

WOMEN & GIRLS PERIODS, PREGNANCY & MENOPAUSE

MARCH 2023

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

Welcome

Emma Tatlow (she/her)
CEO at Active Lincolnshire



Horncastle Town

TAKE MAJOR INITIATIVE WITH KIT CHANGE

Black shorts are now worn by the team rather than white.

Purpose for Today

To discuss how periods, pregnancy and the menopause impact on women & girls' participation in physical activity and sport.

To identify what this means to us and how we take positive actions



How you feel about today's topics and their impact on women's and girls participation in physical activity?

Really unsure, here to learn.

Pregnancy

4.5

Periods

5.3

Menopause

3.6

Fully informed, I know it all!

What do you hope to take away from today?



new knowledge perspective
increase participation what needs to change
goals understanding
opportunities ideas more learning contacts
freedom learning
knowledge new insights
insight real examples information
confidence remove barriers
encouragement new skills awareness
facing females opportunity
better understanding

motivation
signposting
connections
practice
empathy
about challenges
collaboration
education





**THIS
GIRL
CAN**



10:00 Arrival

10:15 Welcome – Active Lincolnshire

10:30 Pregnancy – Active Lincolnshire

11:00 Comfort break

11:10 Periods – Women in Sport

11:40 Menopause – Women in Sport

12:10 Refreshment break

12:25 Next steps – Active Lincolnshire

12:55 Focus Topics – Active Lincolnshire

13:20 Close – Active Lincolnshire

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CONTENTS

01

Pregnancy

02

Periods

03

Menopause

04

Next Steps
And
Focus Topic



01

Pregnancy

Donna Sutton
Health & Wellbeing Lead
Active Lincolnshire
Donna.Sutton@activelincolnshire.com

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We will cover...



Perceptions



**Health
Benefits**



**Physical Activity
Advice**



**CMO
Guidelines**

Fact or Perception

1. It isn't 'normal' to exercise during pregnancy
2. There are no local opportunities to be active during pregnancy
3. When you are pregnant you should rest and sit down at any opportunity
4. Being physically active while pregnant will boost my energy levels
5. You shouldn't exercise during pregnancy because it isn't safe for your baby
6. There are more health risks associated with being inactive during pregnancy than being active

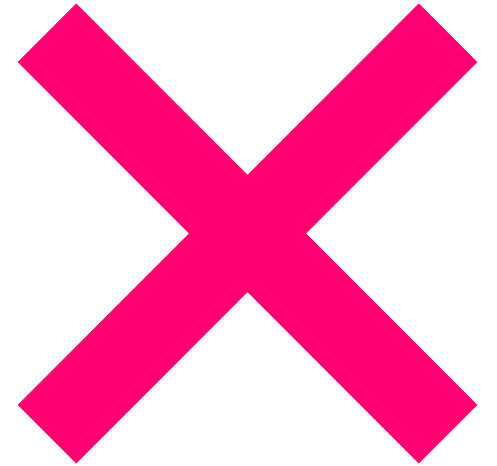
Perception

It isn't 'normal' to exercise during pregnancy

There are no local opportunities to be active during pregnancy

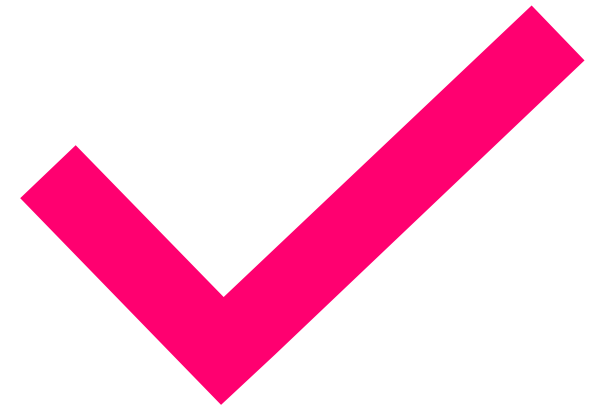
You shouldn't exercise during pregnancy because it isn't safe for your baby

When you are pregnant you should rest and sit down at any opportunity



Fact

Being physically active while pregnant will boost my energy levels



There are more health risks associated with being inactive during pregnancy than being active

Benefits of Physical Activity during pregnancy

- Improves cardiovascular fitness
- Controls blood pressure
- Reduces risk of gestational diabetes
- Strengthens pelvic floor muscles
- Reduces risk of anxiety or postnatal depressions
- Boosts mood
- Improves sleep





***Can I be
physically active
during
pregnancy?***



What is the general advice?

- If you are already active.. keep going
- If you are not already active.. start gradually and build up slowly
- If you're not sure if an activity is suitable or appropriate.. always seek advice from healthcare professional
- DON'T BUMP THE BUMP



**7,000 births
each year**



**25% meet CMO
guidance on
physical activity**



**75% missing out
on health benefits
of physical activity**

Physical activity for pregnant women

- Helps to control weight gain
- Helps reduce high blood pressure problems
- Helps to prevent diabetes of pregnancy
- Improves fitness
- Improves sleep
- Improves mood

Not active?
Start gradually

Already active?
Keep going



Do **muscle strengthening** activities twice a week

Every activity counts, every minute counts, more is better

No evidence of harm

Listen to your body and adapt



Don't bump the bump

Physical activity for women after childbirth (birth to 12 months)

- Time for yourself - reduces worries and depression
- Helps to control weight and return to pre-pregnancy weight
- Improves tummy muscle tone and strength
- Improves fitness
- Improves mood
- Improves sleep

Not active?
Start gradually

Active before?
Restart gradually



Start **pelvic floor exercises** as soon as you can and continue daily

Build back up to **muscle strengthening** activities twice a week

It's safe to be active. No evidence of harm for post partum women

Depending on your delivery listen to your body and start gently



You can be active while **breastfeeding**



Active Mums Lincolnshire

- Healthcare professionals feel confident to have conversations about physical activity
- Physical activity workforce skilled and confident to deliver activities to pre & postnatal women
- Consistent message across health and physical activity sector
- Connected health system and physical activity sector

Active Mums Lincolnshire Network

MEMBERSHIP

- Physical activity workforce
- Healthcare professionals
- Advocates / lived experience

