

Welcome!
Thank you for choosing to spend
a morning with us.

Get Active Mississauga and Healthy
City Stewardship Centre



Culture and Physical Activity

From Research to Practical Solutions

Focus on Youth



Culture and Physical Activity

Shelley White
Chair of Healthy City Stewardship
Centre

From Research to Practical Solutions
Focus on Youth

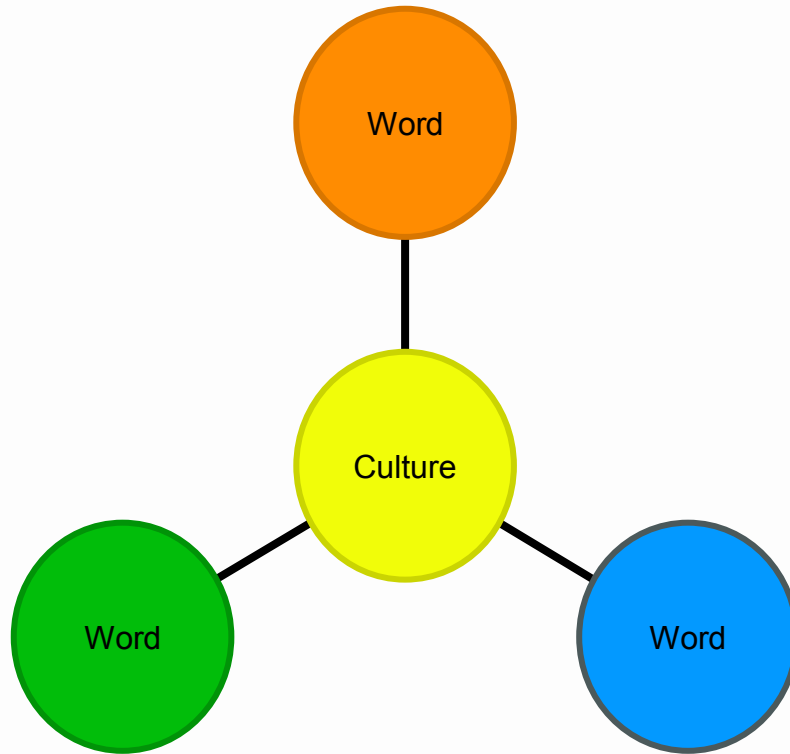


Agenda

- Culture Defined
- History of Healthy City Stewardship Centre
- History of Get Active Mississauga
- Our Research
- Breakout Session
- Wrap-up



Culture Defined



1. Write your definition of culture
2. Write a word you associate with the word culture

Karen Spencer
Advisor, City Manager's Office



Healthy City Stewardship Centre (HCSC)

- Healthy City Stewardship Centre is a collaboration of key organizations in Mississauga working toward the betterment of health in the local community.
- With the vision that Mississauga will be a Healthy City of people with optimal physical, mental, and spiritual health¹.



HCSC Members

University of Toronto Mississauga
United Way of Peel Region
City of Mississauga (Get Active Mississauga)
Dufferin-Peel Catholic District School Board
Credit Valley Hospital
Peel District School Board
Mississauga Board of Trade
Peel Regional Police
Mayor's Youth Advisory Committee
AstraZeneca Canada Inc.
Dixie Bloor Neighbourhood Centre
Region Of Peel
Trillium Health Centre
Mississauga Halton LHIN



How did the HCSC begin?

- In 2004, City of Mississauga and the University of Toronto Mississauga encouraged organizations in the city to come together to collectively work toward improvements in local health¹.
- In 2006, the Healthy Mississauga 2010 Plan was developed by HCSC¹.



HCSC's Goals and Priorities

- All organizations are working both collectively and individually to move forward the Healthy Mississauga 2010 Plan's five goals.
- Get Active Mississauga is a priority area under the goal: "All people in Mississauga will value and strive for optimal health"¹.



Brenda Callaghan

Get Active Mississauga Coordinator



Get Active Mississauga

- a **community development tool**
- It brings community stakeholders together to work towards a more active Mississauga



Get Active Mississauga Members

Mississauga YMCA
University of Toronto Mississauga
University of Guelph
Erinoak Kids
City of Mississauga Recreation and Parks
Mississauga St. Michael's Majors
Healthy City Stewardship Centre
Region of Peel Health Department
Trillium Health Centre
Mississauga News
Active 2010- Ministry of Health Promotion
Ontario Trillium Foundation
Mississauga Library System



How did Get Active Mississauga begin?

- In 2005 the Ministry of Health Promotion contracted YMCA's across Ontario to develop roundtable discussions to address local inactivity levels in 16 communities, including Mississauga².
- 33 organizations created the Mississauga Community Action Plan 2005 – 2010².



Why Research?

One identified project for both Get Active Mississauga and Healthy City Stewardship Centre is to gather data, analyse and make recommendations to improve the physical activity of the people in Mississauga



Why Research?



“Knowledge is like money: to be of value it must circulate, and in circulating it can increase in quantity and, hopefully, in value.” - Louis L'Amour

Our Research - Goals

Further understanding of community needs
related to physical activity and youth,
specifically identification of priority
populations and information surrounding
them



Our Research - Background

- Research has shown that physical activity levels decrease during adolescence, particularly among females³.
- While some research has examined barriers to physical activity among female adolescents, we know little about the barriers between ethno-cultural groups.



Our Research - Purpose

The purpose of this study was to determine if there are culturally specific barriers to physical activity among Polish and Indian adolescent females living in Mississauga.



