



Knowledge Exchange Seminar Series (KESS)

...is a forum that encourages debate on a wide range of research findings, with the overall aim of promoting evidence-based policy and law-making within Northern Ireland



‘Playing Like a Girl’: Rising to the challenge of increasing female participation in physical activity and sport in Northern Ireland

Dr Katie Liston

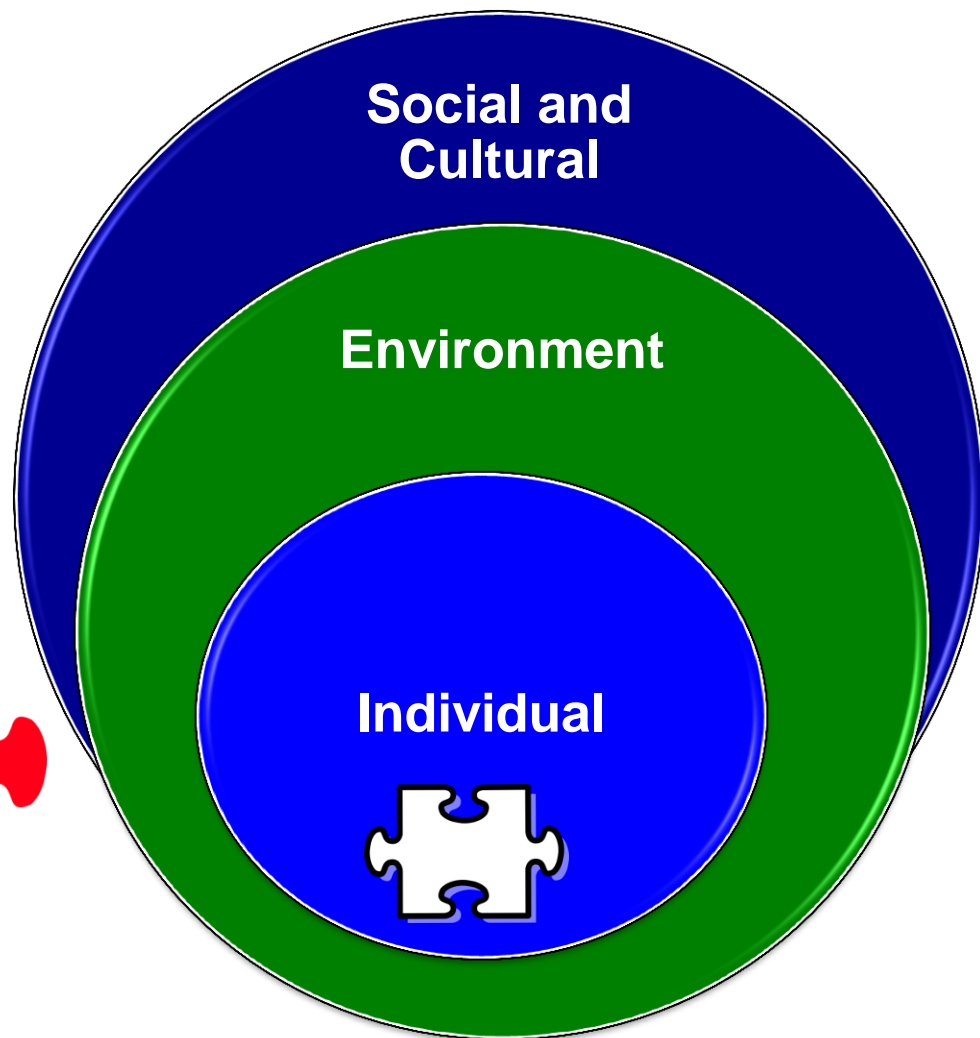
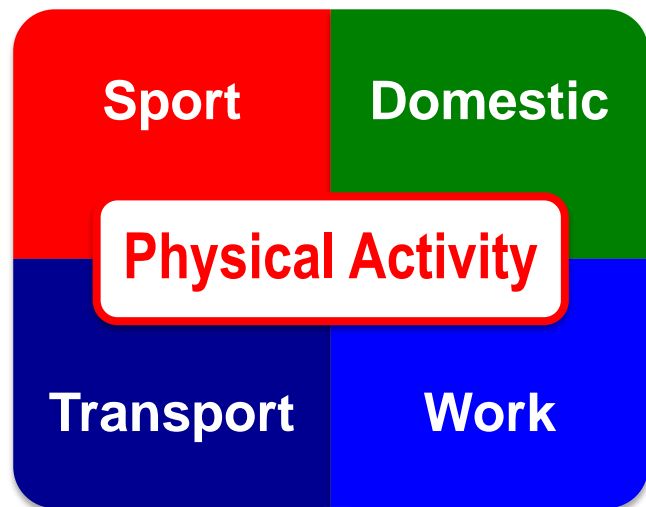
Centre for Social Sciences of Sport