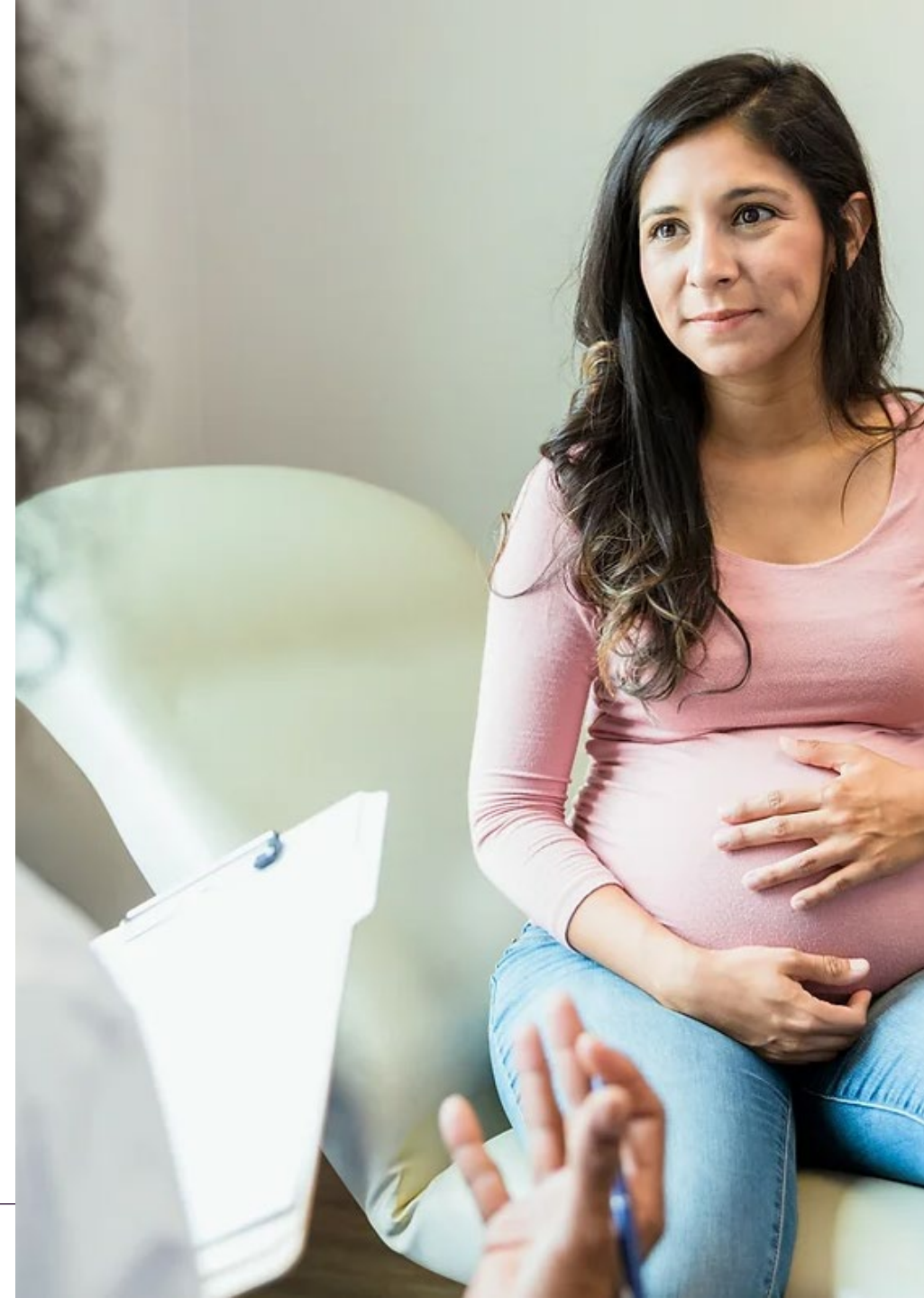
AIMS

- Network
- Signpost to opportunities
- Share good practice
- Consistency across sectors



This Mum Moves Ambassador Training Lincolnshire

- Commissioned Ambassador Training through Active Mums Lincolnshire programme
- Funded places for a combination of healthcare and physical activity workforce across the county
- Certified and upskilled to deliver awareness sessions with access to toolkit and resources afterwards



Links & Resources

For advice for local mums and mums-to-be:

[Active Mums Lincolnshire](#)

To find a local activity:

[Let's Move Lincolnshire Activity Finder](#)

For national information and advice:

[Active Pregnancy Foundation](#)

FREE e-learning module:

[HEE Pregnancy and Postnatal Period: Being Active](#)

To sign up to the [Health Newsletter](#)



Table Discussions

- What does this mean to you/your organisation or network?
- What actions will you take to provide a more inclusive experience?
- Do you have your own experience you would like to share?

EVERY MOVEMENT, EVERY MINUTE COUNTS!





Break



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02

Periods

Stephanie Hilborne OBE
Chief Executive
Women in Sport

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2023

BIG SiSTER

Empowering and supporting teenage girls
to enjoy being active during puberty

[BIG -SISTER.CO.UK](http://BIG-SISTER.CO.UK)

[@BIGSISTERUK](https://www.instagram.com/BIGSISTERUK)



Our vision

No-one is excluded from the joy, fulfilment and lifelong benefits of sport.

Our purpose

To give every woman and girl the opportunity to take part in sport and inspire her to do so.

What we do

- Expert and sector leading insight
- Innovation and programmes
- Campaigns and policy influence

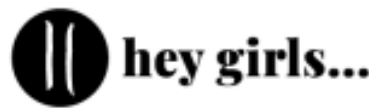
What is Big Sister?



A project delivered by a consortium of four organisations to empower and support teenage girls to truly find **joy** in sport, exercise and physical activity during puberty and their teenage years.



Part of Places for People



Our Aim



Targeting areas characterised by deprivation, our aim is to ensure no teenage girl is excluded from the lifelong benefits and empowerment of sport and physical activity.

- To breakdown the entrenched barriers to healthy, happy and active lives for girls during puberty.
- Mobilise participation in sport and exercise for teenage girls, through a supportive ecosystem of Big Sister peers, and sport and community leads.

BIG SiSTER

Girls and young women sit at the HEART of Big Sister

CREATED & SHAPED BY GIRLS, FOR GIRLS



A thick, orange, hand-drawn style line that starts at the top left, curves across the top, loops on the right side, and then curves down towards the bottom right corner.

BIG SiSTER

1. WHY TEENAGE GIRLS?

BIG SiSTER

The importance of teenage years

At every stage in a woman's life there are different challenges for being active from early years and throughout her life.

PRIMARY

"Sometimes people think you can't play certain sports"

Gender stereotypes set in & limit expectations & opportunities

TEENAGE

"My self-confidence has changed, which has stopped me from taking part in sports"

Physical, psychological & social changes steal confidence & reinforce 'I am not sporty'

ADULTHOOD

"My commitment is at home and my family are almost my team, I need to be there for them"

No permission or time to prioritise time for self

MID-LIFE & MENOPAUSE

"I find activity much harder now and I am less flexible. I also have less confidence in my physical abilities"

Ignored, undervalued and excluded as natural fitness diminishes

LATER LIFE

"At my age it's very important to be as mobile as you can. It enhances your mood and lifts your spirit"

'Invisible' Low 'healthy' life expectancy

**TEENAGE YEARS –
THE TRANSITION TO ADULTHOOD**

Behaviours and habits are formed
Developing a **love** of sport and exercise

This generation of teenage girls are facing a mental health and wellbeing crisis...

