

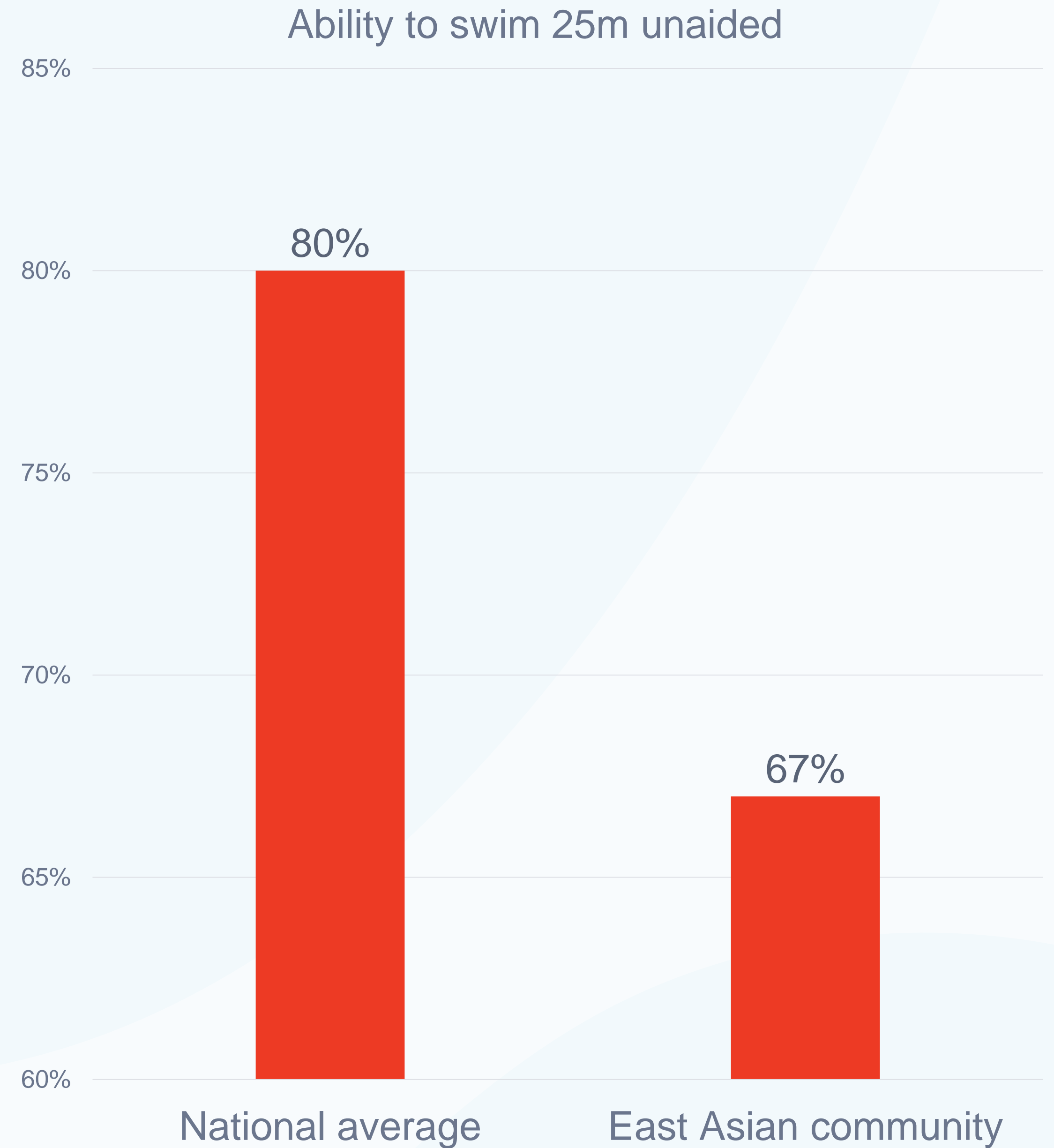
England Swims

Spotlight on East Asian Communities

If using data from this presentation, please reference the source as:
Swim England, England Swims: Spotlight on East Asian Communities, 2022