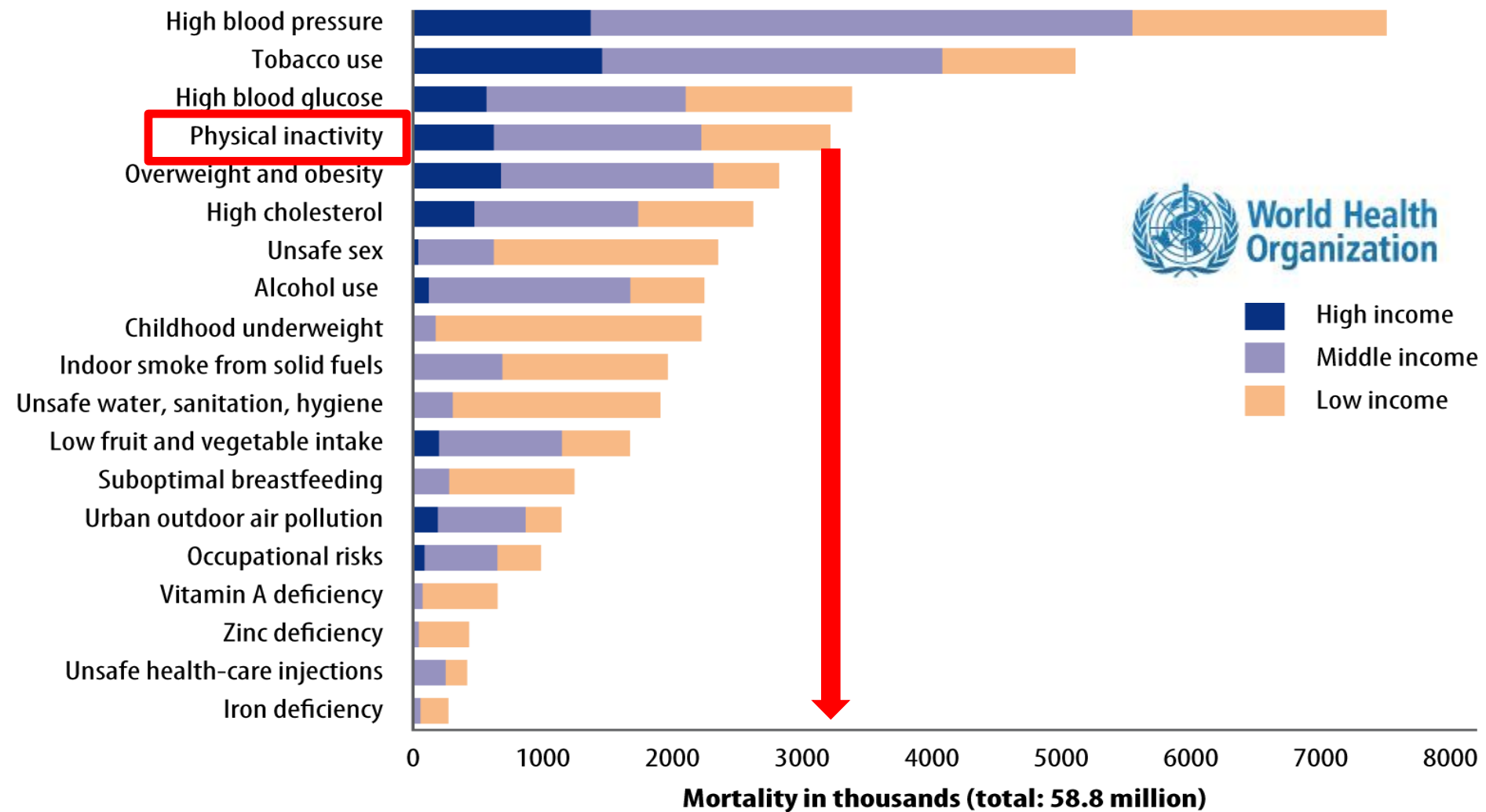
Professor Marie Murphy

Centre for Physical Activity & Health Research

Sport & Exercise Sciences Research Institute

Ulster University





World Health Organisation (2009) Mortality and burden of disease attributable to selected major risks. WHO Press: Geneva

How much physical activity for health benefit?



ADULTS (19–64 years)

1. Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
2. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.