PHYSICAL HEALTH

37%

of girls aged 13 to 15 are **overweight and/or obese**

(NHS Digital, 2019)

MENTAL HEALTH

1 in 4

girls aged 14 report experiencing high levels of **depressive symptoms**, compared to one in ten boys

(Patalay & Fitzsimons, 2017)

BODY IMAGE

1 in 3

girls aged 11-16 are **unhappy with the way they look**

(Youth Sport Trust, 2021)

HAPPINESS

Only **11%** of

girls aged 11-16 feel **'very happy'** most of the time, compared to 38% of girls in 2009

(Girlguiding, 2021)

...which can be supported with more engagement in sport, exercise and physical activity.

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Only **48%**
of teenage girls
meet recommended
levels of physical
activity

(Sport England, 2022)



Too many teenage girls are missing out on the lifelong benefits of sport and exercise

- Wide gender gap in team sports:
 - 47% girls
 - 69% boys
- Girls from Black, Asian and minority ethnic communities, and from low socioeconomic backgrounds are even less active than their peers.



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2. BARRIERS TO SPORT AND EXERCISE
AND THE IMPACT OF PUBERTY AND
PERIODS

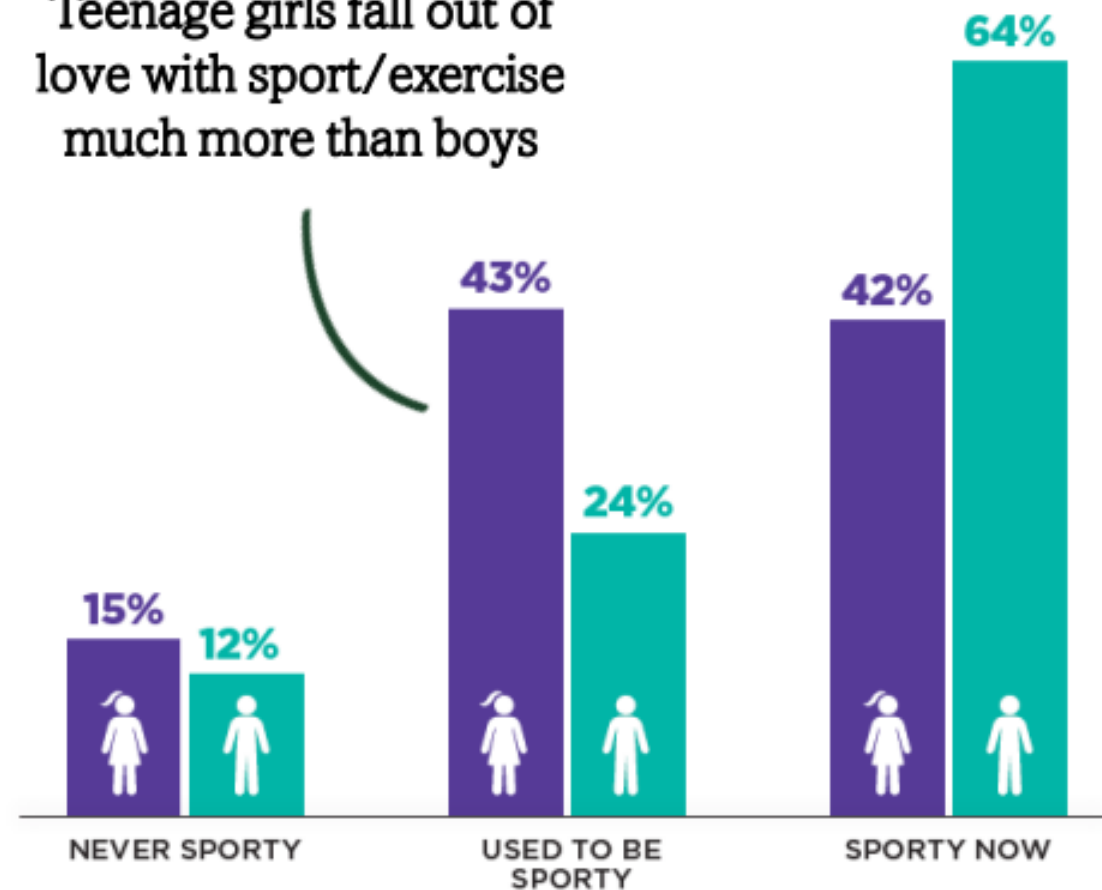
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- 4 in 10 girls identify as sporty, compared to 6 in 10 boys.
- Girls are much more likely to stop feeling sporty after primary school and gradually disengage in their teens...

4 in 10 girls say they used to be sporty, compared to just 2 in 10 boys

The missed opportunity – the lost 43%

Teenage girls fall out of love with sport/exercise much more than boys



Spectrum of Engagement

(Women in Sport, 2022)

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Let's hear how these girls feel about sport in their own words



For some people it's just a way to stay in shape, or it's just a way to have fun

Photo Credit: Rushil Choudhary

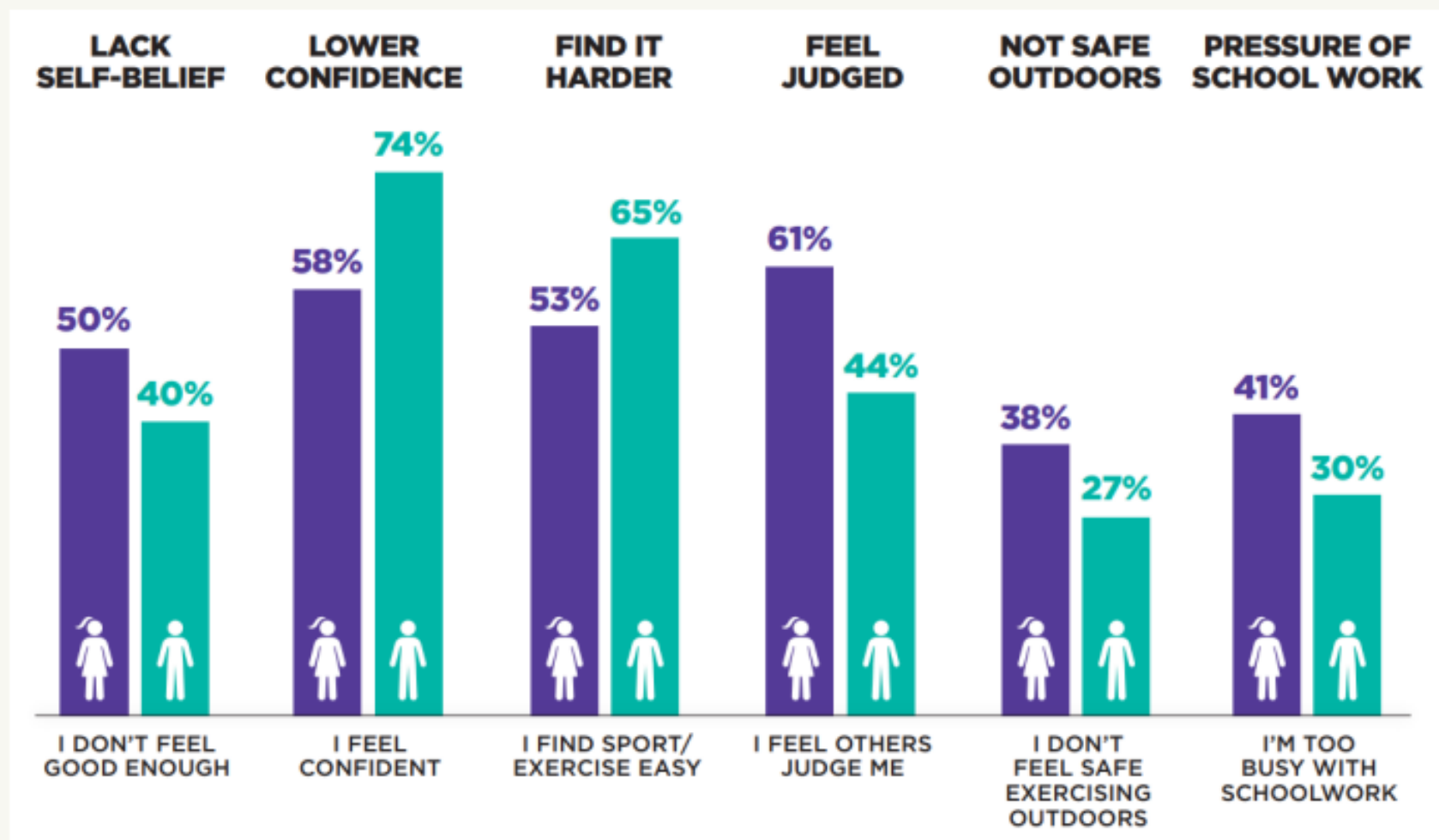
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Complex barriers and deep-rooted negative attitudes are affecting girls' enjoyment