Our Research – Purpose



“A little knowledge that acts is worth infinitely more than much knowledge that is idle.”
- Kahil Gibran

Our Research - Methodology

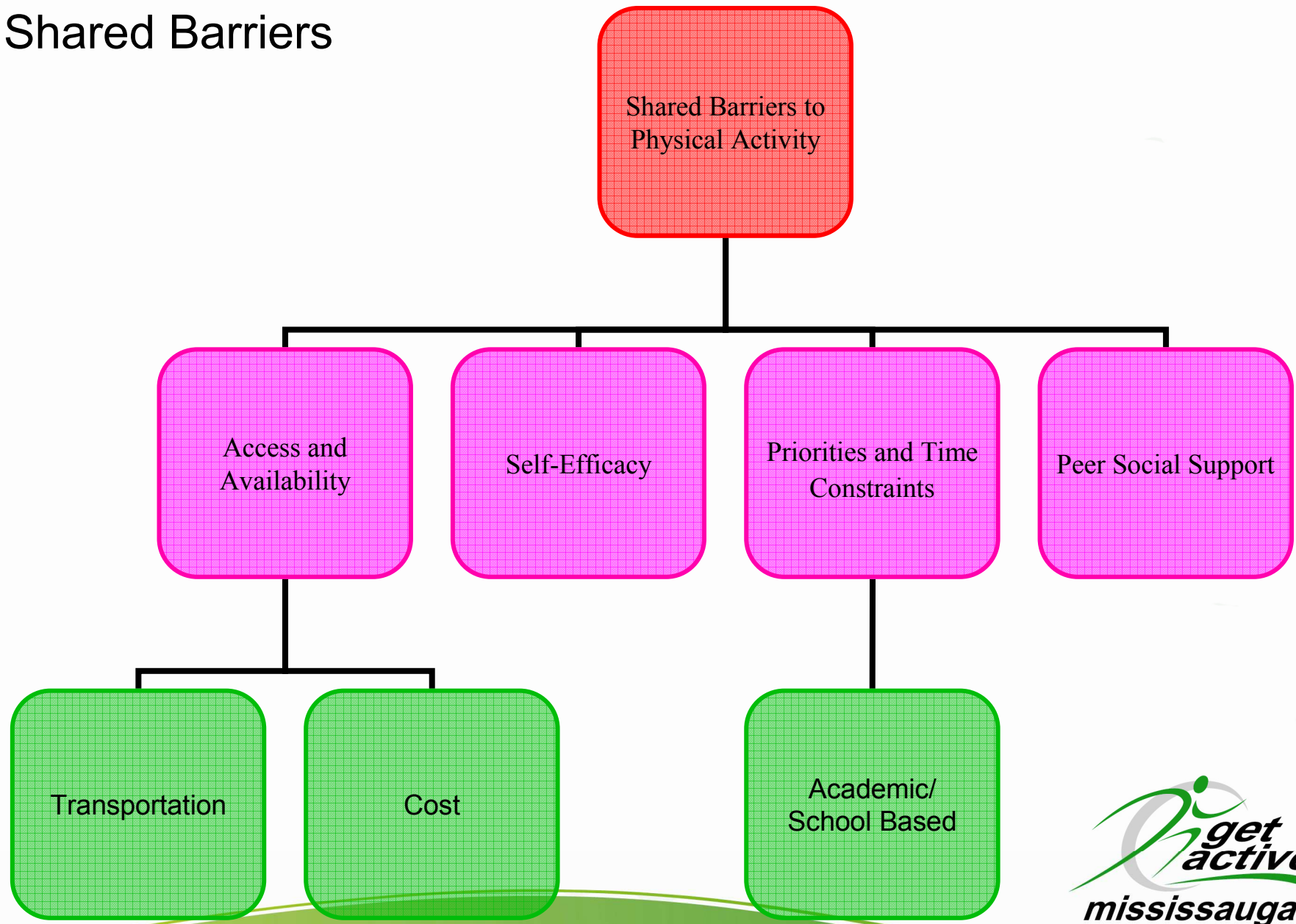
- Ten focus groups were conducted with 107 girls, aged 14-18.
- Participants were placed in groups according to ethnicity, Indian or Polish.
- All focus groups were recorded and analyzed on the basis of **unique** and **shared** barriers between Indian and Polish girls.



Our Research - Results

Shared Barriers: Common in all focus group sessions as well as existing literature on physical activity	Unique Barriers: Common in only one cultural group as well as existing literature on physical activity
Shared Cultural Barriers: Culturally specific barriers common to all focus groups sessions	Unique Cultural Barriers: Common in only one cultural group