“...at least 150 minutes per week of moderate intensity activity in bouts of 10 minutes or more”

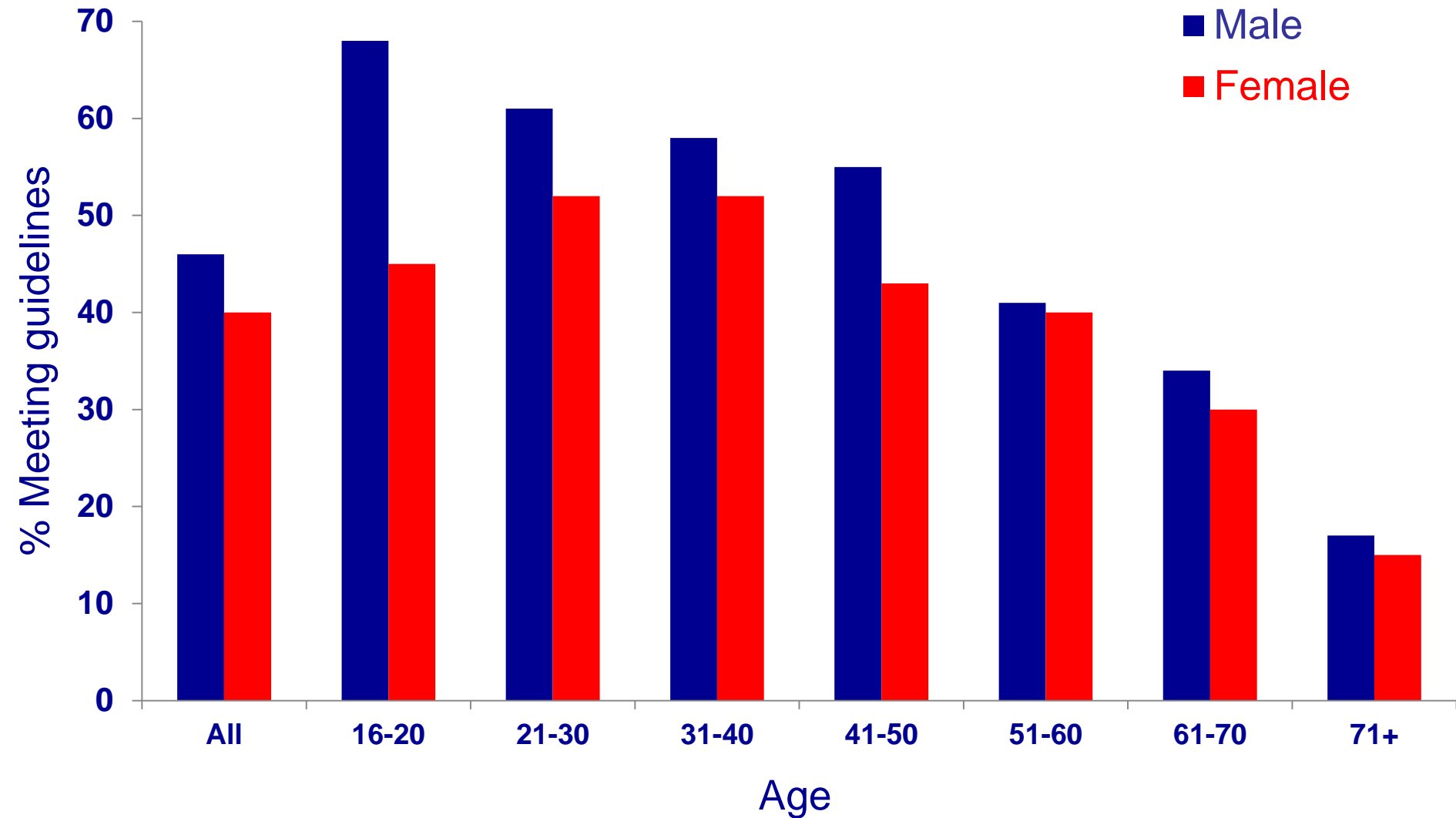
Guidelines for children and young people

1. All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
2. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.
3. All children and young people should minimise the amount of time spent being sedentary (sitting) for extended periods.

“...60 minutes per day of moderate to vigorous intensity physical activity”

