



UBC SEEDS: Cultural and Gender-Based Barriers

Hilary, Jin, Kero, Christian, & Michelle



Overview

W

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).



OBJECTIVES:

- MEET WITH MEMBERS OF TARGET DEMOGRAPHIC
- IDENTIFY BOTH BARRIERS TO PHYSICAL ACTIVITY ENGAGEMENT AND FACILITATORS TO ENGAGEMENT
- PROVIDE RECOMMENDATIONS TO ELIMINATE BARRIERS



Sequence of Methodology



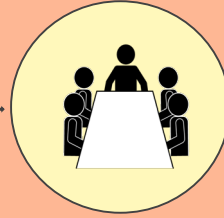
Initial Meeting
with Community
Partners



Focus Group
Guidance



Literature
Review



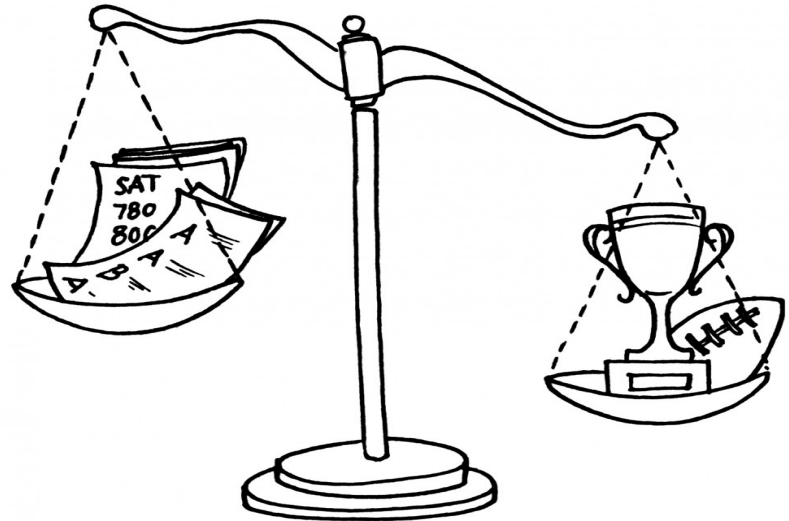
Focus Group
Preparation
& Refinement



Conduct
Focus Group

Perceived Cultural Barriers

- * Exposure to athletics
- * Value of athletics
- * Culture-influenced gender expectations



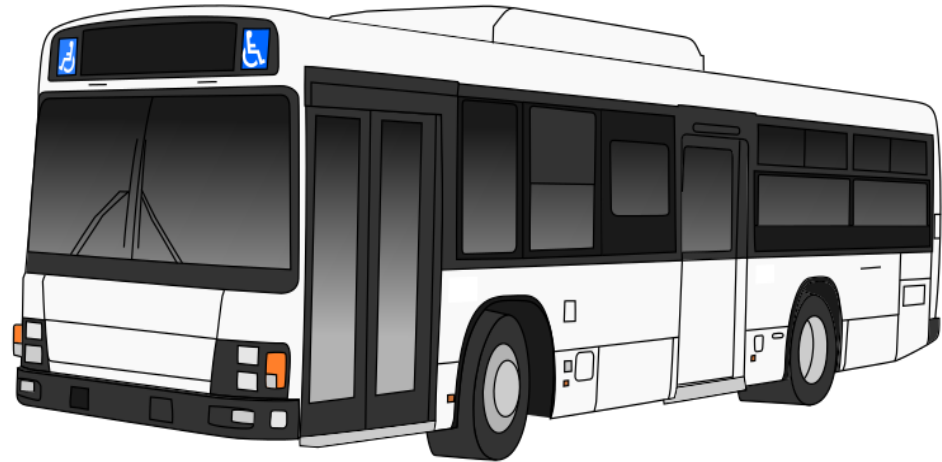
Perceived Gender-Based Barriers

- * Dichotomy of sport
- * Intimidation & discomfort with male presence
- * Preference for activities with large female presence



