



HERA
EVERYDAY GODDESS

Case Study: ***Otahuhu Recreation Centre***

Otahuhu Recreation Centre carried out a 14-week programme led by two female staff members. The purpose of the programme was to expose girls aged 15 to 18 to a wide range of activities. The programme structure was formed following consultation with the female participants that signed up for the programme with the guidance of the HERA team. Links were also made with Regional Sports Organisations and local clubs to support the girl's activity throughout the programme.



Goal/Objective

The main goal of the programme was to get a group of girls active who had identified themselves as disengaged with physical activity. The programme was to be participant centred to empower the girls and ensure the content delivered was relevant to them.

Barriers

- ◆ Girls showed an interest in the programme and registered however, were not turning up to the activities despite being a part of the participant centred consultation process.
- ◆ Though the girls indicated swimming was an activity they wanted to participate in, many did not have correct swimwear in line with the council pools' guidelines.

Solutions

- ◆ Feedback from those not attending indicated that their parents did not know enough about the programme so stopped the girls from attending. An information and permission sheet were drawn up and handed out to all girls that registered interest.
- ◆ The girls were provided with appropriate swimwear.

Result

- ◆ Participation increased following the introduction of the information sheet and 'permission style' sign-up. Parents/caregivers became more informed that the activities were part of an official programme and supported the girls wanting to participate in physical activity.
- ◆ The appropriate swimwear provided to the girls was a hit as the girls were able to participate in water-based activities. Programme staff also saw girls coming along to the pools outside of programme time following this activity.

What we learned

- ◆ It is important to provide as much information as possible to parents and help them understand what is expected of the girls and themselves e.g. cost, timings, commitment.
- ◆ Key staff were a driving factor in the success of the programme at Otahuhu Recreation Centre. The inability to retain key staff after the 14 week programme had a negative impact on the programmes legacy.
- ◆ Different barriers require different approaches. It is important to engage with the girls throughout the programme and not only during the planning phase.