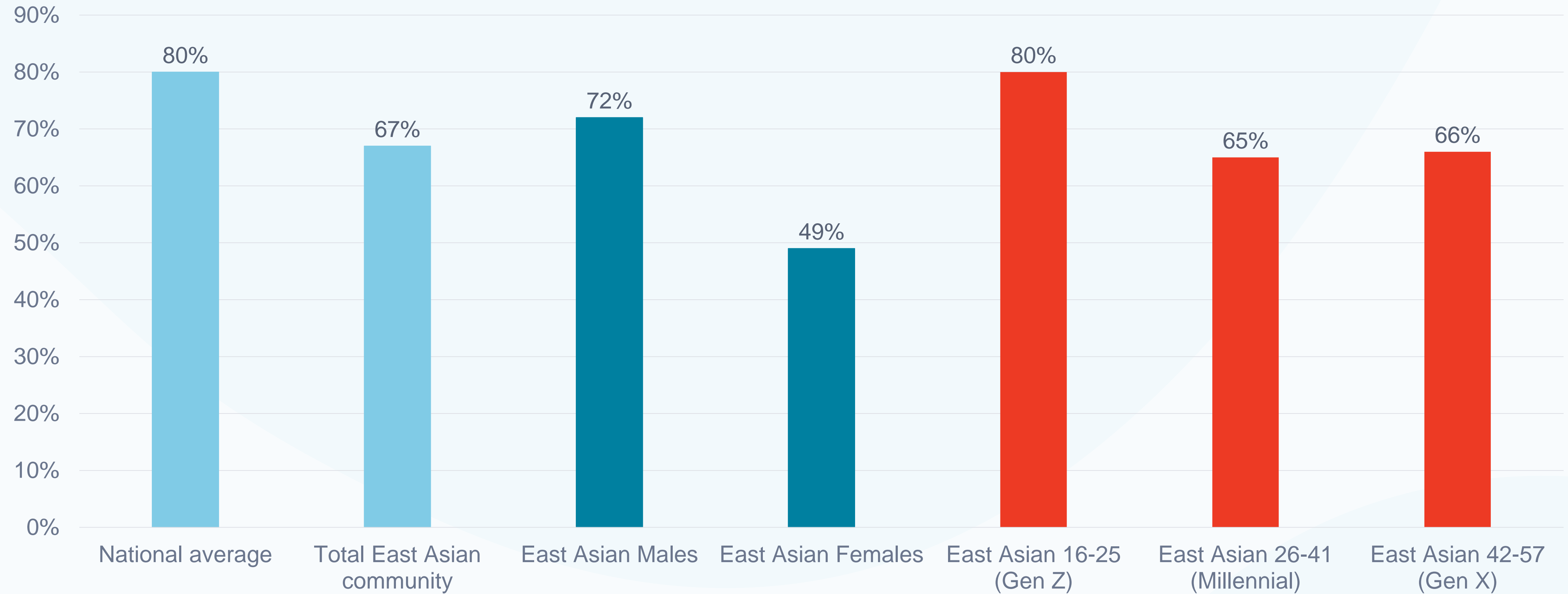
Individuals within the East Asian community are significantly less likely to be able to swim 25m unaided, compared to the national average.

Ability



Females, and those aged over the age of 26 have the lowest swim ability from within the East Asian community.

