UBC SEEDS: Cultural and Gender-Based Barriers

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OBJECTIVES:

• MEET WITH MEMBERS OF TARGET DEMOGRAPHIC

• IDENTIFY BOTH BARRIERS TO PHYSICAL ACTIVITY ENGAGEMENT AND FACILITATORS TO ENGAGEMENT

• PROVIDE RECOMMENDATIONS TO ELIMINATE BARRIERS

PURPOSE

“To better understand the perceived cultural and gender-based barriers and facilitating factors for physical activity that students self-identifying as female and Chinese [including Hong Kong, Macao, and Taiwan] face at UBC” (UBC Seeds, 2018).
Sequence of Methodology

Initial Meeting with Community Partners

Focus Group Guidance

Literature Review

Focus Group Preparation & Refinement

Conduct Focus Group
Perceived Cultural Barriers

* Exposure to athletics
* Value of athletics
* Culture-influenced gender expectations
Perceived Gender-Based Barriers

* Dichotomy of sport

* Intimidation & discomfort with male presence

* Preference for activities with large female presence
Other Barriers

* Time Constraints
* Experience
* Space
Facilitating Factors

* Reasonably-priced access
* Women-specific events/programs
* Social aspect
* Stress-relief
* Facilities with gendered areas
1. Create gender-specific spaces and introductory recreation programs
   - Female only gym spaces (Craig & Liberty, 2007)
   - Beginner-oriented skill development programs (Hall, 2006)
   - Hiring instructors that students can connect with (Kopelow & Fenton, 2018)

“...it was really a accepting environment in that they actually have a women’s section... there was a co-ed compartment and once I got more comfortable at that gym I slowly moved to the co–ed section.”
Recommendations

2. Increase the effectiveness of information delivery

- Many students not aware of what is already being delivered (Yan & Cardinal, 2013)
- Promote the programs already in place at UBC REC
- Selection of activities is crucial in determining participation (Polman, Peter, Bercades & Ntoumanis, 2004)

“...UBC [recreation] has really good programs...they had a beginner drop in soccer [program], and I was able to make it so I signed up...I would show up to the field, there were two coaches and me. You can’t exactly learn soccer when there’s only three of you, so that was a bit of a struggle.”
3. Partnership with AMS and UBC Residence

- Collaboration with AMS student clubs with Asian student populations
- Free “girls’ nights” and female-catered events
- Social media and promotional events
- Different motivators between sport and exercise (Kilpatrick Herbert, Bartholomew, 2010)

Recommendations

“I think they could do a ladies night maybe.”

“I think that would be really great to just, you know, remove that little bit of…You feel less self-conscious.”
Reflections

- Challenges Recruiting Participants
- Bringing New Ideas
- Unexpected Results
Questions ?