

Participant Journey: Busy Mothers



Awareness

Status:

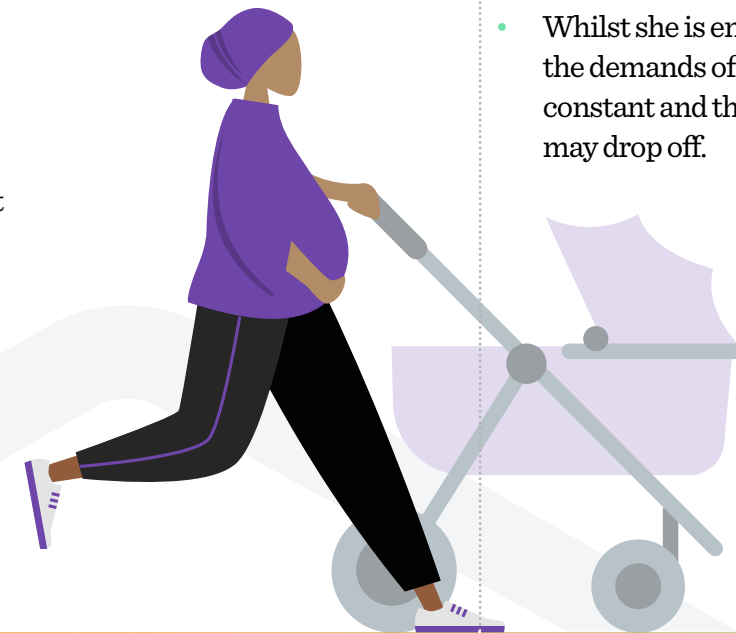
- At the start of the journey, many mothers know they should be more active for their health and wellbeing but many lack the motivation, time and energy and have little information about suitable opportunities for mothers in the area.



Delivery

Status:

- Having been motivated to make more time for their physical health and exercising, many mothers decide to look into a physical activity.
- However, many find they face a barrier at this stage...
- Financial: lack of access to the resources necessary for memberships or classes
- Logistical: not being able to leave their child alone and not having on site facilities to take their child with them
- A lack of knowledge to create their own physical activity routine at home.



Maintaining momentum and advocacy

Status:

- Whilst she is enjoying exercising, the demands of motherhood are constant and there is a danger she may drop off.



Opportunities to influence & enable:

- Parenting groups and, where relevant, religious institutions can spread messaging about the importance of exercising through their networks of mothers who attend their facilities.
- Campaigns aimed at mothers can help inspire through representing stories of mothers and all they contend with, focussing on resilience and mutual support.

Opportunities to influence & enable:

- Parenting groups - can offer physical activity sessions for mothers and their children for free, solving issues around childcare and expense. Where relevant, religious centres can fulfil a similar function.
- Sports clubs - can provide dedicated family sessions as well as home workouts for mothers, eliminating barriers around childcare and allowing mothers to connect and socialise.
- **Key opportunity for partnership** - parenting groups and religious institutions require support in terms of coaches and equipment which sports clubs could facilitate.

Opportunities to influence & enable:

Maintaining momentum:

- Parenting groups and sports clubs - can facilitate the creation of exercise partners to keep one another motivated or keep the emphasis on joint mother-child sessions which will continually create bonding and mental benefits for both mother and child.

Advocacy:

- Encourage mothers to spread the word along their networks, thus growing a community of mothers focussed around sport - integrating much needed social interaction with physical wellbeing on a regular basis.