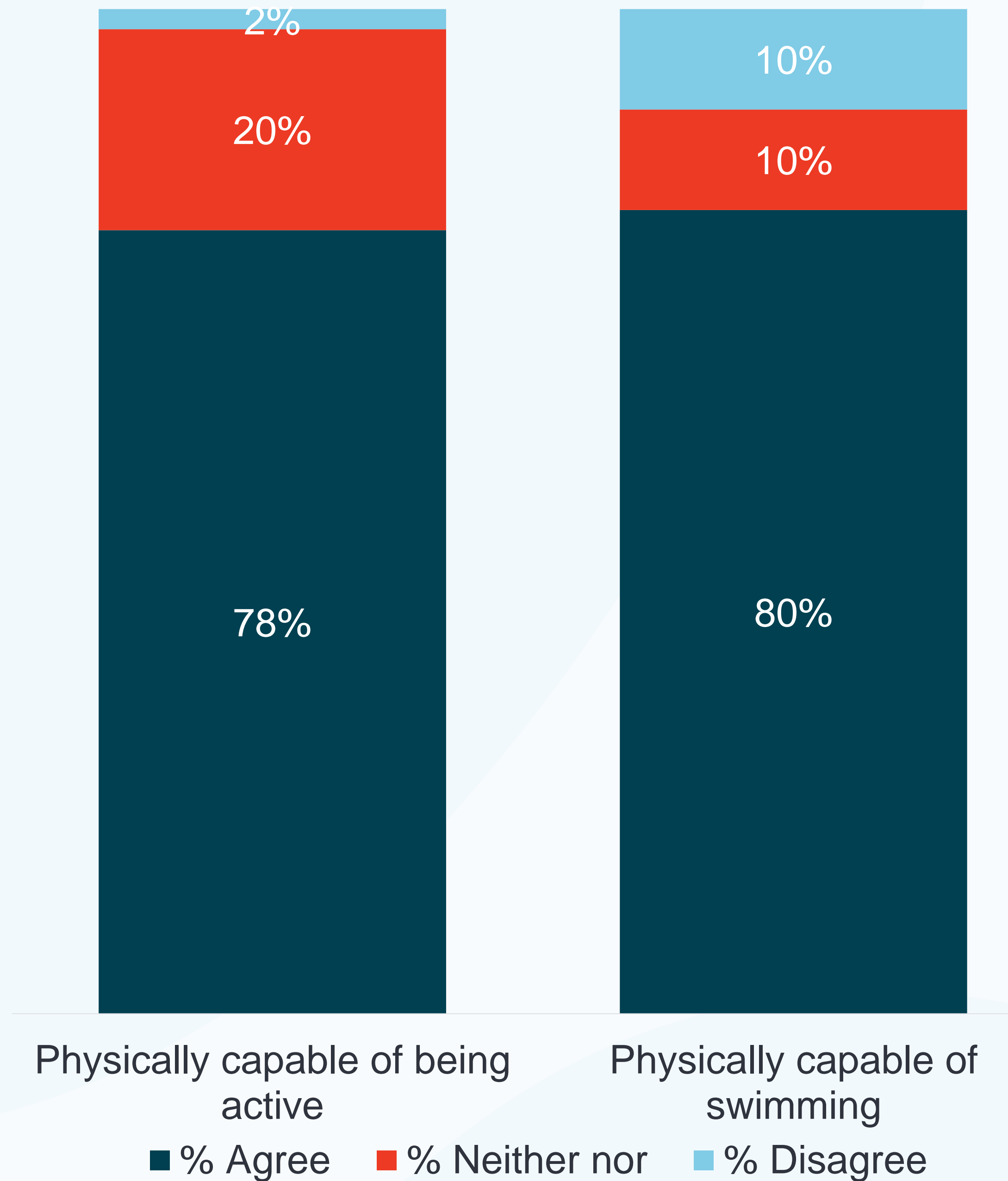
% Can swim 25m unaided



The East Asian community who do not go swimming feel they are more physically capable of swimming than being active generally.

This trend differs to the Black and South Asian non-swimming communities who are more likely to believe they are physically capable of being active than swimming.