"You're surrounded by sporty people who are all great and you're not"

"If I had more confidence I feel I would be doing it more"

"I'm not good at sport, I'm not good at any sport"



"The fear is that you'll be criticised by somebody... if I messed up they'd laugh at me"

"Studying is way more important than it ever was, so sport has taken a dip in my priority list"

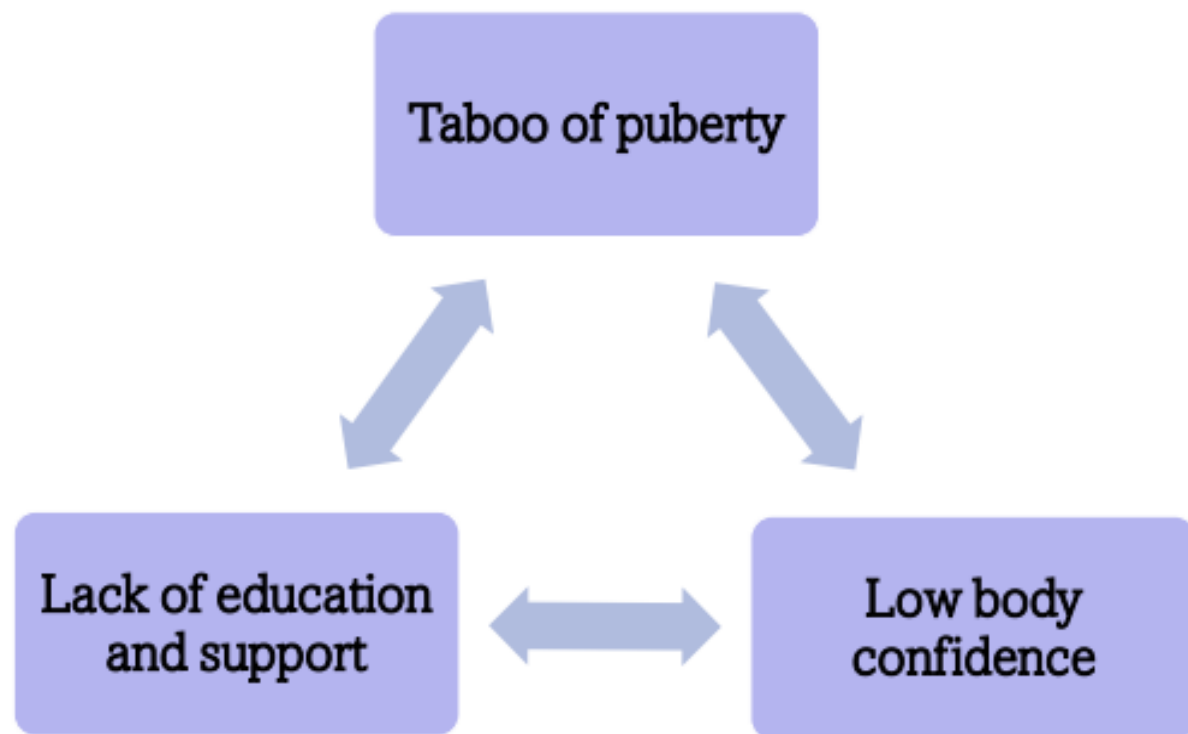
"In a park, it's more open. Everyone can see you doing it"

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7 in 10
teenage girls will have
disengaged with sport
and exercise by the
age of finishing
puberty (17-18)

(Women in Sport, 2022)

Puberty **STEALS** girls confidence and enjoyment of sport and exercise due to...



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“I feel like when you get to this point your self-esteem just drops because you’re just like... I don’t feel good, I’m not good enough at this, I’m not good enough at that, I’m not pretty enough.” -- Stacey

What happens to girls during puberty?

- Girls start puberty around age 11 but it can begin any time between ages 8 – 13.
- Physical, psychological and emotional changes which last around 4 years.
- A time when girls become more independent, form new relationships with peers, and experience significant life transitions:
 - primary to secondary school
 - menstruation and ‘womanhood’
- Appearance and social activities are a way of relating to/fitting in with peers – sport and exercise is often no longer ‘acceptable’.

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“Everyone’s watching you... I hate being in front of people” -- Lisa

“Girls wouldn’t do it [exercise] as they felt watched by the boys... coming to terms with your changes and feeling watched by them. Sport for boys has such a different attitude compared to girls, fine for boys to mess up but if girls do it then it’s sexualised or something.” -- Edie

The impact of changing bodies on sport and exercise

- Puberty and sport presents more opportunities for girls to be scrutinised and judged – **namely on appearance and ability.**
- Physical activity highlights girls’ insecurities and can make them feel **self-conscious, vulnerable and objectified.**



Sport and exercise is the perfect 'stage' for more **MOMENTS TO BE TARGETED** and more **OPPORTUNITIES TO FAIL**

Half of the population menstruate, yet...

