

## Practical Barriers

### Time and

- For some, the additional spend from the household budget is a very practical barrier but for others time and cost become a matter of prioritising sport and exercise.
- Women, in particular mothers, feel bad about being away from their family and spending time on themselves.
- It is revealing that (busy) working women are more active.
- Another dimension is the challenge of finding the right activity at the right time.
- Going where women are means understanding their constraints, such as staying for children's bed times, family meal times and accommodating work schedules.

**Lack of information** is another significant barrier, particularly compounded by lack of time to find the information.

*"It can be 9 o'clock by the time we've eaten and got the kids the bed, then she doesn't want to go out."\*\**

Go to section 5 of '[Go where women are](#)' to discover what you can do, say and help women feel when addressing barriers



## Personal Barriers

Personal barriers are more tricky and addressing them is harder as they are often not 'out in the open'.

It's important to strike a balance between talking about these directly whilst avoiding being patronising. But if done successfully, addressing these can have more impact than making things more convenient. If the right attitudes are in place, there is greater willingness to do what it takes to make things happen.

**A fundamental personal concern is the fear of being judged as described earlier; further worries layer on top of this, are often linked.**

- Many women have worries about appearance, which can be a general unhappiness with having to reveal their body, as well as being put off by what you look like once you do exercise (no make-up, hot, sweaty etc.).
- Social confidence is another barrier. Women often are put off by the idea of having to 'confront' these activities on their own. They may also have worries that they won't fit in – 'it's not for me'.
- Concerns about ability are also an issue, whether just fears or reality (for those with injuries or health conditions). Even women who have been previously very sporty can worry about ability and failure to live up to expectations in terms of performance.

*"Throwing yourself around in lycra? I would feel embarrassed, I just would. The instructors are all size 6 with not a bead of sweat on them. Then there's me, just flagging."\**