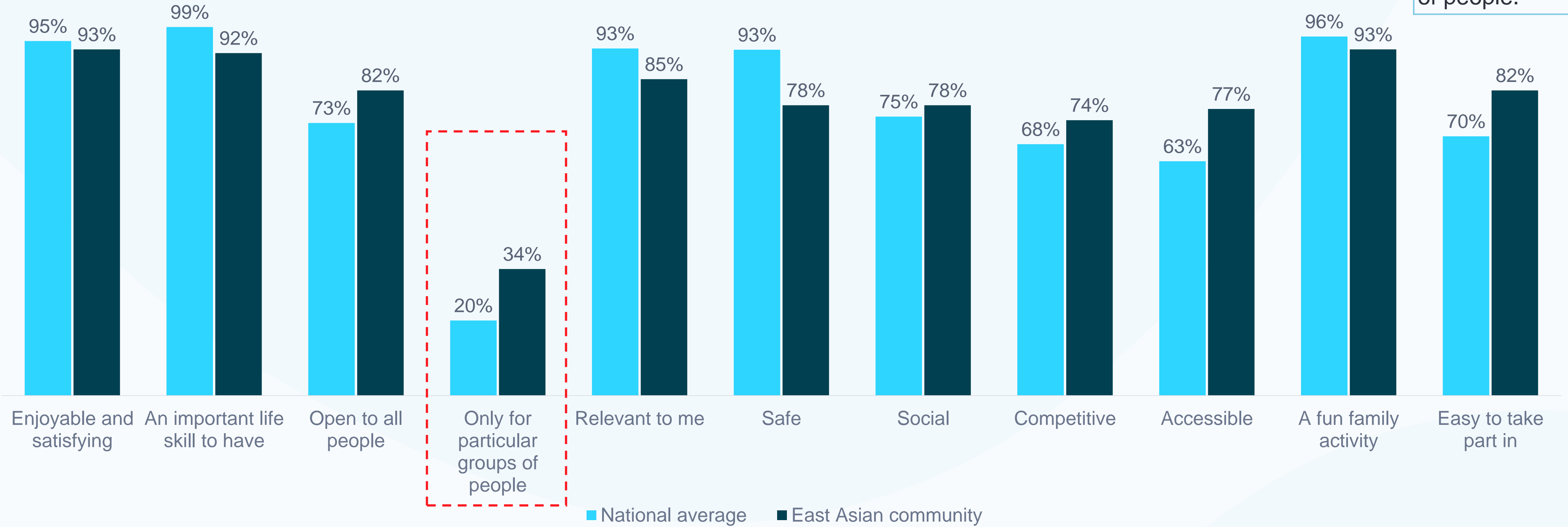
Capability

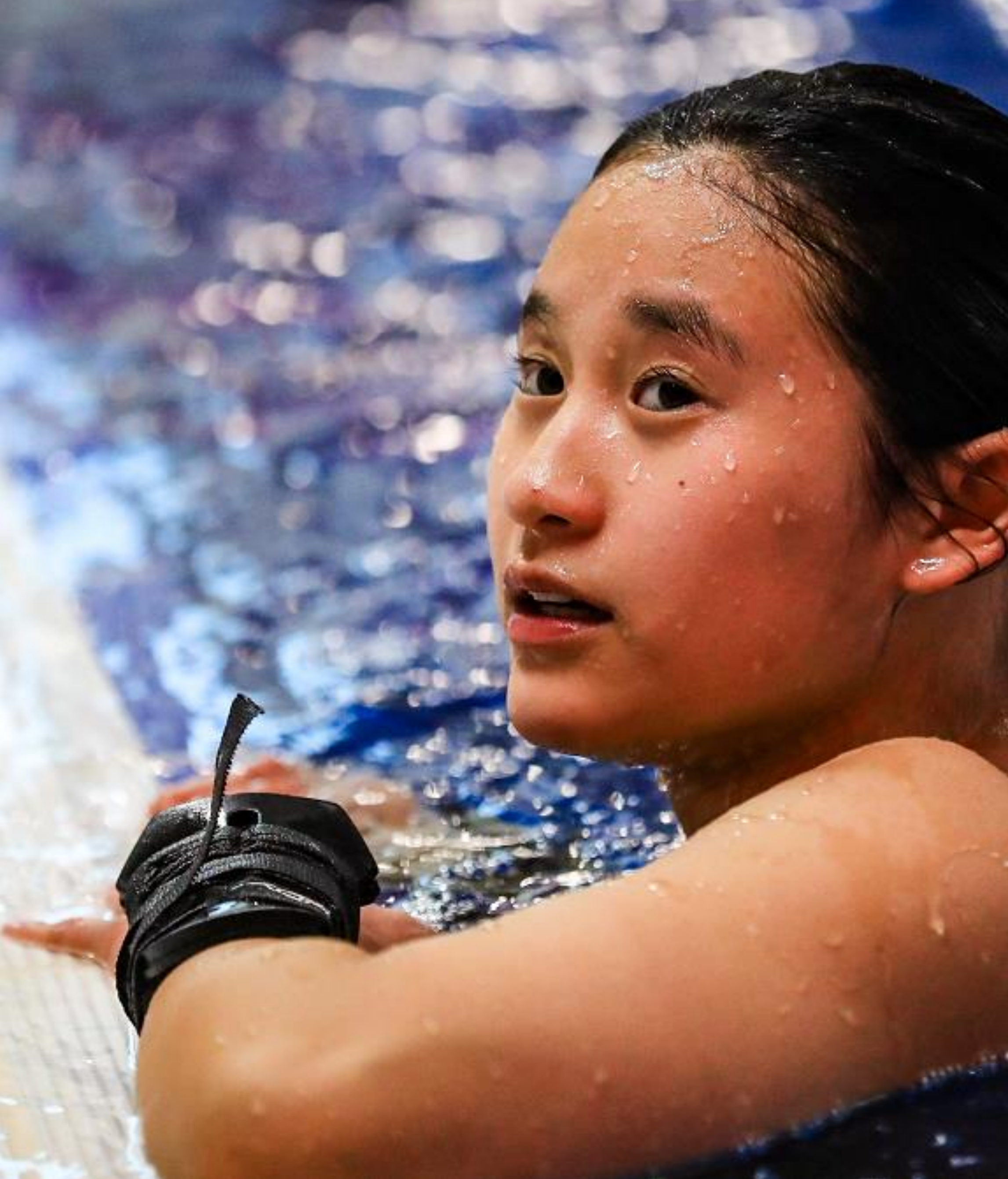


Overall, perceptions of swimming tend to be positive, with high scores for enjoyable, fun family activity and important life skill. However, it is seen to be an activity for only particular groups of people.

East Asian males are more likely than females to agree that swimming is only for particular groups of people.

% agree that swimming is ...





“I believe swimming is only limited to those of a certain physical ability and even then, why are swimming lessons still only accessible to those who pay for it?!”



