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HOW TO ENGAGE WOMEN IN OUTDOOR PHYSICAL ACTIVITIES IN CORBETTA_(IT)



WHERE ARE WE?

- CORBETTA, Italy
- 18.285 inhabitants
- Area of the city in which the action took place:
Municipal Park, Municipal Building, Municipal Park Repubblica,
Polisportiva Corbetta Gym, San Girolamo Gymnastic Building.



WHAT ARE THE BARRIERS FOR WOMEN TO PRACTICE SPORT OUTDOORS IN CORBETTA?

- Women experience a lack of free time due to the fact that they take care of the family besides the professional work
- More in particular, when they have children, they don't know to whom to leave them while they are doing sport
- They are discouraged to take part to sport activities when they don't have a friend with whom to carry out this sport activity
- The time of the sport activities does not match with their work and family commitment.



European Association for Local Democracy
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WHAT HAS BEEN DONE IN THE FRAMEWORK OF SWUP PROJECT?

ACTIVITIES

3 different courses have been offered:

- **Project - A** - "Educare alla Motoria" ("Training to physical activity")
Activity of Total Body and Postural for women working in the public and private sector
- **Project - B** - "Sportivando" ("Sporting")
Exercises for glutes, abdomes and legs for mothers who bring their children to do sport activities and have to wait for the end of the lesson to bring the children back
- **Project - C** - "Pallavolando" ("Doing volley")
Volleyball game for ex-athlets women over 40 years old.

RESULTS

- Women have been offered sport activities that fit with their family and work commitments
- Women have been offered the opportunity to do sports and at the same time make new friends
- Women could obtain feedback and support from prepared trainers
- Women evaluated trainers very positively both from a human and professional point of view
- The urban spaces where the activities took place have gained a better image: participants have started to look at these them with different eyes, they consider them as spaces where they can express their energy and enthusiasm
- The activities were gathered 5307 attendances: 2.375 attendances in project A, 1924 in project B and 1008 in project C.





PARTICIPANTS' FEEDBACK

"Good evening, for me the SWUP is a great opportunity perfectly inserted after the working hours and usable without further movement. Competent professionals and patients, who are able to follow us despite each of us has different needs."

"Beyond the physical benefits, which at my age (53 years) is only good, also seen the work that leads me to sit a lot of time, I started to play sports a few years ago starting with long walks, I then had the 'opportunity to enroll in women's volleyball and I must say that in these two years I have improved with joint elasticity, muscle tone and weight. I am very satisfied, I also noticed that the team play, the constancy of doing the training and the harmony that is created also help me psychologically in everyday life, to face difficulties and to be more serene and available to those around me from the family to friends! I can only say ... Long live the sport!"



WHAT HAVE WE LEARNT?

STRENGTHS

- The high level of preparation of the trainers
- Tailor-made schedules, which have allowed women to better conciliate sport/physical activity with family care and work
- Personalised training and feedback.

TO IMPROVE

- Extend the project also to other categories
- Propose activities that involve the whole family
- Increase the engagement of Corbetta Municipality.

3 KEY INFOS ON THE TARGET

- The women that we reached with the project were willing to challenge one's own physical condition
- The women that we reached with the project need to create a friendly atmosphere with the other participants and with the coach
- The women that we reached with the project need to feel the protagonist of the project.

WHAT ARE THE NEXT STEPS TO KEEP ON ENHANCING WOMEN'S OUTDOOR SPORT?

WILL THE PILOT PROGRAM CONTINUE IN SOME WAYS?

Because of their success, Polisportiva will continue offering activities in the same time slots of the pilots. Hopefully, all the instructors will be also reconfirmed because of their professionalism, availability and courtesy towards all the participating women.

The dissemination of the questionnaires and the involvement in the multiplier events met the need of action and protagonism of participants and created team spirit so they will be re-proposed.

WHICH OTHER ACTIVITIES COULD BE CARRIED OUT IN CORBETTA?

Many sport activities can be proposed by the local associations. Every activity organized will have to take into consideration the fundamental need of conciliating free time and family time, especially for those mothers with children. A greater involvement of the local government institutions is also very desirable and would have a greater impact on the population. Furthermore, the diffusion of sports activities and in general of a more conscious sporting culture must be increased by the sports associations and supported by institutions, federations and sports promotion bodies. Intense collaboration is essential to pursue the psycho-physical well-being of the entire population, thus building on the strengths and above all skills of every entity.