Other Barriers

- * Time Constraints
- * Experience
- * Space





Facilitating Factors

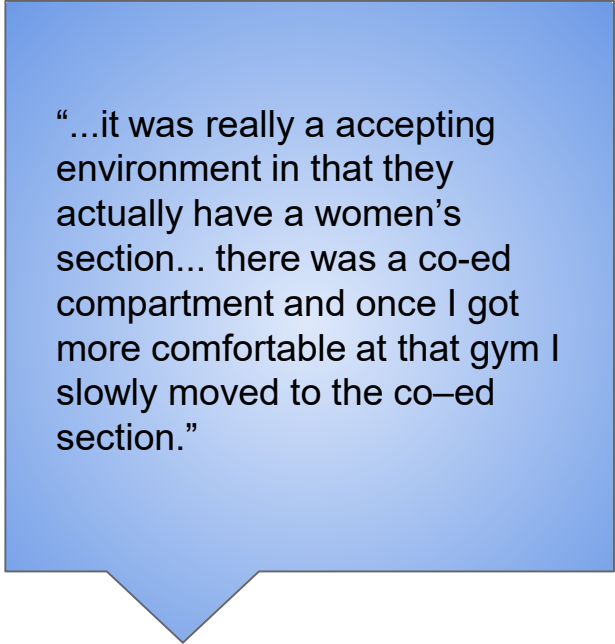
- * Reasonably-priced access
- * Women-specific
events/programs
- * Social aspect
- * Stress-relief
- * Facilities with gendered areas




Recommendations

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.”

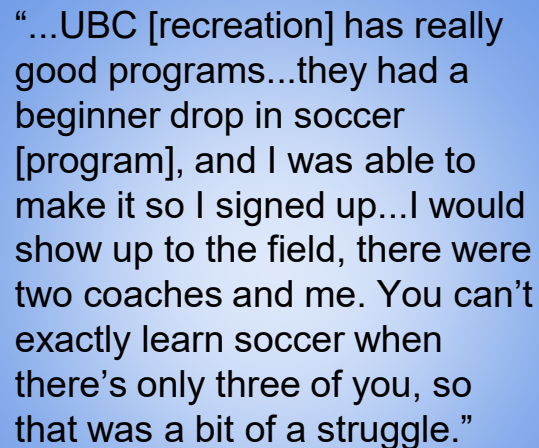





Recommendations

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.”



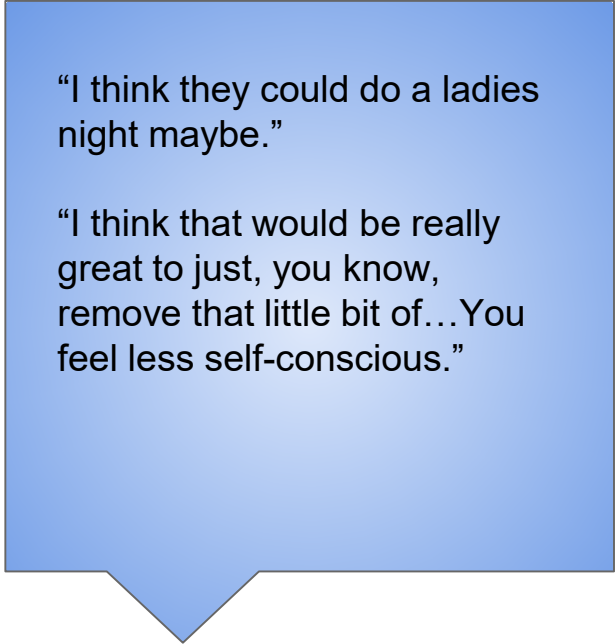


Recommendations



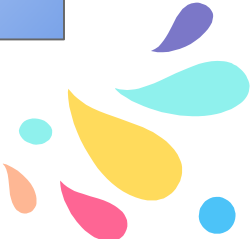
3. Partnership with AMS and UBC Residence

- * 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 (Kilpatrik Herbert, Bartholomew, 2010)



“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 ?