“While it is very dangerous for one to go into the water without knowing how to swim, it will be very enjoyable once the skill is learnt”

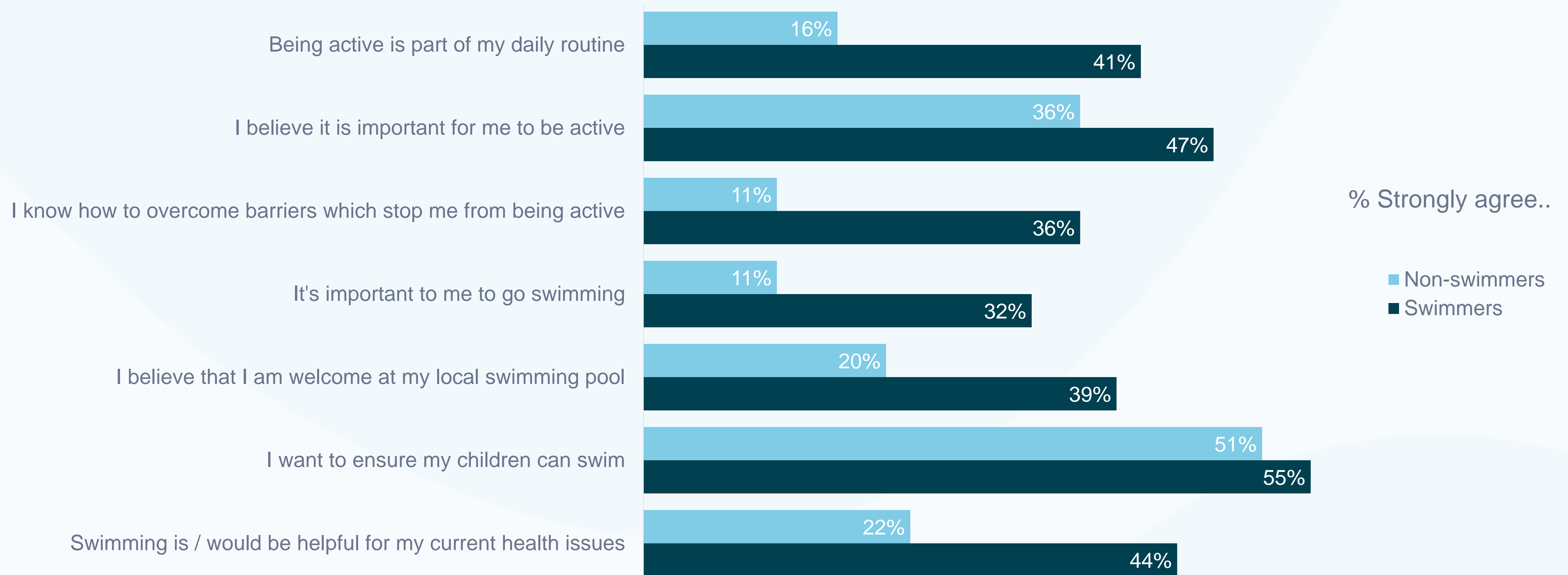


“It is fun to be in water and to be able to swim is an important skill for anyone.”



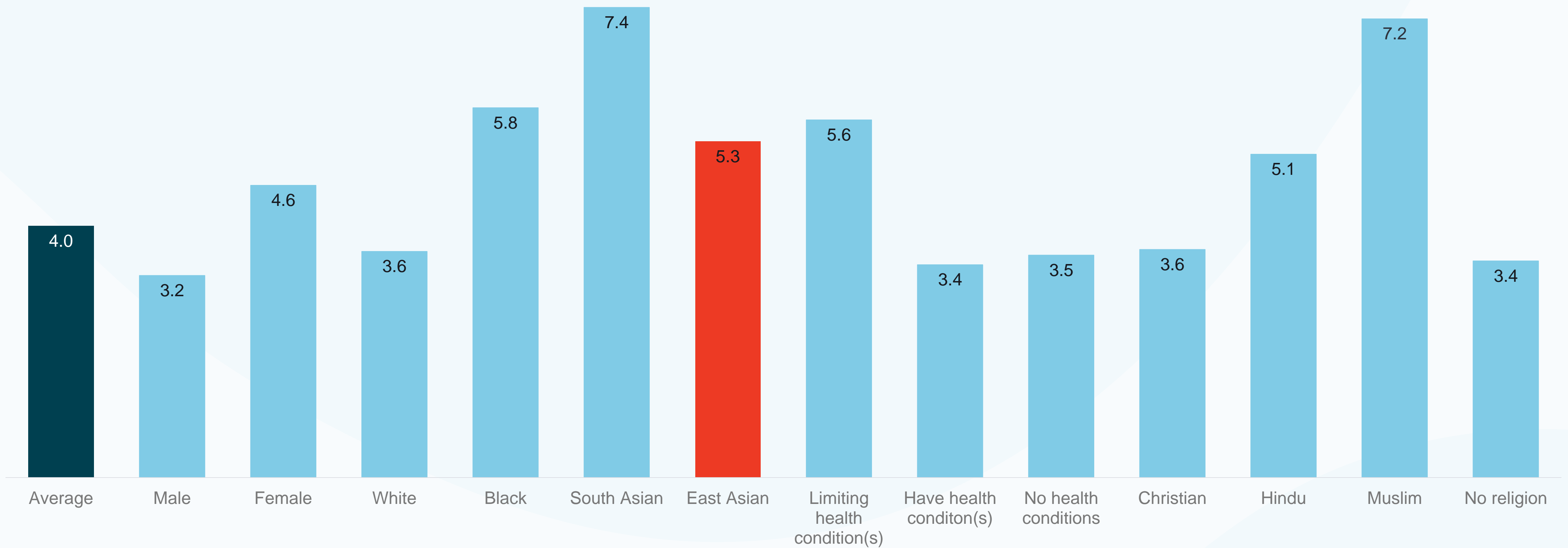
“Swimming is a healthy exercise, even if you cannot swim, inside a swimming pool is a relaxing activity”