PERIOD POVERTY

36%

of girls struggled to access or afford period products during the pandemic

(Plan UK, 2021)

STIGMA & SHAME

2 in 5

young people have experienced period teasing and shaming by others

(Always, 2021)

EMBARASSMENT

85%

of young people have tried to hide the fact they are on their period

(Always, 2021)

EDUCATION

1 in 3

young people don't feel prepared for their first period

(Always, 2021)

Normalising periods and talking openly about them helps girls to feel more **comfortable, confident** and **supported** during puberty.

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7 in 10

teenage girls avoid
being active when on
their period*

(Women in Sport, 2022)



WHY?

73% - pain

62% - fear of leakage

52% - tiredness

45% - self-consciousness

*sometimes/regularly

The impact of periods

Are a significant barrier to physical activity to activity for all girls, regardless of how 'sporty' they are, due to:

- Being irregular and hard to predict when a girl first starts.
- Feeling weak, fatigued and in pain.
- Strong fear of leakage and being 'found out'.
- Little time to shower/wash after exercise leads to worries around hygiene and smell.
- Embarrassment of asking for others for help.
- Lack of coping resources and confidence in their ability to manage periods during activity.

We need to empathise with girls' experiences and support them to get active on their own terms.

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How girls think and **feel** on their period

'I can't move too much
in case I leak'

Fear & anxiety

'Am I the only one?'

**Stomach cramps
& bloating**

'I can't be bothered'

Emotional & low mood

'I need to rest'

Fatigue & tiredness

'Everyone will make fun
of me'

Embarrassment & shame

'I need to hide it from
everyone'

Low confidence

'Why is this
happening to me?'

Dirty & unhygienic

As girls try to manage periods, this can lead to long term absences and habits that are difficult to reverse.



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“The main thing is just to talk about it more. Even when it comes to girls having to hide the sound of them opening a sanitary product in the loo shows that it is a huge thing for everyone.” - Ellen

Changing rooms and toilets are important spaces to show you value girls and their needs!

Girls value:

- Cleanliness and hygiene
- Aesthetics and space
- Privacy/private cubicles

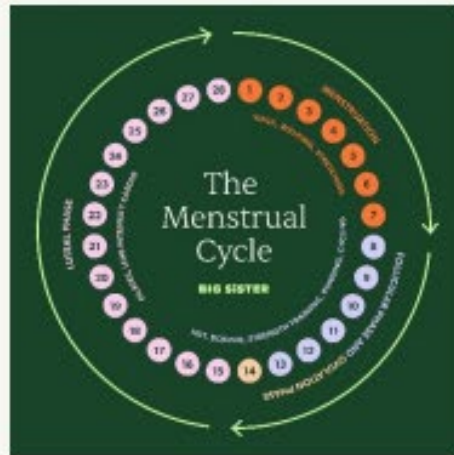
Consider:

- Cleaning records/rotas
- Automatic sanitary bins and sanitary disposal bags
- Door hooks and shelves
- Signposting support (Big Sister website)

Period products:

- Should be readily available and accessible so girls can help themselves **discreetly**, without having to ask.
- Include a variety of products (tampons, sanitary towels) and different sizes.
- Clearly signpost where located, and that they are **free** and available to all.
- Replenish regularly so that no girl is 'caught short'.
- If taking part in activity away from your usual spaces, carry a period product kit with you that girls can access.

www.big-sister.co.uk



Easy ways to get moving more
— without even realising

- TAKE THE STAIRS
- HAVE A DANCE PARTY
- GETTING OFF THE BUS A STOP EARLY
- PLAY SOME GAMES AT THE PARK
- WALK TO SCHOOL WITH YOUR FRIENDS
- CYCLE TO YOUR FRIEND'S HOUSE

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BIG SiSTER

Let's talk about...
changing bodies and exercise.

Your guide to disposable products

[video]

THE BENEFITS OF A SPORTS BRA

- Reduces bounce/movement
- Absorbs sweat
- Allows you to focus on your workout
- Provides support and comfort
- Reduces breast pain

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ANISHA'S TOP TIPS ON WHAT TO PACK IN YOUR KIT BAG

- Headphones
- Sports bra
- Water
- Cereal bar
- Kit
- Deodorant
- Hair brush/bands

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COMPRESSION SPORTS BRA

- Thin straps
- Tight fabric to reduce movement
- Wide front panel
- Light to medium support - best for smaller cup sizes and low-impact exercise
- Elasticised band

ENCAPSULATION SPORTS BRA

- Often has adjustable back clasp and adjustable straps
- Strap straps
- Moulded cups to support each breast
- Best for larger cup sizes
- High level of support - good for medium/high-impact exercise

Period myth-busters

[article]

Period Fact File

[link]

BIG SiSTER

Girls need much more guidance and support to be active during this significant time in their lives.

Our Big Sisters are
leading change...
are you?





THANK YOU!

Visit the Big Sister website
for resources to support your
work with teenage girls

INFO@BIG-SISTER.CO.UK

BIG-SISTER.CO.UK
@BIGSISTERUK

Table Discussions

- What does this mean to you/your organisation or network?
- What actions will you take to provide a more inclusive experience?
- Do you have your own experience you would like to share?



03

Menopause

Stephanie Hilborne OBE
Chief Executive
Women in Sport

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

INSPIRING WOMEN TO BE ACTIVE DURING MIDLIFE AND MENOPAUSE



WOMEN
N
SPORT

Supported by players of
**PEOPLE'S
POSTCODE
LOTTERY**

Awarded funds from
**POSTCODE
SPORT
TRUST**

THE GAME OF LIFE



At every stage in a woman's life there are different challenges for being active from early years and throughout her life.

PRIMARY

'Sometimes people think you can't play certain sports'

42% of girls age 7-10 think boys are better at being strong

Gender stereotypes limit expectations & opportunities

TEENAGE

'I would say my self-confidence has changed, which has stopped me from taking part in sports'

Physical changes steal confidence and reinforce 'I am not sporty'

puberty (P & G research)

ADULTHOOD

Hard to prioritise time for herself. The family comes first!

23% are inactive, doing less than 30 minutes

No permission or time to prioritise time for self

are not enough for good health

MIDLIFE

"I find activity much harder now and I am less flexible. I also have less confidence in my physical abilities"

Ignored, undervalued and excluded as natural fitness diminishes

menopause & me (2018)

LATER LIFE

"At my age its very important to be as mobile as you can. It enhances your mood and lifts your spirit"

'Invisible' Low 'healthy' life expectancy

half are not enough (Sport England ALS)

WHY FOCUS ON MIDLIFE?

- Time of reappraisal
- Women feel overlooked/invisible and need more support
- Important to set up habits now that will keep women healthier longer



MENOPAUSE: THE BASICS

What is menopause?

- Most women go through menopause between the ages of 45 and 55; the average age of onset is 51.
- Symptoms usually start before a woman's final period, a stage called perimenopause, and last on average 4 years, though some women experience symptoms for longer.
- During perimenopause, periods can be erratic and/or extremely heavy.
- There are a range of symptoms and every woman's experience is different. Some of the most common symptoms are hot flushes, night sweats, difficulty sleeping, low mood, memory problems, and vaginal dryness.⁴
- During and after menopause the reduction in oestrogen levels means that bone health and muscle strength decline more steeply, with consequent health implications.