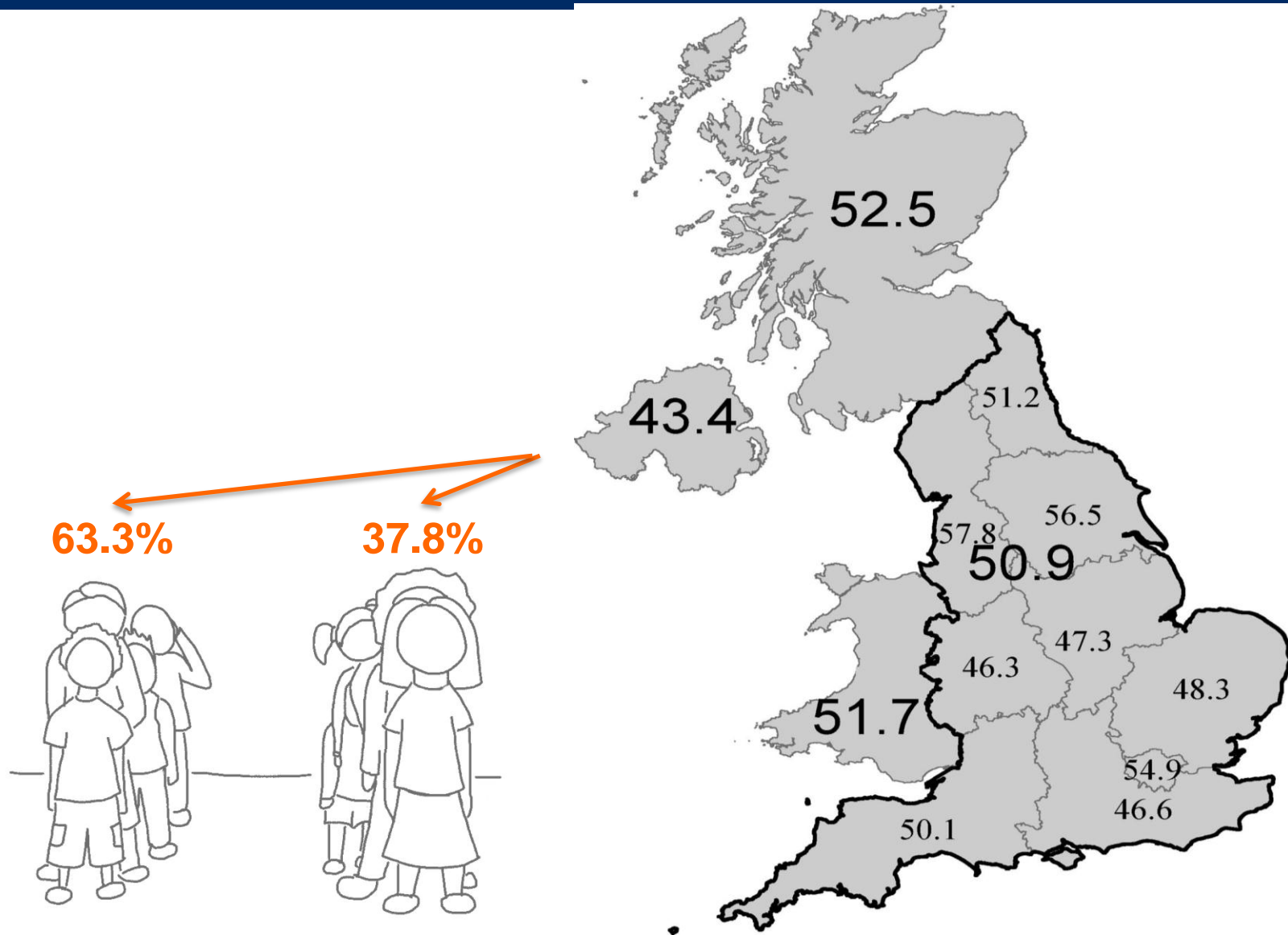
% Population meeting guidelines

at least 150 minutes per week of moderate intensity activity in bouts of 10 minutes or more