Only just over half of the East Asian community want to ensure their children can swim, this is lower than other ethnically diverse communities



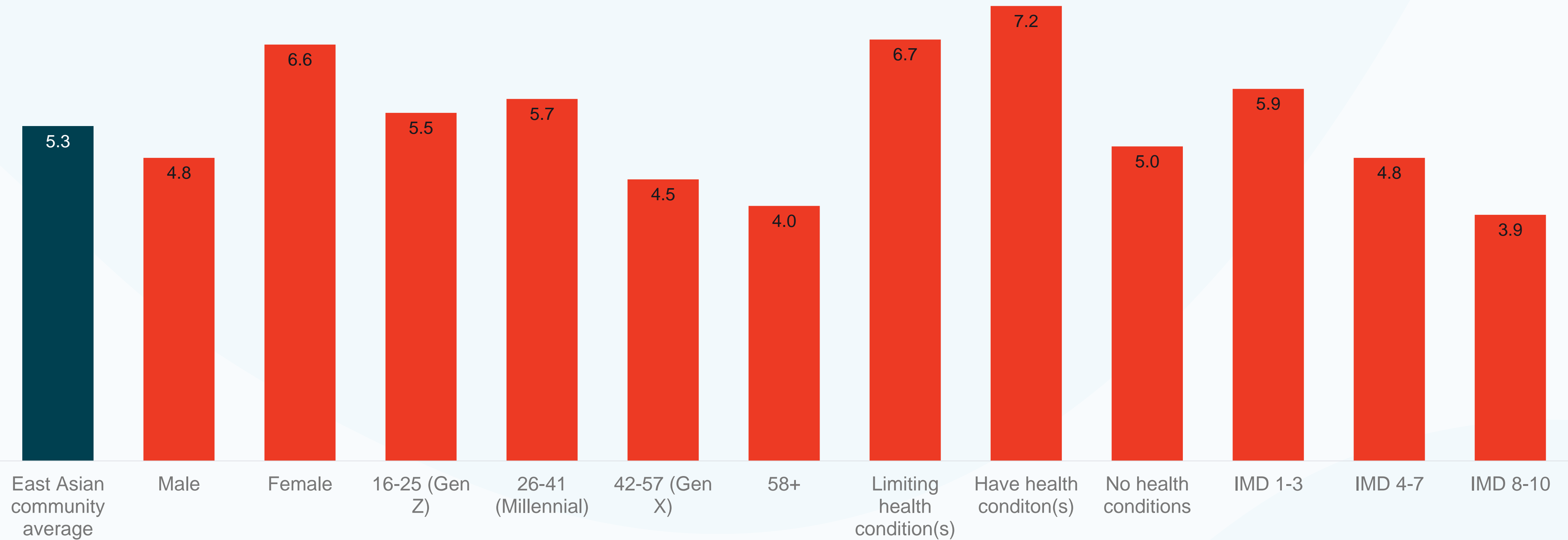
Before we delve into the barriers for each demographic, we wanted to explore the average number of barriers facing the population when considering going swimming.

Average number of barriers per community



Amongst the East Asian community, some cohorts face more barriers to swimming than others: Females, those with long term health conditions, and those living in the most deprived areas

Average number of barriers by demographic



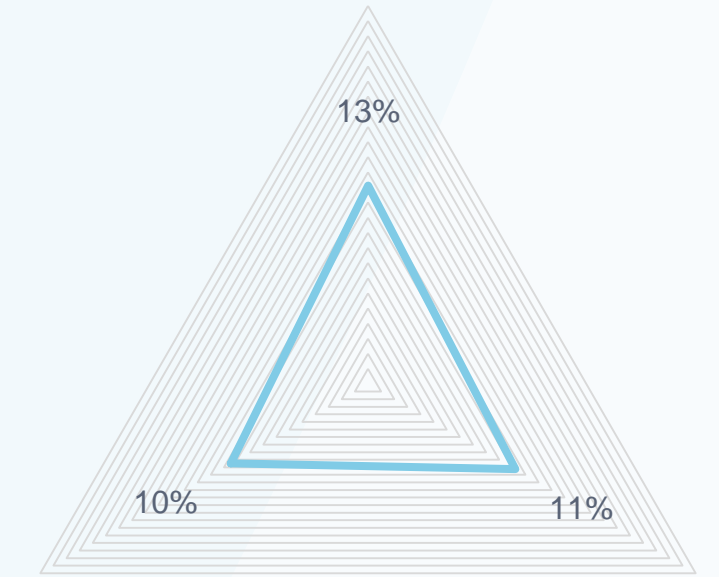
A model for changing behaviour

The COM-B model:

Behaviour = Capability +
Opportunity + Motivation

- **Capability:** Does an individual has the necessary skills and mental ability to do the desired behaviour?
- **Opportunity:** Factors that lie beyond the individual that might help enable a behaviour, or make it possible, such as the environment
- **Motivation:** What might energise and direct their behaviour?

- The COM-B model, developed by University College London, is used to firstly analyse and then ultimately tackle behavioural challenges – in this case, barriers to going swimming.
- The COM-B model suggests that people need sufficient levels of three interacting elements - capability (C), opportunity (O) and motivation (M) – in order to perform a behaviour (B). The three elements are interlinked and can feed into each other. For example, increased opportunity or higher capability might increase motivation.
- COM-B provides a structured framework and a common reference point for us to think about the behaviour we want to change (going swimming).



Barriers facing the East Asian community

↑10.5% up 0.7% on national average

Capability

Those from the East Asian community stating they have a fear of drowning is significantly higher than the national average:

	National average	East Asian community	% variance
I have a fear of drowning	11.3%	20.6%	82.3%

With most capability barriers fall below the national average scores, this barrier is the driver for the overall score being above average for the East Asian community.

↓13.1% down 2.1% on national average

Opportunity

As the lower overall score would suggest, opportunity barriers for those from the East Asian community fall below the national averages.

Barriers with the largest variances on the average are related to the location of pools:

	National average	East Asian community	% variance
It's hard for me to get to my local pool	13.0%	19.8%	52.9%
It's too far to my nearest pool	13.5%	19.1%	41.5%
I don't know where my local pool(s) is	6.0%	8.4%	41.1%

↑11.2% up 2.2% on national average

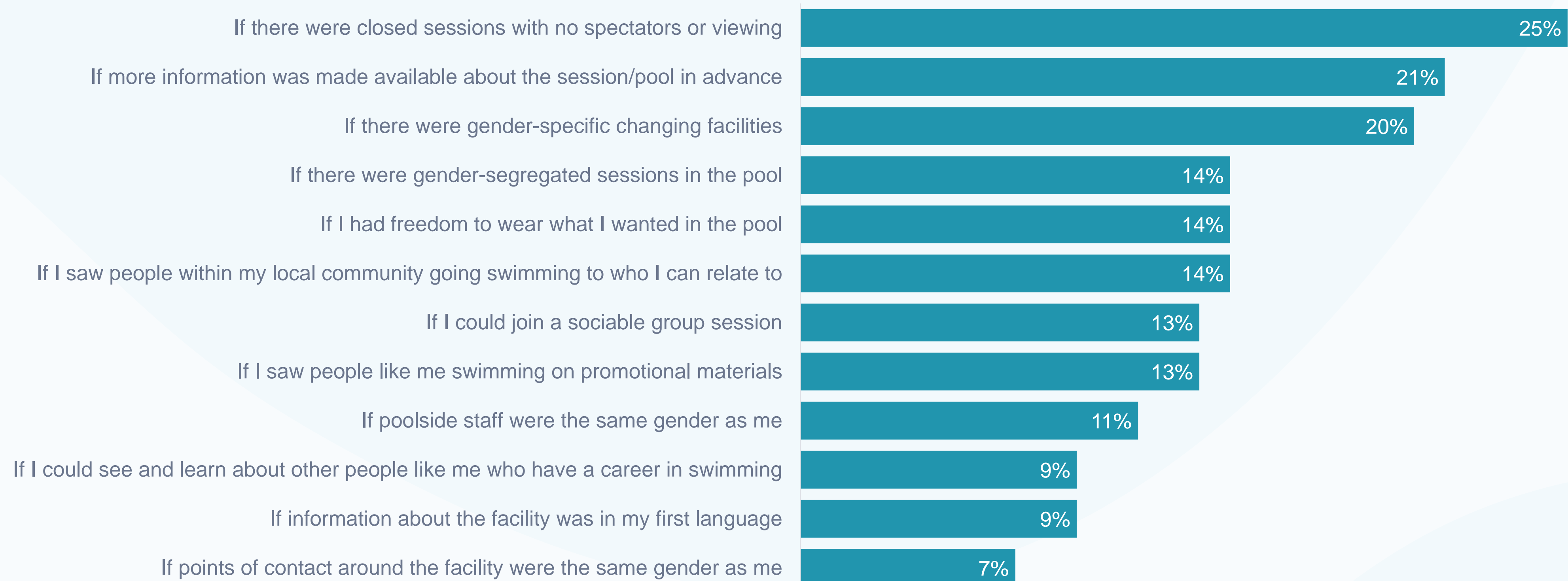
Motivation

'Motivation' barriers are key when focusing on encouraging the East Asian community to swim:

