



PILOT PROGRAM CORBETTA



Period of implementation:
10 months

WOMEN ON THE MOVE

Operating in Corbetta, APS Polisportiva Corbetta 2015 is a young and dynamic non-profit sports association which places the educational and social values of sports at the core of its statute and actions. The organization believes that a human being cannot be fully complete without appropriate physical self-expression. APS Polisportiva Corbetta 2015 is pleased to have constantly achieved the goals of its institutional projects and activities.



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WOMEN ON THE MOVE

INTRODUCTION

The municipality of Corbetta is located in the North of Italy, in the province of Milan, and encompasses 10 towns. With a population of 18,285 inhabitants (ISTAT, 2017) and an area of 18.29km², Corbetta has a high population density, estimated at 979.4 inhabitants per square kilometer. It is also part of the South Milan Agricultural Park.

The share of women living in Corbetta is slightly higher (51%) than the share of men (49%). Regarding their age structure, there are 2,624 women between 35 and 65 years. In Corbetta, the women are at the basis of the family organization.

Polisportiva Corbetta wants to contribute to gender equality in Corbetta by increasing the participation of women in physical activities such as the practice of sports and the involvement in sports games. In this sense, the association intends to reinforce the notion that these activities constitute an added and qualifying value for individuals, as well as a major factor for mental and physical well-being.

The pilot program of the Polisportiva Corbetta is based on municipal demographic studies and analysis of social graphs, but above all on the results of the SWUP survey. From these studies carried out in the Municipality of Corbetta, it emerged that 39 per cent of the female population interrupts sports due to lack of time due to family duties. To date, the municipality has not set up events to encourage a return to frequent female physical activity, only sporadic events that have had no effect over time. The time factor was predominant in the study of the project and it came to the proposal of courses in time slots that are better suited to the innumerable commitments of women during the day both family and work.

WHY CORBETTA NEEDS A PILOT PROGRAM?

Women who do not practice physical activities or who do so very rarely tend to be more vulnerable to health problems and to the weakening of their psychophysical well-being.

In accordance with the results of the survey 'Towards gender equity in urban outdoor sport spaces' that was carried out in Corbetta with the coordination of Mulier Institute, there is evidence that men are more likely than women to participate in physical activities and outdoor sports in Corbetta, doing so at least once a week. The main reason for this is that women spend a greater amount of time performing household and family care activities, which commonly leads them to give up daily motor activities, such as exercise, or pursue other priorities such as education and career building.

For this reason, it is important to fit outdoor SRPA around women's daily agenda (Figure 1). This can be achieved by organizing sports activities at times which are convenient for women, such as during lunch break hours, in places that are close to offices, as well as sports activities in groups after 7 pm.

Considering that a large proportion of women's time is devoted to parental obligations, respondents of the survey recommended to include children in sports activities. For instance, this could be achieved by providing entertainment activities for children or organizing sports activities in a way that women could practice them in parallel to children's activities. Furthermore, according to the respondents, activities and courses should involve little or no costs due to the fact that several women do not participate to not affect the family budget.

Figure 1. Incentives to engage in outdoor sport activities for women (in percentages, n=873)