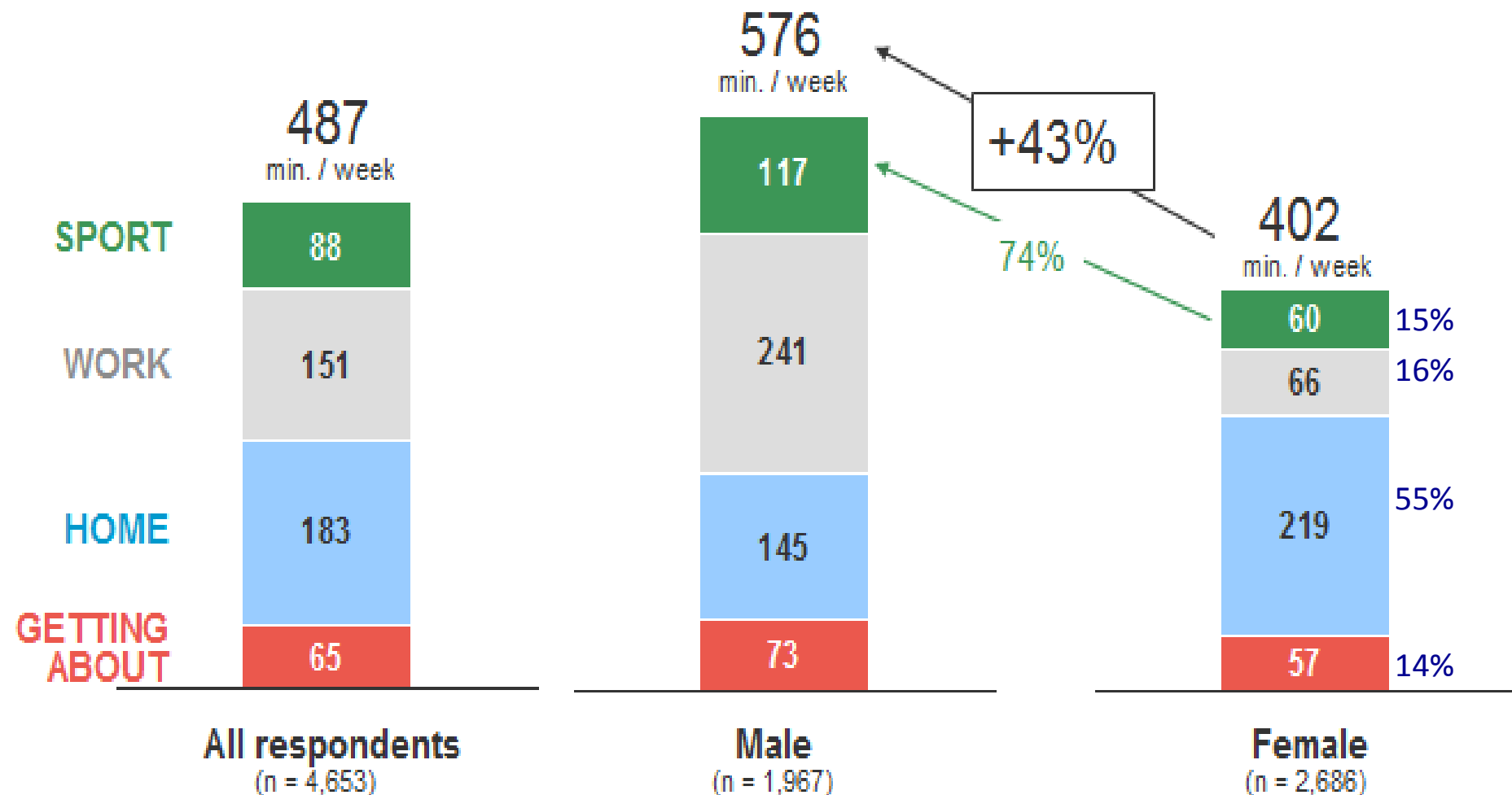


Murphy, MH et al (2012) Physical activity, walking and leanness: An analysis of the Northern Ireland Sport and Physical Activity Survey (SAPAS). *Preventive Medicine*, 54 (2) 140-144.

Children meeting physical activity recommendations



Where do people get their physical activity ?



Work is main source of physical activity for men + Domestic activity for women
Sport only a small proportion of overall physical activity reported 18% of total
Only 31% of women report participating in sport (25% in CHS 2011/12)

Correlates of PA participation for Women



Individual

Self-efficacy
Readiness to change
Perceived benefits
Current level of PA



Social

Support from
family, friends and
peers



Environmental

Access to facilities
Perceived safety
Programme format

Motives & Barriers

Enjoyment

Health

Weight Control

Competence

Social

"Not the sporty type"