Shared Barriers



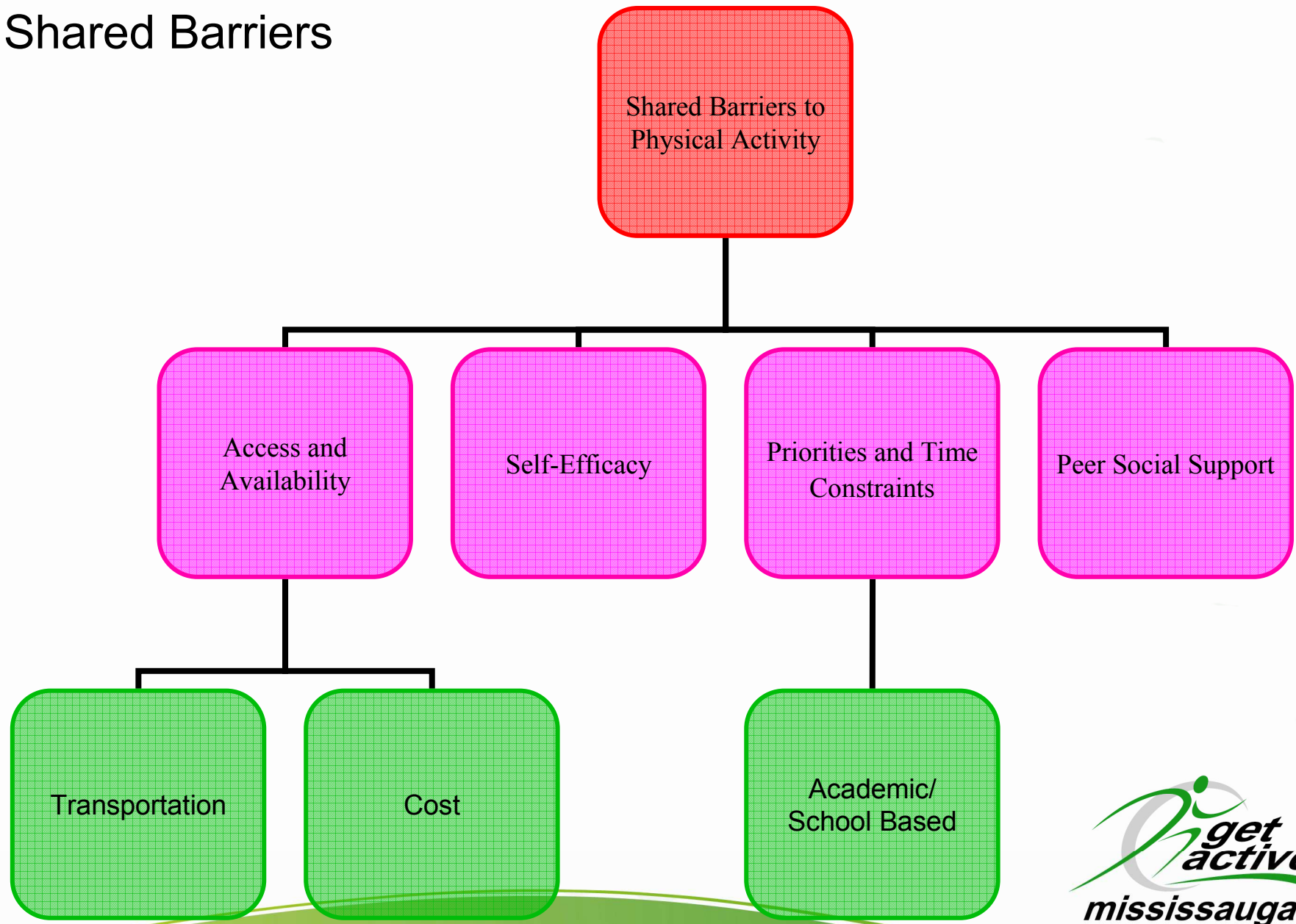
Access and Availability

“For example, I don’t drive yet, so it’s hard for me to get around. My dad’s at work. My mom doesn’t drive either. So it’s either my brother or my dad, and they both have things to do, so it’s hard to even go to a gym. And then the ride of coming back. Because how long are you gonna stay at the gym? For three hours? No one works out for three hours. So it’s like, my dad just dropped me, and then he has to come pick me up again because it’s just been an hour and a half. So I think that’s more of a problem”

