

“Once a day, dedicate some guilt-free time to your physical health and general well-being.... its only 30 minutes.”

Likely barriers faced by women

There are a number of likely participation barriers faced by women in relation to gaining an active lifestyle. Whilst barriers vary for different people, some common barriers reported are:

- Fragmented time constraints – family commitments and household responsibilities
- Availability of options at convenient times
- Cultural norms
- Inadequate infrastructure i.e. lack of suitable change rooms or women-only spaces
- Family commitments and responsibilities
- Existing injury or disability (for older women)
- Racism and discrimination towards women from a CALD background i.e. different cultural values and dress
- Limited social network
- Negative body image
- Perceived lack of skills to undertake the activity i.e. swimming etc.
- Perceived safety issues i.e. accessing recreation facilities after dark, dogs, uneven pavements, etc.
- Lack of fitness and associated concerns about keeping up or doing the right thing
- Tiredness due to family/childcare responsibilities
- Cultural and religious barriers – inappropriate dress codes and lack of safe, comfortable and accessible facilities
- Lack of childcare and lack of awareness of childcare options

While women may experience barriers, it is important to understand that when different demographic influences collide that severe disadvantage is likely to be experienced. For instance, if they are non-English speaking woman, with low income, a large family and no transport, then they are likely to experience greater barriers to participation

What you can do...

- Target activities and programs for women and girls i.e. gender specific health and fitness programs
- Catering for the needs of older women through the development of programs specifically tailored to older adults
- Encourage local women in the community to promote physical activity to girls and women, i.e. promote as role models in the community
- Providing opportunities for social interaction i.e. combining physical and social activities
- Widely promote activities and programs for girls and women.
- It is important to use different media and communication tools for different age groups
- Circulation of information flyers / vouchers through schools, child care facilities, ethno-specific organisations and senior citizen centres
- Offer family focused activities



Active Moreland

Active Moreland is an initiative aimed at ‘making it easy for more people to be more active more often’.

Active Moreland is a multi-pronged approach to increasing levels by targeting people, opportunities, places and partnerships to provide welcoming and inclusive services and programs that will contribute to making Moreland a more active community.

³ Victorian Government, Well for life: improving nutrition and physical activity for older people 2010

⁴ CCAA research 2 action conference: motivating older adults to be physically active.