Lack of Time

Lack of support

Low self-efficacy

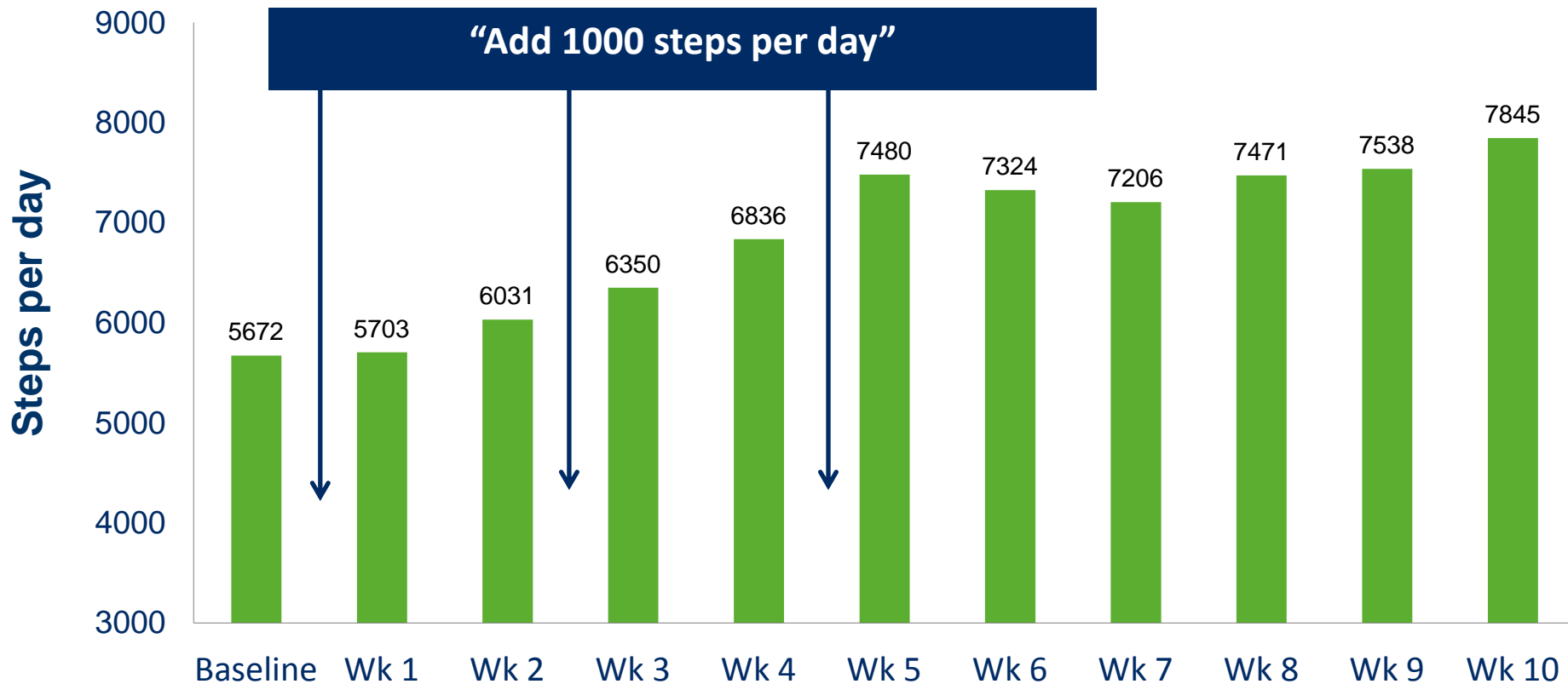
Cost

walk@Work

12 week intervention 390 participants (290 women)
Automated web-based programme ~ Individualised targets



walk@Work



25% increase in daily steps at work using a pedometer and automated web-based programme

The *WISH* Study: Peer-led Walking In ScHools



- Feasibility study with low-active adolescent girls
- 190 participants in 6 schools.
- Short walks delivered during school day
- Facilitated by peer 'Walk Leaders' (aged 16-18)



Name: _____

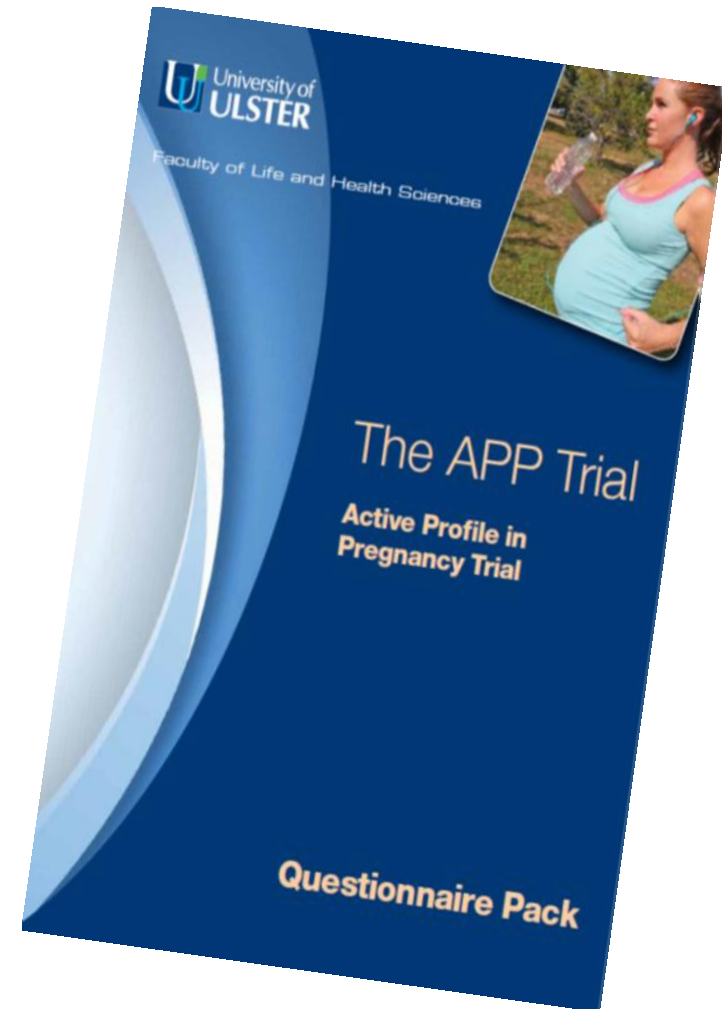
1	3	5
2	4	6

- Incentivised via school rewards system
- Reward stamps for each walk completed
- Increased physical activity
- Decreased sedentary behaviour

Carlin A, Murphy MH and Gallagher AM The *WISH* study: Peer-led Walking In ScHools to improve physical activity in adolescent females. International Society of Behavioural Nutrition and Physical Activity Conference, Edinburgh June 2015

The APP Trial

- Pilot intervention to reduce the decline in PA during pregnancy
- 3 PA consultations + weekly walking group + text/call support
- Primigravida mothers (n=109)
- PA, mood, self-esteem, and Quality of life measured at 12, 20, 36 weeks and 8 weeks postpartum
- Gestational weight gain, obstetric outcomes.