- Indian



Shared Barriers



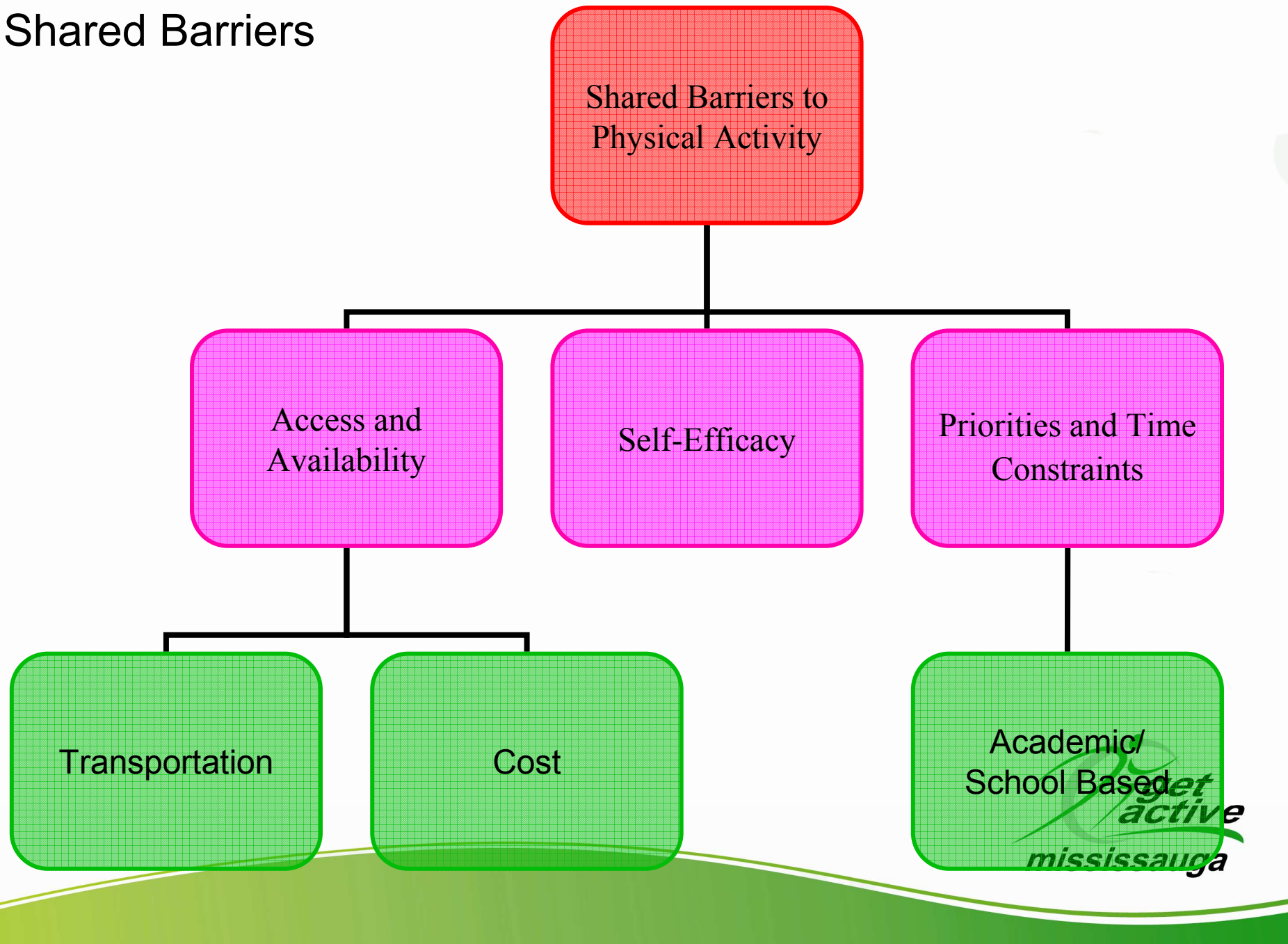
Self-Efficacy

“Yeah. I think self-esteem or, you know, what other people think about what you’re doing can affect that because, like if I can’t play basketball, I’m not gonna go play it when all the other people know how to play, but I don’t know how to play. So that could be a factor. ‘Cause if you don’t know what you’re doing properly, then you’re not good enough to do it.”

- Indian



Shared Barriers

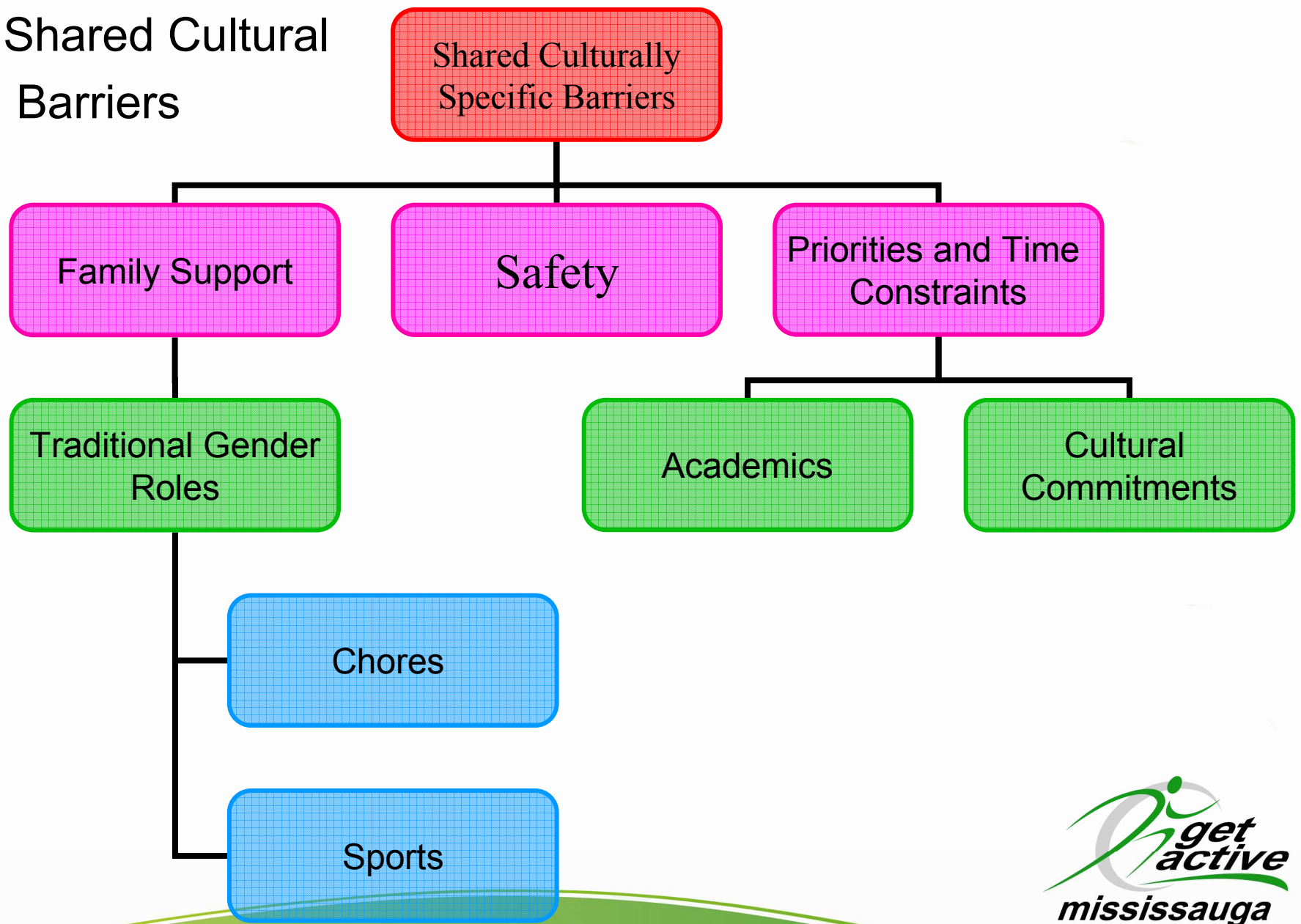


Priorities and Time Constraints

- “We have other things to do. Like we are going to university in a year, so there’s not a lot of time.”
 - Polish