METHODOLOGY

STAGE 1

Ethnographic tracking app

30 women reported pain and pleasure moments across 7 days.

STAGE 2

Understanding attitudes to physical activity and menopause

30 women completed online activities exploring their views and experiences of physical activity and menopause.

STAGE 3

Attitude deep dive

Depth interviews with 12 participants to explore themes from Stages 1 and 2. We completed additional depth interviews with South Asian women to ensure this group was adequately represented in the research.

STAGE 4

Activity exploration

Four week exercise trial with 8 participants and follow-up depth interviews.

STAGE 5

Presentation of initial findings

Group of experts from sport, healthcare and HR sectors reflected on findings and identified ways forward.

MENOPAUSE IS SOMETHING THAT LIES ON THE MARGINS

It's one of the last taboos... culturally laughed at or ignored

Women's problems
(akin with menstruation in the past)

"It angers me that it's a major stage in a woman's life but it's been swept under the carpet for centuries!"
Woman, 52

"There's not enough information out there about the menopause. It's like a taboo subject, nobody talks about it, women suffer on their own."
Woman, 52

Sexist cliched humour

BUTT OF JOKES

MIDLIFE MENOPAUSE

SCRAPHEAP

Ageist society
Over the hill
Unsexy

"In the media, menopause is only mentioned as the butt of comedian's jokes – 'my wife's having a hot flush'...it's always made light of because it's embarrassing."
Woman, 55

"You don't hear many stories about the menopause. Every now and then you will read an article about it because some reporter had heard about a new treatment."
Woman, 49

INVISIBLE

No real media coverage
Little information 'out there'

MENOPAUSE IS OFTEN AN ISOLATING EXPERIENCE WOMEN ARE UNPREPARED FOR

ON AVERAGE, WOMEN EXPERIENCE 7 DIFFERENT SYMPTOMS DURING MENOPAUSE

42% OF WOMEN SAID THEIR MENOPAUSE SYMPTOMS WERE WORSE/ MUCH WORSE THAN THEY EXPECTED.



In our survey...

82% experienced menopause symptoms

70% felt their symptoms had a moderate-severe impact on quality of life

55% had symptoms for 2 years or more (27% for 5+ years)

Active women were more resilient in coping with these, using physical activity to manage them.

The hormones affect everything you do. Your hair, your eyesight, your memory, your libido, your skin, your muscle, your joints. I mean, everything is affected by it so it's a massive change.

Hot flushes
Heavy/erratic periods
Brain Fog
incontinence

Low mood & anxiety
Weight gain
Poor sleep & exhaustion

Some consult with GP but perspective felt to be limited

IT CAN BRING A SENSE OF LOSS OF SELF AS A WOMAN

We found that women's perceptions of menopause and what it represents can influence how they engage with physical activity.

The physical and emotional changes experienced during menopause can create **feelings of loss**:

- ▶ a lack of control over their lives
- ▶ lose their sense of self

This was more apparent for inactive women.

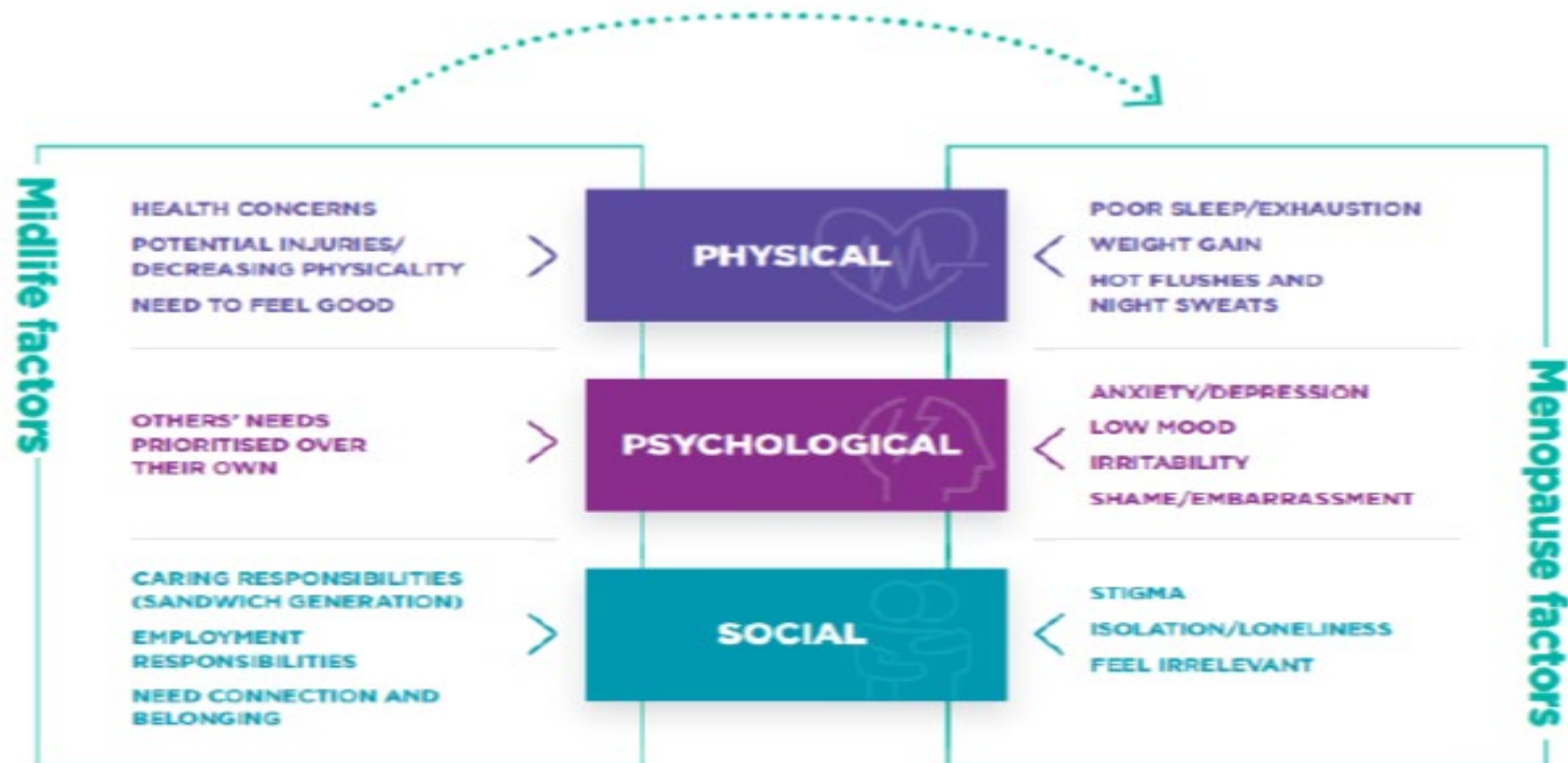


“It’s the loss of everything I used to be and there’s nothing to replace the person I used to be except this new person that doesn’t sleep and is consequently a bit unhinged... it’s so horrible.”