Currie S, Sinclair M Liddle D Nevill AN and Murphy MH (2015) Application of objective physical activity measurement in an antenatal physical activity consultation intervention: A randomised controlled trial. BMC Public Health



Promising female-friendly initiatives?



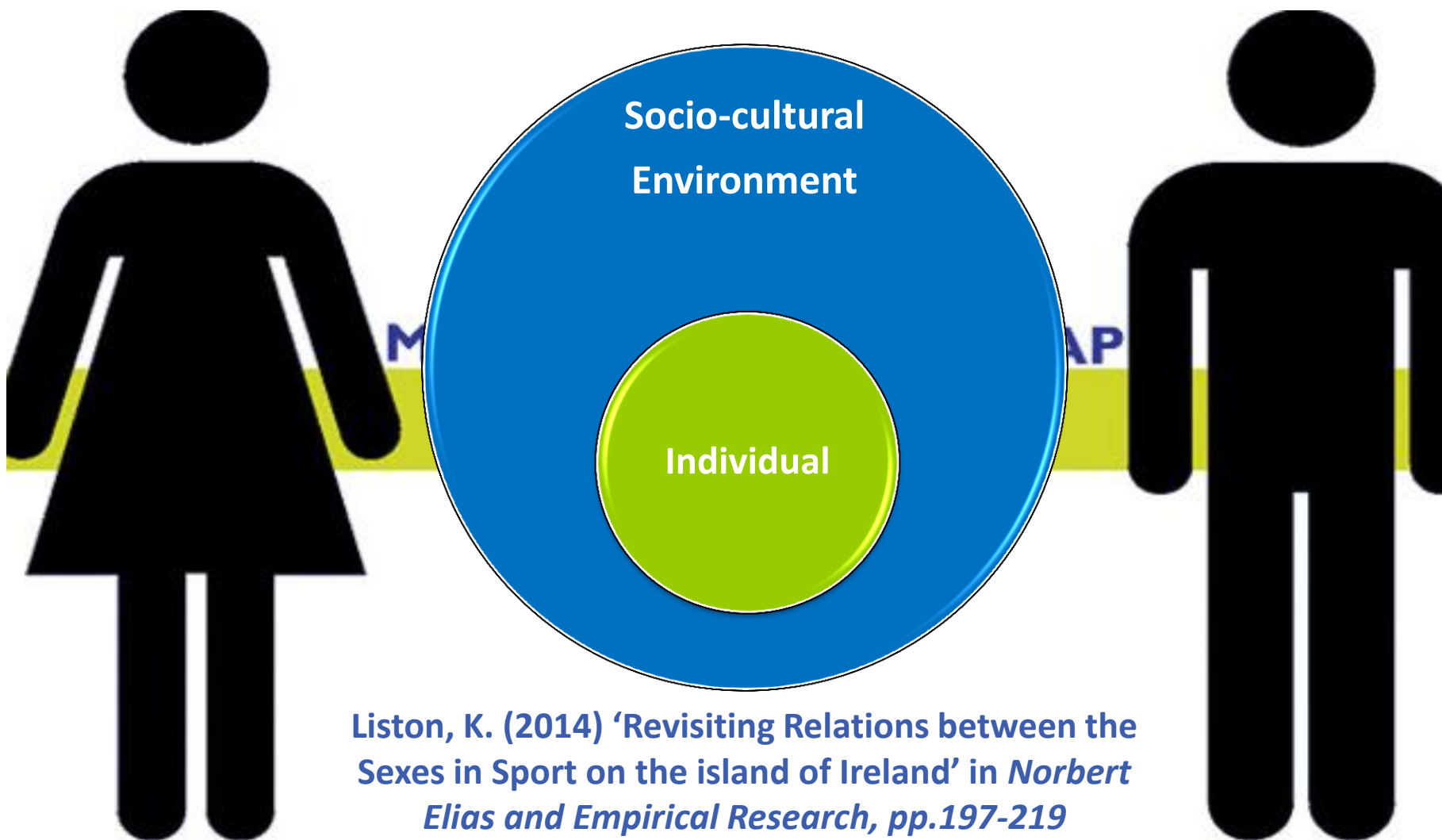
90.3% of 8000 participants female



85.7% of the 2800 participants female



46% of 113,000 participants- female



Liston, K. (2014) 'Revisiting Relations between the Sexes in Sport on the island of Ireland' in *Norbert Elias and Empirical Research*, pp.197-219