Shared Cultural Barriers



Family Support

“It’s also because Brown parents are usually like,
“Oh, there’s no point in you girls going out
and playing and stuff because once you’re
married, all you’re gonna do is come home,
cook, and then go back to work, and take care
of your family”

- Indian

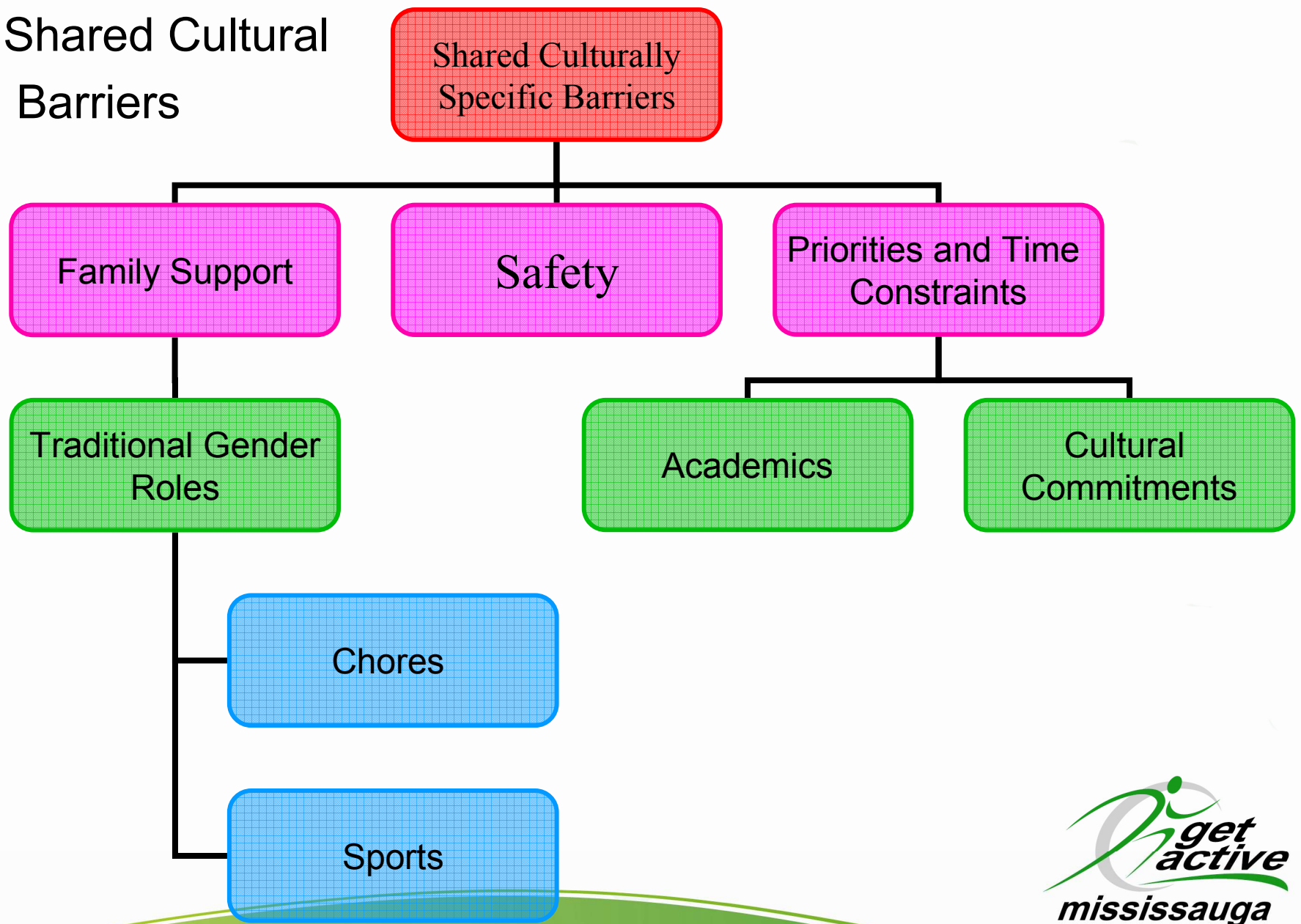


Family Support

- Sexist parents.
 - P: [laughs]
 - P4: No I'm serious.
 - [talking over each other]
 - P: It's true.
 - P8: Guys get to go and play, while girls stay inside and cook and do the dishes.
 - G: Yeah!
 - P2: Same here!
 - P4: My brother wanted to go play soccer with his friends. I usually play with him and his friends, and then my friends play with them too, right? And my dad, my dad's like, "Okay. You go." And then I was like, "Dad, I want to go too." "No, no, no. Mom teach you how to cook." I was like ...
- Indian