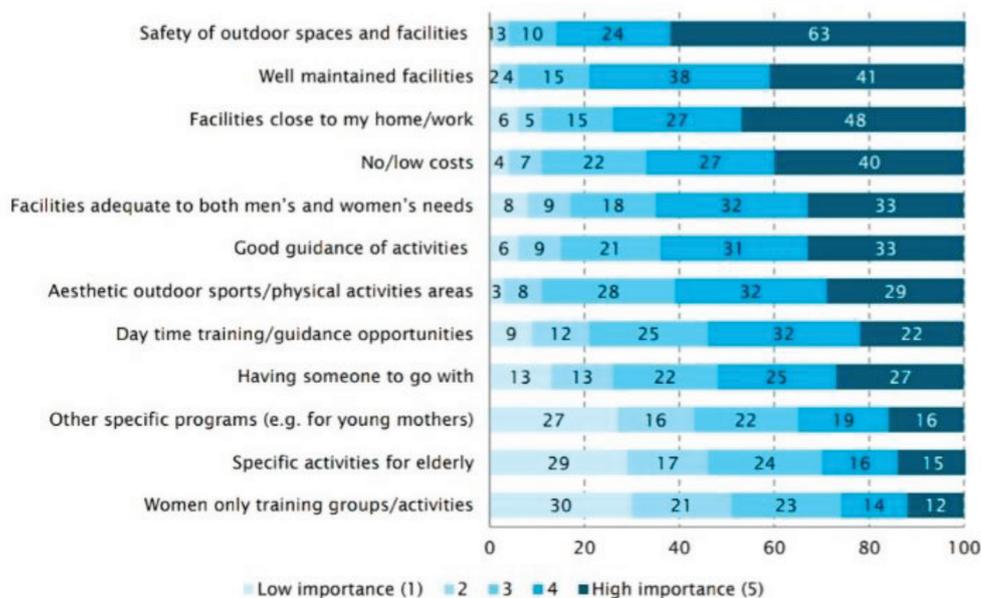
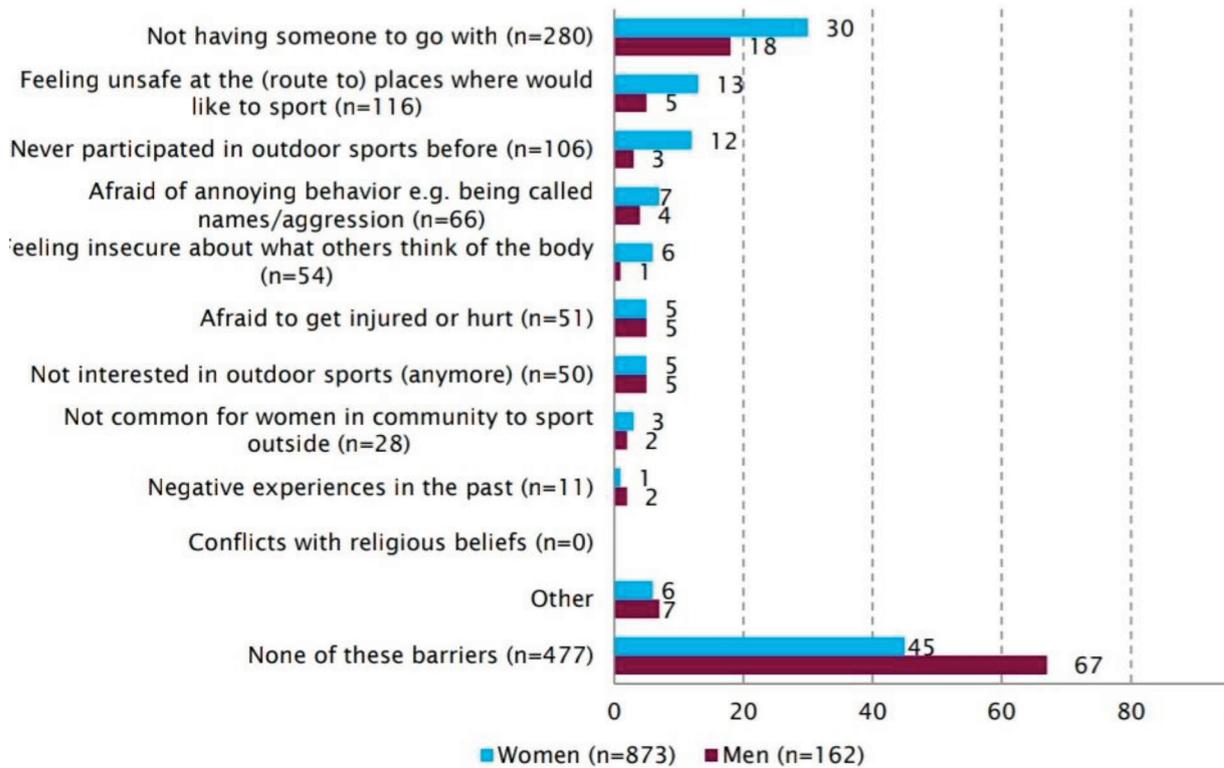


Figure 2. Barriers experienced by women and men regarding outdoor SRPA (in percentages, n=1,035, more answers possible)



ABOUT THE PILOT PROGRAMS

What are these Pilot Programs all about?

The aim of ASD Polisportiva Corbetta 2015 is to promote the participation of women in regular physical activities and in game-sports in order to improve their psycho-physical well-being in the territory of Corbetta-Santo Stefano-Magenta

To reach this ambitious goal, Polisportiva Corbetta, with the contribution of its specialists, has generated three proposals to promote sports and physical activities. All of these initiatives share four main features:

- psychophysical well-being to promote the development of the potential of each individual;
- moment of socialization as well as sport challenge;
- instrument of biological reactivation;
- instrument for the dissemination of sports values.

To be functional and to have a positive impact at the individual and collective levels, these three types of project will be proposed and practiced through these features: ludic, varied and participative.