**We are born into societies
that shape our personalities, values,
beliefs and preferences**



Queen's University
Belfast



The Open
University



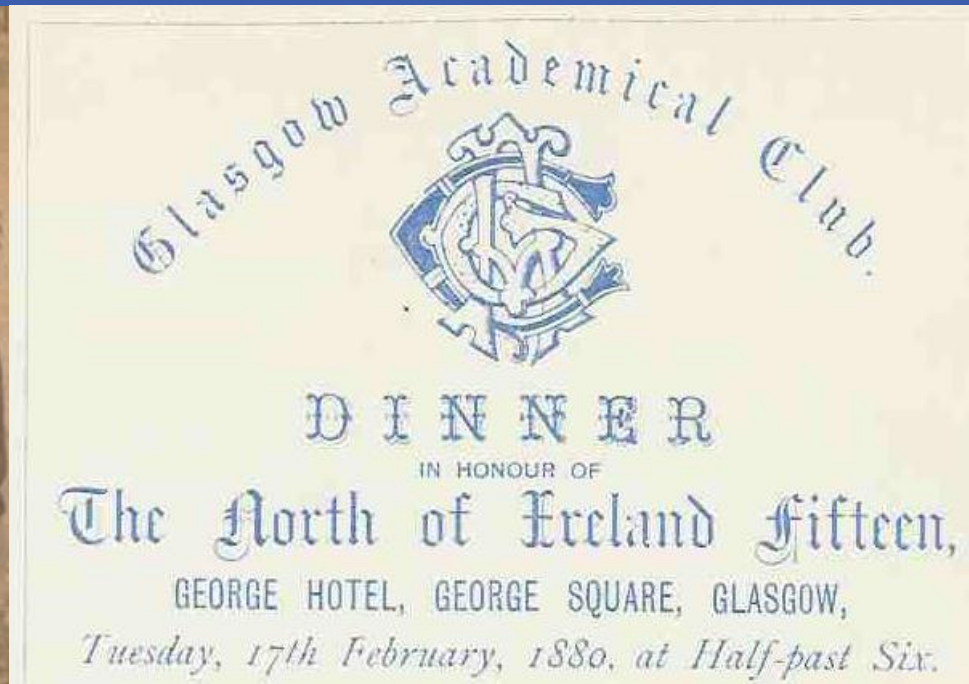
Ulster
University



Northern Ireland
Assembly

Knowledge Exchange Seminar Series (KESS)

Modern sports and pastimes were developed mainly by men for men



Patriarchal dominance ON and OFF field of play

Modern sports and pastimes were developed mainly by men for men

IRFU Rugby	1879
IFA Football	1880
GAA	1884 Football
GAA	Hurling
IHU Hockey	1890
FAI Football	1921



Patriarchal dominance ON and OFF field of play

Modern sports and pastimes were developed mainly by men for men

IRFU Rugby	1879		IWRFU	1991
IFA Football	1880		NIWFA	1976
GAA	1884 Football		LGFA	1974
GAA	Hurling		CCnG	1904
IHU Hockey	1890		ILHU	1890
FAI Football	1921		WFAI	1973



Patriarchal dominance ON and OFF field of play

Gendered values and ideologies embedded in modern sport since 1900s



Women - Flex your muscles in certain ways up to a certain point





Equality by coincidence or by design?



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Barriers



Self-efficacy
Leadership
Programmes

Societal Enablers

Gender Quotas
Equality
Targets

Gender
Mainstreaming

Role models
Narrow
social
distance



United Nations Entity for Gender Equality
and the Empowerment of Women



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Sport and PA are a key kernel of social life




'Cultural traction' of sport



Instead of individual-oriented approaches,
Norwegian sports policies adopt society-level perspectives

Norms of civic engagement

A large Norwegian flag is shown on the left side of the slide, waving. The background is a scenic view of a Norwegian fjord with steep, forested mountains and a small village at the bottom.

In the late 1990s, women
accounted for 46 per cent of those
employed in Norwegian sports

Gender quota regulation since
1987 for elected members in
decision-making bodies in sport

**20% of 108 seats
22 females at
Stormont**

**Less 1/3 of
NI's most
important jobs
are held by
women**

**PSNI's senior
ranks are
male-
dominated**



**15% of QCs are
women**

**5 of top 100
businesses are
led by women**

**Men dominate
senior roles in
judiciary, health,
education and
politics**

Recommendations



Commission formal research into gender gap in sport and physical activity



Establish Assembly group on gender mainstreaming



Cross-departmental national physical activity plan



Implement and evaluate female-friendly interventions



Develop PA surveillance system including determinants of female non-participation



Policy on the hoof. Why?

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