

Participant Journey: Religiously Orientated



Awareness

Status:

- At the start of the journey, physical activity may simply not be a priority for many or depending on religious practices, there may be a lack of representation as well as cultural barriers.



Delivery

Status:

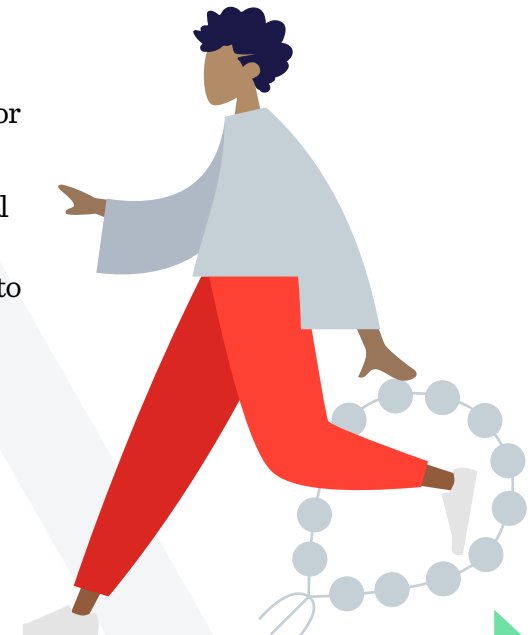
- With encouragement from influential members of their religious community, this segment feel keen to engage more with physical activity.
- However, depending on their religious practices, many may come up against barriers at this point:
- Attire: feeling restricted due to beliefs around appropriate clothing and feeling they may be judged or not have the right kit.
- Spaces: feeling uncomfortable exercising alongside men, leaving very few available sessions for women only.



Maintaining momentum and advocacy

Status:

- Many women may not live that close to their chosen place of worship and may find it hard to make the journey simply for physical activity.
- Some may need persuading that physical activity is befitting within a place of worship and need more time to open up to the idea.



Opportunities to influence & enable:

- Places of worship - different religious centers can spread the word about the importance of physical activity and how it ties in with teachings on physical and spiritual wellbeing.
- Sports clubs and foundations - representation of women from visibly different religious groups in comms and touchpoints with a club are crucial e.g. on club websites, club social media.

Opportunities to influence & enable:

- Places of worship - providing physical activity sessions within churches, mosques and temples will provide convenient, familiar, trusted and safe spaces to engage in activity.
- Sports Clubs - can provide modest club kit or take a demonstrably open stance on being able to perform a sport no matter what you wear.
- Key opportunity for partnership** - Places of worship often need support finding coaches and sourcing equipment. Sports clubs can step in to help provide resources and partner as facilitators.

Opportunities to influence & enable:

Maintaining momentum:

- Places of worship - can try scheduling sessions at times which coincide with when many women of the congregation might be at their place of worship e.g. after Sunday worship in churches or around weekend prayers in mosques and temples.

Advocacy:

- Spreading awareness about opportunities for physical activity via sermons will help but also requires engaging trusted women in religious communities who act as key figures of guidance and influence.