

HOW TO ENGAGE WOMEN IN OUTDOOR PHYSICAL ACTIVITIES IN RAMNICU SARAT_(RO)

WHERE ARE WE?

- RAMNICU SARAT
- 33.000 inhabitants
- Area of the city in which the action took place:
RAMNICU SARAT CITY, the second biggest city in Buzau region.
Activities took place in Central park, municipal sport gym and municipality building.



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

- 47% of the respondents to the survey mentioned the lack of having someone to go with
- 10% mentioned being afraid of annoying behaviours such as aggression or being called names was mentioned
- Other reasons mentioned were the lack of facilities in the community and a bad communication of the opportunities.

WHAT HAS BEEN DONE IN THE FRAMEWORK OF SWUP PROJECT?

ACTIVITIES

SWUP SUS RAMNICUL Pilot Programme generated awareness activities by creating SWUP Sport Club for women, a public café, presentations, group-building, and by organising sport activities such as handball, pilates, aerobics, interactive games, etc. The aim was to generate a strong community of women interested in sport coming from different backgrounds, such as companies, administration, NGOs, civil society.

RESULTS

Aprox. 300 participations of women participated in sport activities; more than 12 activities were implemented; 1 SWUP SUS RAMNICUL WOMEN CLUB FOR MASS SPORT ACTIVITIES was created; 1 agenda of future activities was generated; more than 20 local partner entities and more than 20 representatives of the local business companies were involve; more than 10 representatives of the local administration entities involved; 4 indoor awareness meetings and 4 outdoor sport playing actions were organised using 4 different methodologies.





PARTICIPANTS' FEEDBACK

"SWUP initiative was really amazing. We should continue to practice sport together"

"Ramnicu Sarat city needed SWUP project. From now we started the involvement and we will not stop it after the end of the project"

"Going out and playing sport together with my friends and knowing new women from the community was really amazing. It is not only about sport and health, but about life"

"Even if at the beginning I was sceptic, now my view is totally changed. Go, SWUP!"

WHAT HAVE WE LEARNT?



STRENGTHS

- Working together through different sports at the end of the weeks
- Sharing the image of SWUP project in local community through specific actions and visibility campaign
- Playing sport in groups and sharing the results through online resources and offline initiatives.

TO IMPROVE

- The difficulties in having strong participation and in finding the most proper period for developing the activities. Work and home responsibilities prevented women from attending every session
- The difficulties in identifying suitable specialised instructors at local level.



3 KEY INFOS ON THE TARGET

- The fear to practice sport in public was maybe the most relevant fear, as, most of them, especially the adult ones, did not practice a team sport since high-school. For that, the context offered through SWUP project gave them an opportunity and motivated them
- Women really want to practice sport if they are connected with their needs and expectations, and if they have the proper context
- Women know how to work in teams and want to give a strong example to their children and families by doing sport.

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

WILL THE PILOT PROGRAM CONTINUE IN SOME WAYS?

An agenda with actions and resources has already been generated in order to ensure the continuity of SWUP activities in the community. Sports activities such as pilates, aerobics, handball will continue to be practiced and other activities including healthy lifestyle, healthy ageing, sharing life experiences and communicate in public will be considered for the future. We foresee that the participation will increase thank to the multiplier effect provided by the 300 participants during the pilot activities.

WHICH OTHER ACTIVITIES COULD BE CARRIED OUT IN RAMNICU SARAT?

Raising awareness in the community keeps being an important task. Supporting programmes for women in all fields and investing in facilities are two examples. Considering the Romanian society, it is crucial to create facilities for women and for families, where they can come together and practice sports and socialise in a friendly environment.