Shared Cultural Barriers



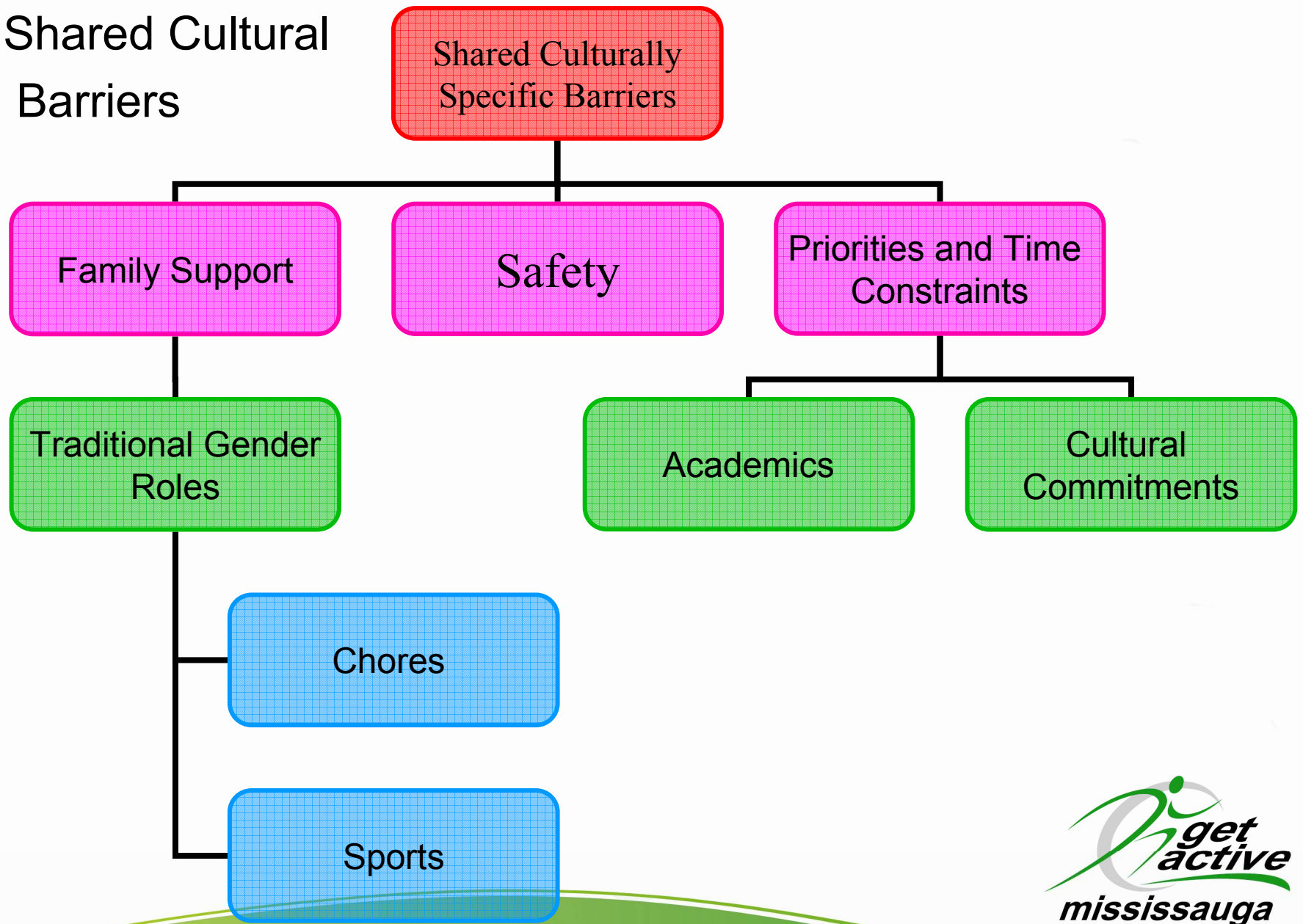
Safety

- “She’s [Mom] is like back [home] then I used to be able to walk free because it was a town of 5 000 people . . . and now [here] its like no I’m not letting you go out there is like half a million people they could kidnap you, I’m like great”