“I think it’s maybe the attitude of some mothers and maybe our grandmothers that was... “This, this is the end of your years... this this is the end of your life”.”

“For that to be taken away from me, that option to have another child was... upsetting.”

MIDLIFE AND MENOPAUSE



“I am battling between living a healthy active lifestyle and my health conditions that make restrictions on what I can do.”

- WOMAN, 52

“My needs come after my family's needs.”

- WOMAN, 47

“Younger, before you have children...you can spend your time how you like. As I've grown older, I have had less time to spend as I choose.”

- WOMAN, 47

“I didn't want to expose myself, you know, having all these different feelings and emotions, that's too much on the plate for me to, sort of, tell anybody.”

- WOMAN, 57

MIDLIFE, MENOPAUSE AND EXERCISE

CAPABILITY

- Limited view of exercise
- Self-identify as not sporty
- Health issues
- Declining fitness levels
- Lack of energy

OPPORTUNITY

- Embarrassment about weight
- Shame about menopause symptoms
- Exercise spaces not “for” them
- Fear of ridicule
- Access / transport / cost / time

MOTIVATION

- Don't relate exercise benefits to their needs
- Fear of judgement
- Don't think they'll enjoy exercise
- Others' needs come first
- Worried about going alone

BARRIERS TO ACTIVITY

“[What holds me back is] how I'm feeling day after day – tired, sluggish and unmotivated. Getting even more hot and sweaty doesn't appeal.”

– WOMAN, 49

“Will I be laughed at? Will I be ridiculed? Am I too old? Am I unfit? Will I fit in.”

– WOMAN, 45

“Who would I go with? I wouldn't go on my own.”

– WOMAN, 54

“I have conditioned myself to think of exercise as painful, humiliating, and not fun.”

– WOMAN, 55

THE OPPORTUNITY!

- Menopause can be a natural time of reappraisal and a great opportunity to reintroduce exercise.
- Sport and exercise can provide meaningful benefits now and into later life and **empower women**.
- Women **want** to be more active.

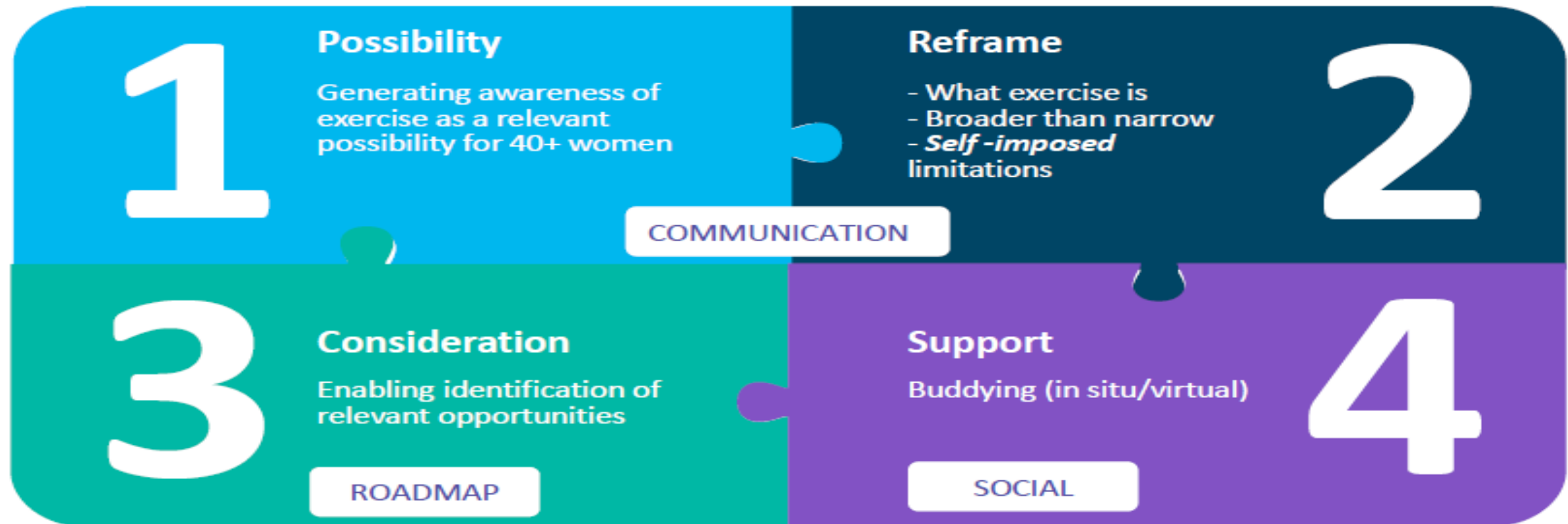
84% OF *INACTIVE* WOMEN IN THIS LIFE STAGE WANT TO BE MORE ACTIVE.¹⁴

90% OF WOMEN WOULD CONSIDER EXERCISE IF RECOMMENDED BY A GP OR HEALTH PROFESSIONAL.¹⁴



OVERCOMING THE BARRIERS

We must generate a sense of possibility and relevance to help women to take the first step.



APPLYING THE INSIGHT: 5 PRINCIPLES FOR SPORT SECTOR

WOMEN
N
SPORT



ENDLESS POSSIBILITIES

EXPAND PERCEPTIONS AND OPPORTUNITIES FOR BEING ACTIVE



JUDGEMENT-FREE ZONE

WELCOMING AND SUPPORTIVE ENVIRONMENT



SUPPORT NETWORK

OFFER BUILT-IN SOCIAL SUPPORT



EXPAND THE IMAGE OF WHAT SPORTY MEANS

INSPIRING, RELATABLE ROLE MODELS



MAKE IT RELEVANT

REFERENCE SPECIFIC, RELEVANT BENEFITS



5 PRINCIPLES TO ENGAGE MIDLIFE WOMEN

**FROM OUR INSIGHTS, WE HAVE
DEVELOPED 5 PRINCIPLES TO HELP
WOMEN FIND ACTIVITIES THAT THEY LOVE.**

ENDLESS POSSIBILITIES

- Expand perception of physical activity
- Show women what they can achieve
- Make sure women can find activities they love

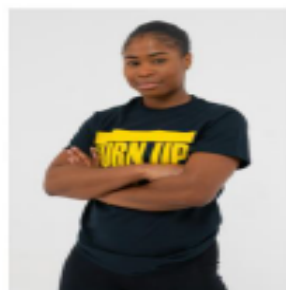
COUCH TO PROGRAMMES



Pick from one of our exercise programs, fun for big and small, little and tall.



