It All Adds Up: Addressing Gender Norms to Increase Physical Activity for Women
Coalition for a Healthier Community Grant Project

U.S. Department of Health and Human Services, Office on Women’s Health

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Healthy By Design Coalition

Community Health Priority – Healthy Weight

**Healthy Places**
- Built Environment
  - Active Transportation
  - Food Security
- Health Equity
  - Gender-based Physical Activity Disparities
- Gardener’s Market

**Wellness**
- Worksite Wellness
  - Wellness Policies
  - Demonstration Project
- Recognition
  - Event Recognition
Yellowstone County, MT

2,635 Square Miles
Population: 154,162
83% Urban
91.5% Caucasian
4.3% American Indian
5.1% Hispanic or Latino
The problem

No Leisure-Time Physical Activity in the Past Month
(Yellowstone County, 2010)

Healthy People 2010 Target = 20% or Lower
Formative Research

Methods:
13 Focus Groups

Utilized the Gender Analysis Framework of the Liverpool School of Tropical Medicine
Gender-based Results

Caregiving Responsibilities

Leisure-Time Activities

Appearance Expectations

Personal Safety

Social Support

Labor Division

[Images of caregiving, leisure-time activities, personal safety, social support, labor division]
Target Audience

Women ages 25-65 in caregiving roles

Primary: Moms of young children
Ages 25-45

Secondary: Moms of older children/teens
Caregivers for aging parents
Ages 46-65
The Social Offering

• Accumulated lifestyle activities
• Short bouts of activity, versus structured exercise in a gym
• Emphasis on immediate benefits of activity beneficial to caregiving roles
Gender Tailored Product

FREE 12-Week
Active Living Every Day
Includes free book, online resources, step counter, prizes and more!

- Emphasis: accumulated lifestyle activity
- Group discussion for social support
- No sweating in front of strangers
- Free childcare

Classes start
October 6-9, 2014

MONDAYS

<table>
<thead>
<tr>
<th>Location</th>
<th>Days</th>
<th>Time</th>
<th>Place</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Billings</td>
<td>Mondays</td>
<td>10:00 - 11:00 am</td>
<td>St. Thomas Parish</td>
<td>2055 Woody Drive</td>
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<tr>
<td>Heights</td>
<td>Mondays</td>
<td>12:00 - 1:00 pm</td>
<td>Oasis Waterpark</td>
<td>543 Arvron Ave</td>
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<tr>
<td>West Billings</td>
<td>Mondays</td>
<td>6:00 - 7:00 pm</td>
<td>Sweetwater Retirement</td>
<td>3140 Sweet Water Drive</td>
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TUESDAYS

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<tbody>
<tr>
<td>West Billings</td>
<td>Tuesdays</td>
<td>10:30 - 11:30 am</td>
<td>Avenue D Senior Center</td>
<td>1505 Ave D</td>
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<tr>
<td>Heights</td>
<td>Tuesdays</td>
<td>6:00 - 7:00 pm</td>
<td>St. Bernard Church</td>
<td>226 Wicks Ln</td>
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WEDNESDAYS

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<tbody>
<tr>
<td>Downtown</td>
<td>Wednesdays</td>
<td>11:00 - 11:45 am</td>
<td>Billings Clinic</td>
<td>2800 10th Ave N, Mary Alice Fortin Health Conference Center</td>
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<tr>
<td>Lockwood</td>
<td>Wednesdays</td>
<td>6:00 - 7:00 pm</td>
<td>Lockwood Middle School</td>
<td>1932 Hwy 87 E</td>
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THURSDAYS

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<th>Time</th>
<th>Place</th>
<th>Address</th>
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</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>Thursdays</td>
<td>12:00 - 1:00 pm</td>
<td>YMCA*</td>
<td>402 N 22nd St</td>
</tr>
<tr>
<td>Downtown</td>
<td>Thursdays</td>
<td>5:30 - 6:30 pm</td>
<td>St. Vincent Healthcare</td>
<td>1233 N 30th, Gallatin Room (3rd Floor)</td>
</tr>
</tbody>
</table>

*Class offers free childcare at this location.

To Register: call 406-237-3950 or email info@healthybydesignyellowstone.org
Weightlifting doesn’t always require barbells.

One hour of physical activity every day boosts your health and your mood. Best of all, it doesn’t require any special equipment. Activities like carrying in groceries, playing tag with your kids and raking leaves count, too.

Promotion

One hour of physical activity every day boosts your health and your mood. Best of all, it doesn’t require any special equipment. Activities like carrying in the groceries, playing tag with your kids, and raking leaves count, too.
Video/TV PSAs

https://youtu.be/jWtc7L_d52Y
Facebook Banners

It ALL Adds Up: 1 HOUR of Physical Activity

Cardio: No Treadmill Required
healthybydesignyellowstone.org

It ALL Adds Up: 1 HOUR of Physical Activity

The most fun cardio workout ever
healthybydesignyellowstone.org
Facebook Posts

Healthy By Design

Everybody needs a little encouragement when it comes to getting in physical activity, so partner up with a friend or family member. You can motivate each other, offer support and just have fun.

Healthy By Design

Planning on enjoying the weather or participating in the CommuteChallenge? Visit the Healthy By Design website for pedestrian and bicycle safety tips and resources.

Healthy By Design

This week is National Women’s Health Week! Check out this website for great ideas on how to become a well woman and celebrate health.

Big results start with small steps
Baseline: 33.6% awareness among women
(2014 Community Health Needs Assessment)
Results

No Leisure-Time Physical Activity in the Past Month
(Yellowstone County, 2016)
Healthy People 2020 Target = 32.6% or Lower

[Bar chart showing percentages of no leisure-time physical activity by gender, age groups, income level, and Yellowstone County]
Results

No Leisure-Time Physical Activity in the Past Month

- Male
- Female

<table>
<thead>
<tr>
<th>Year</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>2010</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>2016</td>
<td>15%</td>
<td>15%</td>
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Healthy Design
For More Information:
www.HBDYC.org
http://www.facebook.com/HBDyellowstone
https://www.youtube.com/user/HBDYellowstone