- Polish



Shared Cultural Barriers



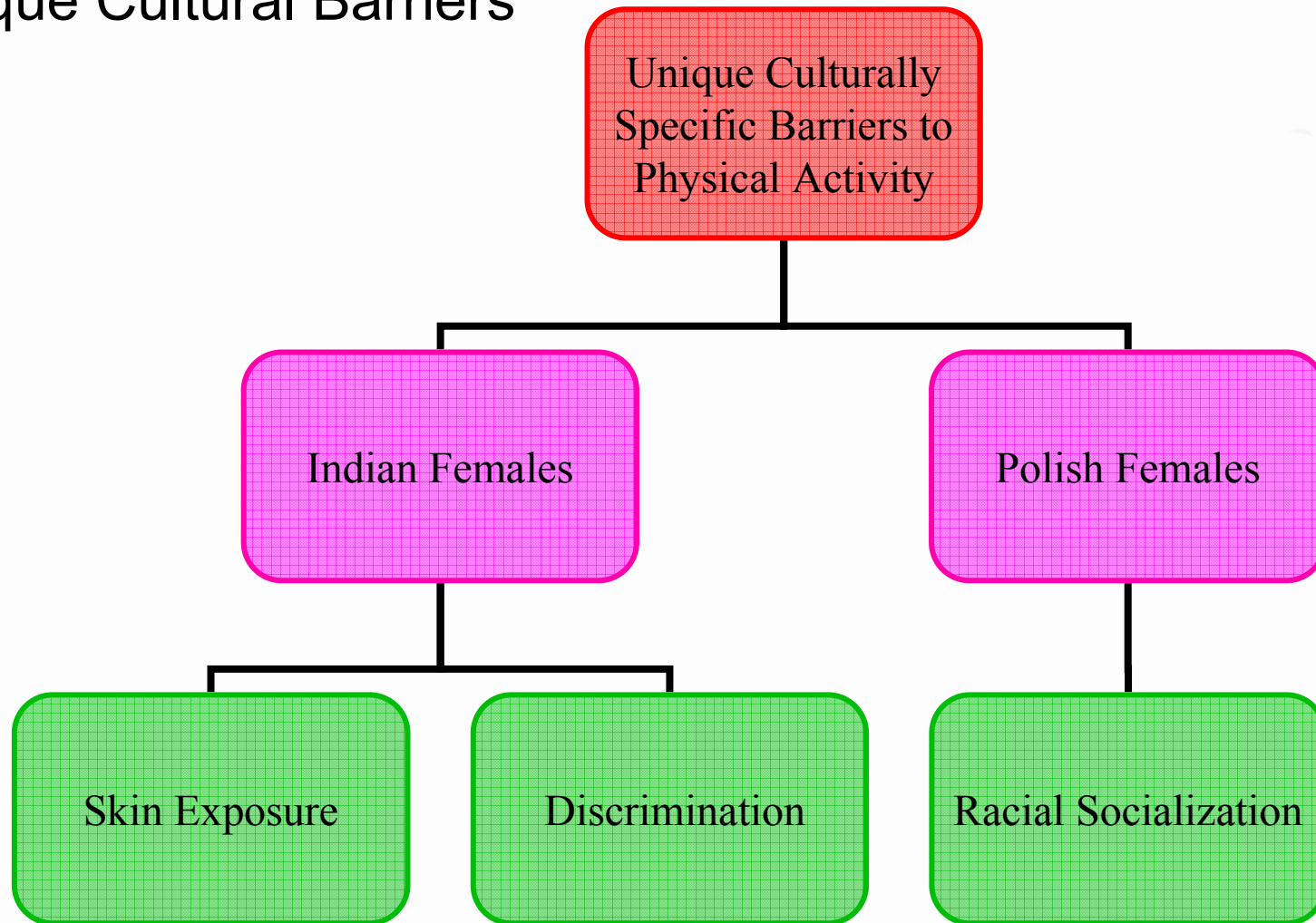
Priorities and Time Constraints

- “Because my mom – most immigrants, they don’t have a good job, but it’s not a profession. It’s more like hands working and it’s very tiring. . . so my mom, she wants me to study so I don’t get the same job that she does, like manufacturing, whatever.”

- Polish



Unique Cultural Barriers



Indian Females

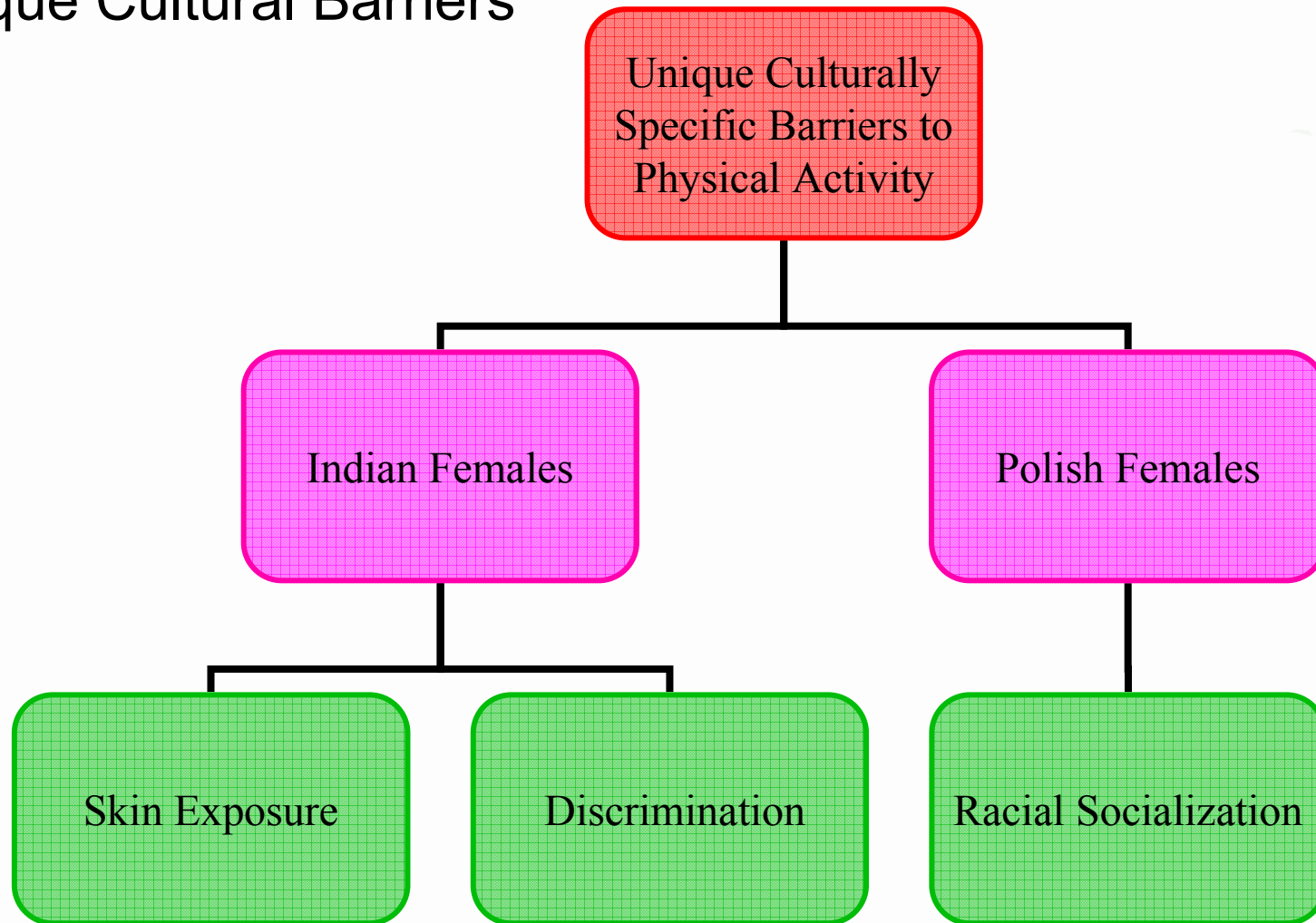
P: "It's just that some people just think that Indian girls aren't just like Black skin girls. That Black skin girls are better, and they can do everything better, and they just don't give Indian girls a chance. It happens sometimes."