Our pilot does not focus on extemporaneous events, but in long term initiatives that foster a constant practice of sports in order to be able to monitor the actual psychological and social benefits of the project. The strategy of the project is the promotion of the constant practice of sports in a prolonged period of time, considered statistically relevant at the

length of 10 months. The aim is to counteract the demotivating effect that often stems from sporadic sensitization with a biweekly courses targeting an homogenous group of women.

Target Groups

On the basis of the different needs of the territory, three different groups of women are considered as the main population target of the project of Polisportiva Corbetta: working women in the public and private sectors, mothers who are passively involved in the physical activities of their children and women who are former athletes over 40 years.

These women are given the opportunity to carry out a structured physical activity, experimenting new modes and times and improving the quality of life of the town.

Action plan

Path A - Educare alla Motoria (“getting acquainted with sport”)

A form of gentle exercise that aims to cure (and prevent) any discomfort and annoyance caused by muscle imbalances through a series of targeted exercises.

- Target population: women working in the public and private sector
- Physical Activity: Total Body work out and Postural gym
- Place: Municipal Building and Municipal Park of Villa Ferrario
- Hours: 12.30 – 13.30 and 13.30 – 14.30
- Method: 2 groups of 20-25 women
- Trainer: n. 2 specialist per group and n. 1 coordinator
- Frequency: 2 weekly sessions.

Path B - Sportivando (“sporting”)

GAG is an Italian term formed by the initial letters of the respective words Legs, Abdomen and Buttocks and indicates a training aimed at strengthening and toning these three areas and, more generally, the lower part of the body. It consists of a series of exercises to be performed standing, on the ground or using tools such as weights and boosters. GAG is a widespread workout in gyms and fitness centers where it is generally used to shape the lower body. But it is also recommended as a specific training for athletes and amateur sportspeople who practice disciplines in which the legs and the lower body should be particularly trained as, for example, running and football. The typical exercises of the GAG can be chosen according to the difficulty and the body area to which they are specifically targeted. The number of repetitions must be decided on the basis of the physical condition of those who perform them.

- Target population: mothers who are passively involved in the physical activities of their children
- Place: Municipal Park in Via della Repubblica and Polisportiva Corbetta Gym Area
- Hours: 18.30-19.30 and 19.30-20.30
- Method: 2 groups of 20
- Trainer: n. 1 specialist per group
- Frequency: 2 weekly sessions.

Path C - Pallavolando (“volleying”)

Volleyball is a game that is played between two teams of six players each on a court divided into two parts by a net, stretched between two stakes, halfway through its length. The two formations must postpone the ball by hitting it with any part the body without letting it touch the ground and with a maximum of three hits by three different players in the same area. It is an Olympic specialty.

- Target population: women over 40 years, ex-athletes
- Activities: Volleyball
- Place: San Girolamo Gymnastic Building in Corbetta
- Hours: 20.00-22.30;
- Mode: 1 group of 15 women;
- Trainer: n. 2 specialists;
- Frequency: 2 weekly sessions.

Administrative Procedures

To meet the legal requirements regarding privacy, security and insurance coverage, Polisportiva Corbetta requires the completion of a registration form in order to properly manage participants' information. This form will be completed by all course participants.

Our project is not based on a few promotional events related to the SWUP project, but to a constant practice for a period of 10 months in order to monitor the actual psychological and social benefits of the project (see Annex 1).

Involvement of participants and partners

The places available for the SWUP project activities were exhausted in very few days in the case of the two multiplier opening events held in 2018 (11 September and 24 September 2018)

All the participants will attend periodic meetings, presentations and processes of implementation of the activities. The meetings will be held in the room 'Sala Grassi' of the Municipality of Corbetta and at the headquarters of Polisportiva Corbetta. In addition, material generated by all the partners of the SWUP Project will be periodically distributed to the members through explanatory brochures, motivating and explaining the high social value of the project in which they participate. A questionnaire will be administered to learn about the sporting experiences gained, the state of access to the project and any health problems, traumas, previous injuries, or particular physiological needs (see Annex 3). The questionnaire aims at identifying better the needs, methodologies adopted and social impacts arising.

All the participants in the project will receive an identification badge designed to trigger a spirit of belonging and the individual and collective motivation of participants (see Annex 4).

In order to intellectually involve all the participants to live the project as protagonists, Polisportiva Corbetta 2015 will create a mailing list to provide newsletters about the program, service announcements, questionnaires and interviews. Social groups will be created for each course in order to share experiences, motivations and to communicate absences or transfers of activities related to particular needs.

