

# Segment 3: Religiously Oriented

Attach great significance to their religion and spiritual beliefs, holding their local place of worship and religious guidance in great esteem.



Proportion of target area population:

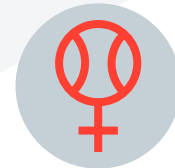
# 60%

### Age:

This segment encompasses women across all age groups.

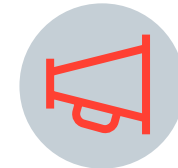
### Geographic location:

Prevalent everywhere in target area but potential high clusters in Ilford and Newham.



### Considerations around physical activity:

- According to religious practices, many may not feel comfortable undertaking physical activity in mixed spaces, requiring female only spaces or female only sessions of which there are few.
- Some may also feel constraints around their beliefs and preferences about clothing and appropriate kit to be active in.



### Most impactful influencers and channels:



**01. Religious places of worship** who spread positive messages about physical activity as well as offering activity sessions themselves.



**02. Sports clubs** who can cater towards cultural considerations around clothing and provide female coaches.



### Relevant physical activities and sessions:

- A range of different activities such as yoga, martial arts, jogging and some traditional sports is attractive to this segment.
- Certain activities such as dance or netball may prove more challenging to introduce in certain communities and would have to be positioned sensitively.

Religiously Oriented:

# Amala

22, Bangladeshi, Muslim



AudienceNet



## Considerations around physical activity:

Interested in trying out sports but not sure where to find the right club for her as she sees little representation of women who look and dress like her in organized sport.

## Relevant physical activities / sessions:

- Sports sessions run by or in her local mosque would ensure a setting in which she feels comfortable wearing what she wants.
- Free introductory sessions at sports clubs/ opportunities to ask questions would help build familiarity and rapport.
- Having the choice of women only sessions as well as female led sessions would be preferable.

## Opportunities to influence and enable:

- **Sports Clubs** who actively message about doing sport in whatever you feel comfortable in and who can support with appropriate club kit.
- **Local mosques** who encourage physical activity, offer sessions themselves and could reach out to other mosques to join in e.g. Barking Mosque, Ilford Islamic Center.

## Engaging messaging:



Examples of muslim women who play sport at club level and wear what they are comfortable in.



Religiously Oriented:

# Mandy

30, African descent, Christian



## Considerations around physical activity:

Faces no real barriers based on her beliefs but has always felt that physical activity and sports are less important for women.

## Relevant physical activities / sessions:

- Sessions which follow on from Sunday worship, held by the church in their grounds, church hall or local park.
- Sessions could include yoga and dance sessions or Zumba sessions as well as jogging groups or casual community netball sessions.

## Opportunities to influence and enable:

- **Local influential churches** supporting the importance of physical activity for women e.g. Jubilee Church Ilford, Riverside Church Barking, Power House International Ministeries.
- **Sports clubs** who can provide resources for church sessions who may struggle to find facilitators and coaches on their own.

## Engaging messaging:



- Tying the importance of physical activity and wellbeing to the teachings of the bible and the importance of taking care of one's body.
- Local women of Christian faith who could act as ambassadors on how their faith inspires them to care for their health and fitness.



Religiously Oriented:

# Manisha

35, Indian, Hindu



## Considerations around physical activity:

Doesn't feel comfortable in male dominated spaces such as gyms for reasons of feeling intimidated and judged. Doesn't know of any female only gyms near her or any other female only sessions.

## Relevant physical activities / sessions:

- Home workouts and online sessions focused on strength and fitness which simulate a gym experience at home.
- Yoga offered in her local temple as well as other sessions the temple could provide.

## Opportunities to influence and enable:

- **Local temples** who support the idea of the importance of physical activity and who enable a safe space.
- **Sports clubs, affiliated coaches or gyms** who can offer and lead home workouts.

## Engaging messaging:



Emphasising the already established links between spirituality and physical activity in her faith and how any other sessions whether sports, dance or aerobics support overall wellbeing.

