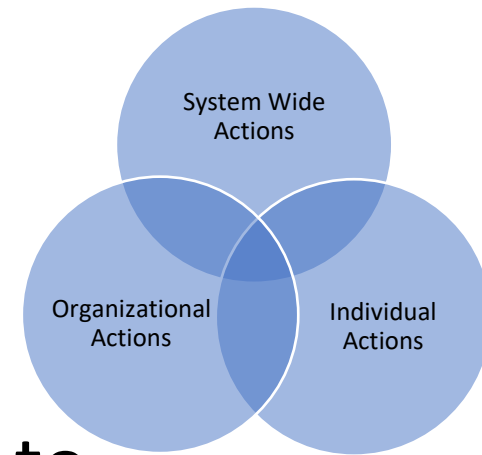
# System Wide Actions

- Champion female athletes as spokespersons
- Advocate with media for equal coverage
- Balance allocation of fields and spaces
- Reassess government funding allocations and subsidies for male and female sports
- Recognition platform for contributors and sponsors
- Encourage diversity on boards and gender parity
- Support transition for more women in coaching and leadership positions

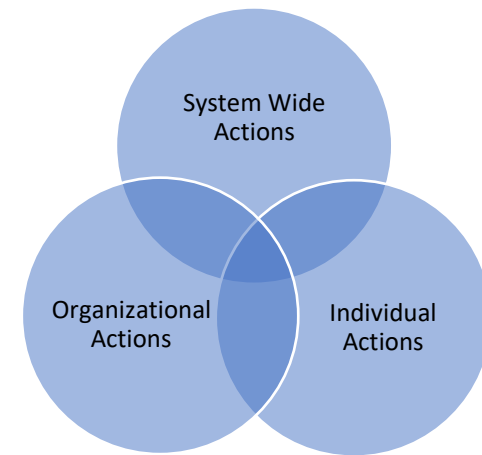


# Organizational Actions

- Seek diverse opinions on barriers to participation
- Provide funding and opportunities for more women to obtain coaching training and coaching positions
- Launch and promote free and low-cost female-based sport and recreation
- “Try it” opportunities
- Focus on fun, welcoming and safe opportunities
- Consider age and ability levels



# Individual Actions



- Schedule equitable times for sport and physical activity
- Focus on fundamental skills / Physical Literacy
- Encourage girls to join and continue into adulthood – create sense of belonging
- Support and highlight elite performers
- Share stories of positive role models

# What Works ...

(c) Make Sport Fun (1) ([www.makesportfun.com](http://www.makesportfun.com)) (UK)

## Top 10 Ways to Increase Participation

1. Empower Local Communities and Neighbourhoods
2. Marketing Campaigns and Communications
3. Taster Sessions and Classes
4. Community Engagement with Partner Organizations
5. Coaches and Professionals
6. Improve Facilities
7. Social Marketing Approach
8. Strong Leadership
9. Help People Use their Peer Network
10. Workplace Approaches

### iii) Helping Women & Girls to Get Active: A Practical Guide (Sport England)



- Free “taster” sessions
- Loyalty cards (attend 9, 10<sup>th</sup> free)
- Reward for attendance (small after 3; bigger after 10) (e.g., coffee voucher)
- Engage current participants
  - “Sport buddy” program – bring a friend; rewards for both
  - Get-togethers outside of the program (e.g., coffee morning catch-up”
  - Pledges through their social media to get active
  - Current people given leaflets/coupons to pass out to others
- Go that extra mile to get them back:
  - Use their name
  - Make eye contact
  - Ask for feedback
  - Ask for contact info to send more info

[Helping Women and Girls to Get Active: A Practical Guide \(Sport England\) - Canadian Parks and Recreation Association \(cpra.ca\)](#)

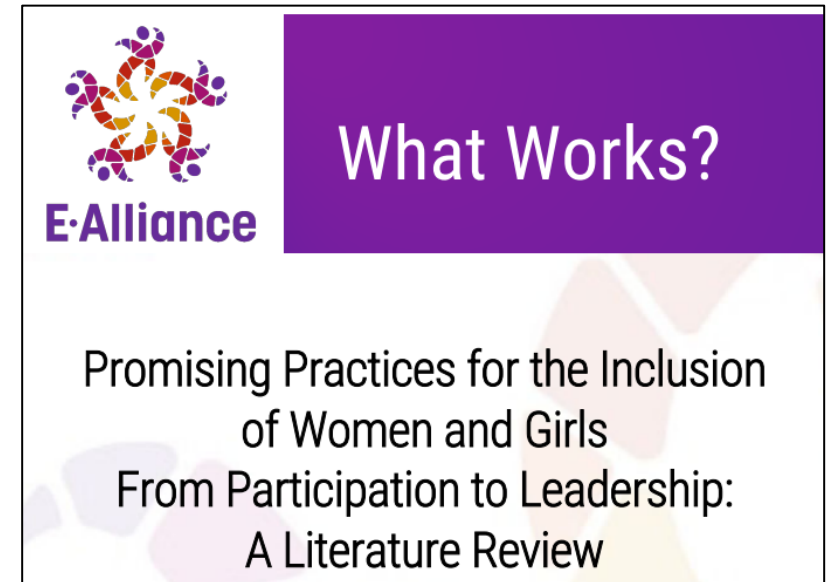


# d) “What Works”

## Research <sup>(1)</sup>

The following inputs have demonstrated some level or measure of success:

- *Programming Efforts*
- *Training Programs*
- *Quotas*
- *Networking Opportunities*
- *Compensation Structures for Equal Pay*
- *Representation in the Media*



[What-Works-Final-Aug-18.pdf](#)  
[\(ealliance.ca\)](#) – Literature  
Review

# “What Works”

## Research (2)

The following “could work” approaches are based on literature from outside of the sport sector:

### **Gender Equity Advancement for Sport Leadership:**

- *Marketing the business case for gender equity*
- *Implementation of gender equity training*
- *Leveraging allies for gender equity*
- *Human Resources programming*
- *Mentorship for women and girls in sport*

### **Gender Equity Advancement for Sport Participation**

- *Encouragement and role models*
- *Programming efforts for increased participation*