Polisportiva Corbetta 2015 considers strategic to carry out a graphic panel showing the SWUP logo to identify the urban spaces redeveloped through the development of the project activities. This manifesto intends to set a common feeling of belonging and of re-appropriation of the territory. It is also expected that this action will attract the attention of subjects who are not informed nor involved in the activities (see Annex 3). We are creating also a logo that includes all the Partners of the Project and a patch that can be applied to t-shirts, sweatshirts and all kind of sports clothes in order to identify and disseminate SWUP approach.

Two multiplier events engaging 60 participants have been planned to disseminate and communicate the pilot program:

SW-UP Conference

A public Conference will be held on the Spring of 2019. The purpose of this event is to explain the genesis and the social and health impact of the project, as well as its planning, execution and adjustments. Various important stakeholders will take part in this event: the 100 active female subjects of the SWUP, the specialists and professionals who are working on the project and personalities from the world of women’s sport at national and international level. The entire population of the Municipality of Corbetta and neighboring Municipalities is also invited to take part.

SW-UP Days

The SWUP Days will be organized on Saturday mornings at the Municipal Park of Corbetta. This location will be the same for all the three paths carried out. Their aim is to involve, promote and include the highest possible number of female subjects. The same event will take place later at the Park of the Republic in Corbetta to guarantee a special ambiance and to obtain the greatest possible impact, no other cultural sporting or commercial events on the Corbetta territory will be held on the same day.

Time Frame

The activities will be carried out from September 11, 2018 to June 14, 2019, following the timeline below:

Month/ Activity	September activity hours	October activity hours	November activity hours	December activity hours	January activity hours	February activity hours	March activity hours	April activity hours	May activity hours	June activity hours	Total activity hours
Path A	8	12	16	12	12	16	16	12	16	12	132
Path B	8	12	16	12	12	16	24	12	24	12	148
Path C	12	12	12	10	10	12	12	10	12	10	112
Total Activity hours	28	36	44	34	34	44	52	34	52	34	392

Expected results

The overall expected outcome of these path is the promotion and development of women in all their manifestations. This final result will be achieved thanks to a growth in socialization, self-evaluation, agency and expression of one's personality that the group sport activities of the 3 paths will trigger.

Activity	Total number of sessions	Number of participants estimated per session	Total estimated presences per path
Path A	132	20	2640
Path B	148	15	2220
Path C	112	15	1680
Total estimated presences			6540

Annex 2



Questionario conoscitivo sull'attività fisica.

PROGETTO
A

PROGETTO
B

PROGETTO
C

Nome e cognome _____
cognome e nome del/della richiedente

Gentile Utente, compilando questo sondaggio, ci aiuterai a gestire al meglio la composizione dei gruppi di lavoro consolidando aspirazioni ed obiettivi progettuali.

Qual è il tuo attuale livello di ginnastica? Perfetto Buono Medio Scarso Assente

Quanto spesso pratica sport? Ogni giorno
 Una volta a settimana
 Ogni altro giorno
 Molte volte al mese
 Poche volte

Perché pratica lo sport? Mi piace
 Voglio perdere peso
 Voglio rimanere in forma
 Altro (Spiega il motivo) _____

Hai partecipato ad uno qualsiasi degli sport presenti qui in basso?

Corsa: Sì No Non regolarmente

Nuoto Sì No Non regolarmente

Ginnastica Artistica Sì No Non regolarmente

Pallavolo Sì No Non regolarmente

Stai provando a migliorare la tua condizione sportiva? Sì No





La tua aspettativa rispetto al progetto è:

- occasione unica di poter essere seguita in maniera gratuita da professionisti del settore.
- ottimizzare le mie esigenze e quelle della famiglia.
- ottimizzare le mie esigenze e quelle lavorative.
- migliorare la mia salute.
- curarmi del mio corpo e del mio aspetto.
- Altro (specificare _____)

Lei fuma?

- Sì No Occasionalmente

Avete delle limitazioni mediche che ti limitano di fare esercizio fisico?