P: "I agree with what she said."

"I think it's the clothes sometimes. I know a couple of girls that really want to play volleyball, and since they have to wear short-shorts – even soccer – they don't approve of it. I know a lot of Indian parents don't want their girls running around in front of boys with their legs bare, right?"



Unique Cultural Barriers



Polish Females

- “I think they trust Polish people more than any other culture”
- “Cause they know that Polish people since they’re Polish, like they have their own methods of teaching their children and usually they work, and like they don’t know other cultures much cause they’re not them, so . . .”



Our Research – Next Steps



“Change is the end result of all true learning.”

- Leo Buscaglia

Meet and Greet 10 minutes



Break Out Session



Appreciation and Inquiry

Appreciation: Means to recognize and value the contributions or attributes of things and people around us in Mississauga⁴.

Inquiry: Means to explore and discover, in the spirit of seeking to better understand, and being open to new possibilities related to physical activity in Mississauga⁴.



Appreciation and Inquiry

When combined, this means that by appreciating what is good and valuable in the present situation, we can discover and learn about ways to effect positive change for the future by⁴:

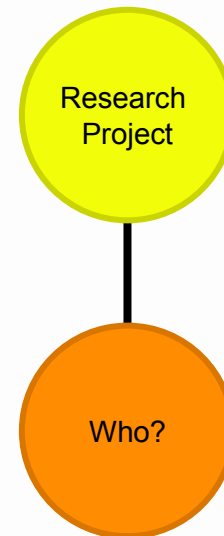
- 1) Defining
- 2) Discovering
- 3) Dreaming



DEFINE

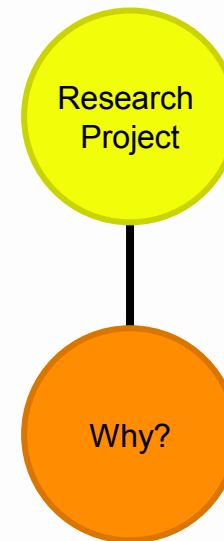
Who are our priority population (s) in Mississauga even beyond the research that has just been presented

Identify specific groups or priority populations that could benefit from future research.

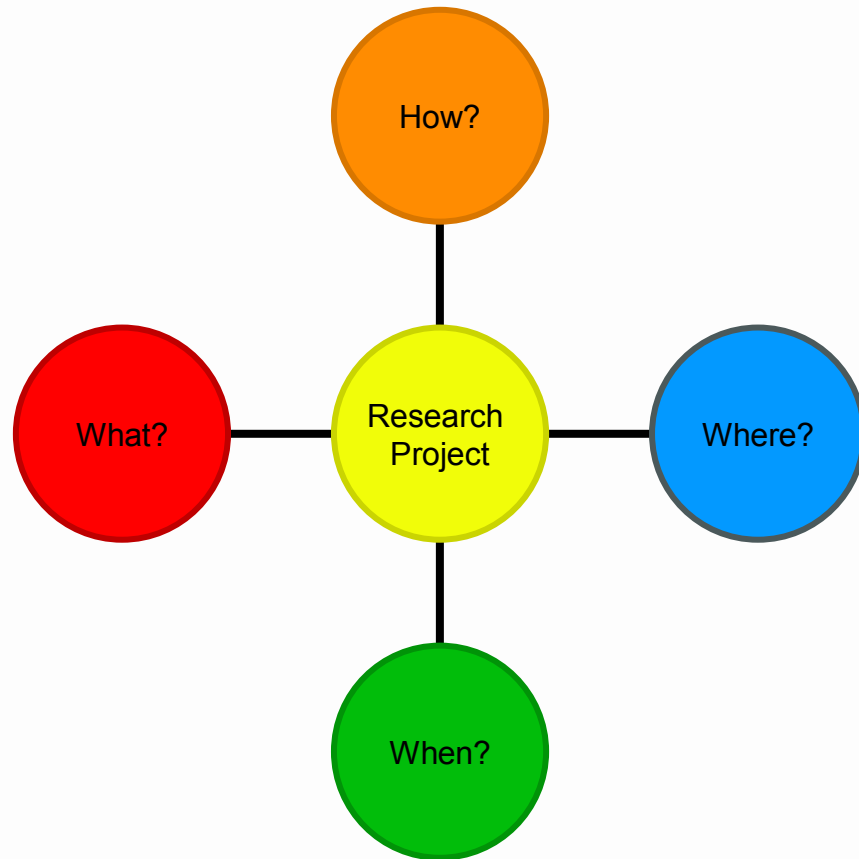


DISCOVERY

Why would you suggest investigating these populations?



DREAM



Is there research that
your organization
would benefit from?

Next Steps

- Email summary of discussion and research priorities by Friday, December 18, 2009.
- Further comments (on summary) and/or interest in partnering in research, please contact us by Friday, January 08, 2009.



Special Thanks!!!

- To all who attended today!
 - Healthy City Stewardship Centre
 - City of Mississauga
 - University of Toronto Mississauga
 - University of Guelph
 - To all groups who assisted or participated in the primary study
-
- Get Active Mississauga is funded by the Trillium Foundation



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