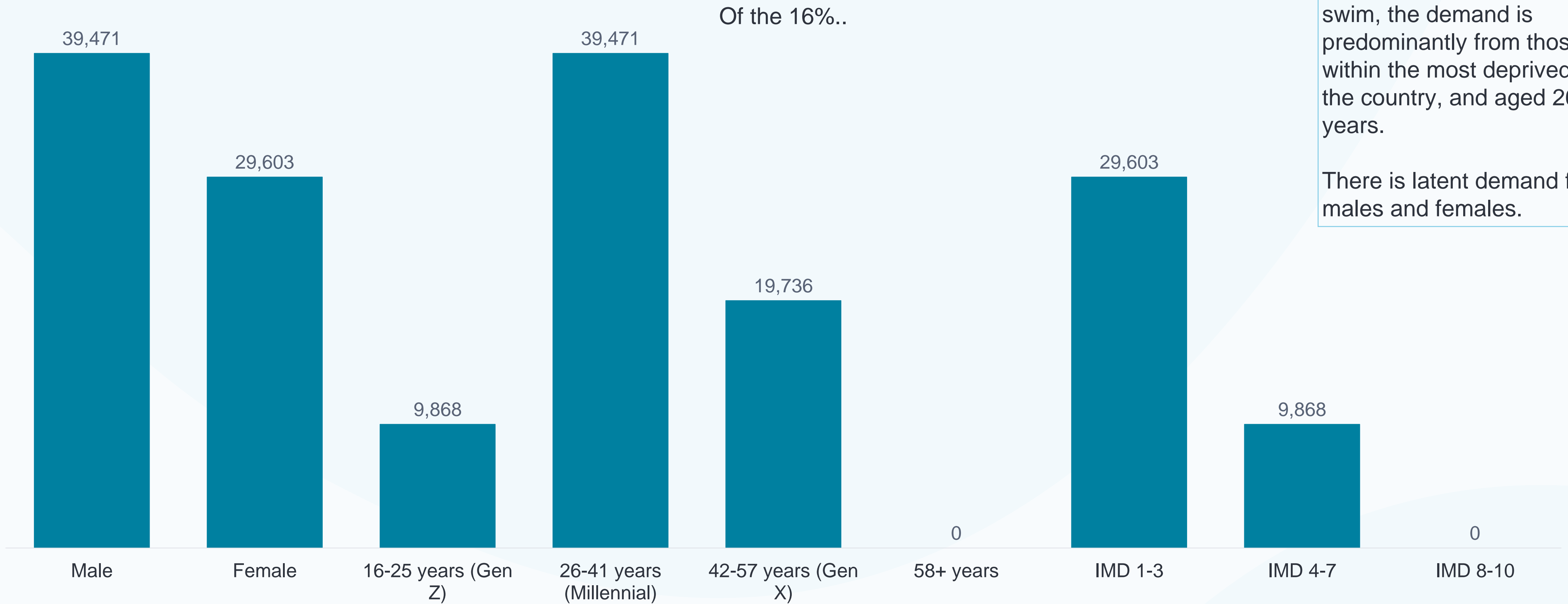
	National average	East Asian community	% variance
I am worried about the safety of swimming	6.3%	13.0%	107.5%
It just doesn't interest me	7.9%	12.2%	55.0%
The pool water would damage my skin	4.7%	10.7%	126.9%
The pool water would damage my hair	5.2%	9.9%	89.9%
Swimming doesn't feel like an activity for someone like me	5.1%	9.9%	93.1%
Swimming is not an intensive enough activity for me	1.2%	7.6%	560.2%
I don't see the benefits of swimming	0.5%	4.6%	791.2%

The East Asian community state they would be very likely to swim more if sessions were ran with privacy, and they had more information about the sessions made available in advance

% very likely to swim more if ...



16% of the East Asian community that have not been swimming in the last year ‘strongly agree’ that they want to swim more in the next 12 months, roughly equating to 69,000 adults



Of those who currently do not swim, the demand is predominantly from those living within the most deprived areas of the country, and aged 26-41 years.

There is latent demand from both males and females.