- No
- Sì (specificare _____)

INFORMATIVA (in materia di privacy ai sensi del GDPR – Regolamento UE n. 679/2016)

Con la presente La informiamo che l'APS POL.CORBETTA2015 ASD Onlus, da ora semplicemente POL.CORBETTA2015, con sede in via Quasimodo 19 C.F.90032880156 , mail presspc2015asd@gmail.com, tratterà i Suoi dati personali, identificativi ed anagrafici ai sensi dell'articolo 13 del GDPR, con le modalità e le precauzioni appresso indicate:

- 1) Figure che intervengono nel trattamento. Interessato - Colui che conferisce i propri dati personali ed al quale la presente informativa è rivolta; Titolare del trattamento Pol.Corbetta 2015 che raccoglie il dato e lo elabora, archivia o trasmette; Responsabile del trattamento - L'eventuale incaricato del trattamento; Terzo che riceve il dato - Colui al quale il dato è conferito dalla Pol.Corbetta 2015.
- 2) Modalità di trattamento: la raccolta ed il trattamento dei Suoi dati personali avranno luogo, dopo il Suo consenso. Il trattamento potrà avvenire anche con l'ausilio di mezzi cartacei, elettronici, informatici o via web per le operazioni indicate dall'art. 4 del Codice e dall'art. 4 n. 2 del GDPR quali: registrazione, organizzazione, consultazione, elaborazione, modificazione, estrazione, utilizzo, comunicazione, cancellazione.
- 3) Finalità del trattamento. Il trattamento, a seguito del Suo consenso, è finalizzato alla gestione della Sua richiesta di partecipazione al progetto SWUOP, così come previsto dallo Statuto dell'Ente, alla partecipazione alle attività proposte, ed al Suo tesseramento a Enti di Promozione Sportiva o Federazioni del CONI nonché all'iscrizione nel Registro C.O.N.I. per il riconoscimento ai fini sportivi dilettantistici. All'indirizzo mail, che indicherà in sede di richiesta di adesione, saranno inviate comunicazioni relative alla gestione del tesseramento stesso, ivi comprese le comunicazioni per le attività svolte con la Pol.Corbetta 2015
- 4) Obbligatorietà del conferimento. Il conferimento è necessario ed obbligatorio per le citate finalità ed il diniego comporterà l'impossibilità di aderire al suddetto progetto, non consentendo l'utilizzo per le finalità istituzionali. Gli stessi agiranno in piena autonomia in qualità di Responsabili del trattamento per i rispettivi adempimenti di competenza. Inoltre i dati stessi, a richiesta, saranno comunicati a Pubbliche Amministrazioni per fini di legge.
- 6) Luogo e modalità di conservazione dei dati I dati personali sono conservati, dal Titolare del trattamento, su supporto cartaceo e/o su server informatici, in luoghi di norma ubicati all'interno della Comunità Europea. A richiesta dell'interessato, in riferimento a quella data, verranno comunicati gli indirizzi di conservazione.
- 7) Periodo di conservazione dei dati I Suoi dati saranno conservati per il periodo previsto dalla normativa vigente CONI. Decorso tale termine, gli stessi saranno archiviati in file protetti per il periodo previsto dalle normative di legge, ed al termine distrutti.
- 8) Diritti dell'interessato Con specifica istanza, da inviare all'ASD/SSD, Titolare del trattamento, tramite raccomandata o posta elettronica, potrà conoscere i Suoi dati personali in possesso dell'Ente, chiederne la modifica, la rettifica o la distruzione. Inoltre potrà completarli, aggiornarli o richiederne copia. Eventuali richieste di copie su supporto cartaceo non ritirate presso la sede dell'Ente saranno soggette a contributo spese di invio. Potrà inoltre, con le stesse modalità, revocare il consenso, opporsi al trattamento di tutti o parte dei dati, o chiederne l'invio a terzi da Lei indicati. Potrà proporre reclami al Garante per la protezione dei dati personali qualora ritenesse violati i Suoi diritti.
- 9) Modalità di controllo Verranno posti in essere controlli di sicurezza funzionali in ambito informatico e web mediante: - Controllo e tracciabilità degli accessi mediante ID e Password di livelli diversi; - Codifica del Trattamento con individuazione e partizione dei processi; - Sistema di protezione da Malware; - Minimizzazione dei dati trattati. Verranno predisposti controlli di sicurezza fisici mediante: - Conservazione di supporti cartacei in luoghi protetti ed accessibili solo a personale incaricato; - Conservazione dei supporti fisici del server in luogo protetto e Backup dei dati; - Stipula di contratti accurati in tema di trattamento dei dati personali. Verranno predisposti controlli organizzativi mediante specifica formazione del personale che abbia accesso ai dati personali.

CONSENSO AL TRATTAMENTO DEI DATI PERSONALI

Il sottoscritto letto l'informativa che precede, acconsente al trattamento dei propri dati personali nelle modalità e per le finalità descritte nell'informativa che precede.

Data _____

Firma del dichiarante _____



Annex 3



Annex 4