**COUCH TO
FITNESS**



**COUCH TO
AFROBICS**



**COUCH TO
BHANGRA**



**COUCH TO FAMILY
FIT**



**COUCH TO
CHRISTMAS**

JUDGEMENT-FREE ZONE

- Exercise/movement should be fun
- Non-judgemental atmosphere: skill level, physique, age don't matter
- Ethos should be clear in activity and marketing



England
Rugby

Does it matter that I don't know the rules of rugby?

Absolutely not - there's no expectation that you know the rules. If you come to a Warrior Camp we'll teach you everything you need to know.

Rugby is simple to grasp, but like most sports, there are some elements that take time to pick up. You'll soon be up to speed with plenty of help available from the coaches and your new team-mates.

SUPPORT NETWORK

- Social support builds confidence to try something new
- Creates sense of belonging and reason to come back!
- In-person, virtual or both

HER SPIRIT



Community

Our community culture is supportive and positive. You are never on your own and new friendships will blossom.

EXPAND IMAGE OF WHAT SPORTY MEANS

- Real, relatable role models
- Talk about the journeys that women have been on



YVONNE AND PATRICE

Yvonne and Patrice started being more active for different reasons. Yvonne began experiencing the symptoms of menopause, and her doctor said that exercise might help relieve them. Patrice, on the other hand, discovered that her weight gain was partly due to polycystic ovary syndrome (PCOS) and wanted to make a change while helping her health. So the two started being more active together, whether doing circuits in the

MAKE IT RELEVANT

- Talk about benefits that can be felt immediately
- Relate exercise to the issues women are dealing with
- Talk about non-physical benefits too



Exercise and Menopause

Written by MenoHealth on 27th August 2019.

**TOGETHER WE CAN INSPIRE
WOMEN IN MIDLIFE TO BE
ACTIVE BY GIVING THEM
THE OPPORTUNITIES THEY
DESERVE!**

www.womeninsport.org

Email: info@Womeninsport.org

Social: [@Womeninsport_UK](https://www.instagram.com/Womeninsport_UK)

WOMEN INS SPORT

Supported by players of



Awarded funds from



Table Discussions

- What does this mean to you/your organisation or network?
- What actions will you take to provide a more inclusive experience?
- Do you have your own experience you would like to share?



Break



MORE PEOPLE
MORE ACTIVE
MORE OFTEN

04

Next Steps & Focus Topics

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

Next Steps

From your discussions and what you have learnt today, what will you be taking away and actioning moving forward to best support women and girls in your activities?

What will you ***START***

What will you ***STOP***

What will you ***CONTINUE***

TypeForm link

<https://oqfo0ibychku.typeform.com/to/qPonSWlv>



*What will you **START***

- ✓ Free period products in centre and team awareness on Menopause
- ✓ Networking
- ✓ Looking at what we can put in place at our centre to support women and girls
- ✓ To do more research in the area
- ✓ Encourage more talks about and discussions to help girls be more ok about what is happening to them
- ✓ Company menopause policy and include sport and exercise in our pilot menopause project
- ✓ Invite daughters' school to start a periods mentoring programme
- ✓ Being more active for myself and not letting those lazy thoughts win on days where I'm feeling less like it
- ✓ Open conversations
- ✓ Share information with colleagues on how we can better support women coming through our cardiac rehab service and what we can offer i.e. home programmes, referrals to specific women help
- ✓ Talking more openly about periods/asking questions about peri menopause

What will you **START** (2)

- ✓ Being more open to learn more
- ✓ Workshops on periods, pregnancy and menopause
- ✓ Looking at provision for girls PE, changing room facilities
- ✓ To share positive imagery to communicate better
- ✓ Delivering information to those who support women
- ✓ Change language used in marketing
- ✓ Talking more about the topic
- ✓ Agenda item on committee meetings

What will you STOP

- ✓ Stop people's views/judgements so re-education
- ✓ Doing nothing about these issues
- ✓ The silence. Talk about this more often
- ✓ Bottling up time of month symptoms
- ✓ Ignoring things and not challenging behaviour
- ✓ Referring to activity programmes in terms of “couch to” something
- ✓ Being too hard on myself when period/endometriosis is making me struggle and rethink the activities I might do
- ✓ Using fluffy language, call it what it is
- ✓ Hiding peri menopause symptoms
- ✓ Try to stop being part of the cultural stigma around these topics
- ✓ worrying what everyone else (mainly men) will think if we prioritise these subjects
- ✓ Removing stigma that all girls can cope with exercising on periods
- ✓ Assuming people have some knowledge

What will you CONTINUE

- ✓ Championing female inequality
- ✓ To not think of it as “exercise” and more as being active
- ✓ Promoting physical activity to women and girls
- ✓ Encouraging all women and girls to be as active as possible
- ✓ To progress my learning and open more conversations about this as much as I can
- ✓ Promoting it all, benefits of exercise, education, good habits,
- ✓ Being flexible for women and girls
- ✓ Championing activity for women
- ✓ Signposting to what’s available
- ✓ Encouraging women into activity and to feel comfortable in our centres
- ✓ Talking about the issues and asking people for their ideas
- ✓ To be present and try and be a part of this
- ✓ I will continue to support girls and their transition into adulthood

Focus Topics

***Group 1
Periods***

***Group 2
Pregnancy***

***Group 3
Menopause***

Pick the topic you'd like to explore further.

Join the table.

Start talking.



Close

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

Feedback questionnaire



We value your feedback and what to ensure we are meeting your expectations.

TypeForm link

<https://oqfo0ibycku.typeform.com/to/wDqYPZXk>



Feedback

Periods	Pregnancy	Menopause
9.7/10	9.5/10	9.7/10

It was good to gain more information for a better understanding of menopause, and sharing experiences on periods - gaining new ideas to take back and share with our wider teams

Really good, very informative lots of actions to take back

Was really positive and some really helpful.

Great for networking and learning

Very interesting to learn about the stats affecting young girls and women because of the natural processes we go through.

A really eye-opening session.

A lot of great info and conversations

Great to talk about the issues and ideas for addressing these.

Very insightful

Provided so much information that I wasn't aware of before. Really insightful.

It has been really useful to chat to other organisations. The real-life examples and insight in the presentations was really useful too.

Really thought provoking and insightful. These conversations don't need to be complicated - **They just need to happen.** Thank you.

Useful links



About — [BIG SiSTER.html](#)



Menopause Stories - promo clip - [YouTube.html](#)



Reframing Sport for Teenage Girls_ Tackling Teenage Disengagement - [Women In Sport.html](#)



Research Report_ Puberty & Sport_ An Invisible Stage - [Women In Sport.html](#)



Research Report_ Reframing Sport for Teenage Girls_ Building Strong Foundations for their Futures - [Women In Sport.html](#)



The Impact of the Covid-19 Pandemic on Teenage Girls' Lives and Physical Activity - [Women In Sport.html](#)



Toolkit_ Reframing Sport for Teenage Girls - [Women In Sport.html](#)

[Active Lincolnshire Pre & Post Natal](#)

[This Girl Can – Women in Sport – Youth Sport Trust
Period product scheme for schools and colleges in England](#)