



PILOT PROGRAM GUIMARÃES



Period of implementation:
1 month

MULHERES + ATIVAS / Moving together

Based on several studies and surveys, both national and international, a pilot program was designed with awareness activities aiming sedentary women living in Guimarães. The main objective is to alert to the health benefits of regular physical activity.



Co-funded by the
Erasmus+ Programme
of the European Union

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MULHERES + ATIVAS / MOVING TOGETHER

INTRODUCTION

The municipality of Guimarães is located in Vale do Ave (NUTS III), in the northwest of Portugal, covering an area of 241 km², divided into 48 parishes. Nearly 2/3 of the population live in urban areas, with approximately 53 000 of these living in the urban area of the city center. With a population of 158,124 people (INE, 2011) and an area of 241 km², Guimarães has a high population density of about 656 inhabitants/km².

The percentage of women living in Guimarães is slightly higher (51%) than men (49%) and the average age of the resident population is 40.6 years. The aging rate (87%) is a worrying indicator in a county which was very recently regarded as one of the youngest in Europe. The aging population is more evident in the urban perimeter parishes and significantly high in some villages where the gap between the number of those aged 65 or over and young people up to the age of 15 is increasing.

Guimarães follows the national current trend of aging with the population aged 65 and over, from 7.9% in 1991 to 13.7% in 2011 and to 14.8 in 2014. The population aged 0-14 decreased 10% in relation to 2011 (Pordata, 2017). The aging trend became particularly observable in 2014, with the declining birth rates. The demographic indicators point to a strong presence of the female population from the age of 40, pointing to a trend of growth until more advanced ages. These figures may be related to female longevity and average life expectancy in Portugal (higher for women than for men).

The family organization is a very important aspect in the demographic analysis of Guimarães, since it allows to understand the impact of the family in the life of the women and how family members depend on women. Taking as reference the national data, the average size of families in the municipality of Guimarães is slightly higher with 58.3% of families with 3-5 persons and 12.6% of single-person households. (Pordata, 2017)

The fertility rate (number of children per 1000 women of childbearing age) in Guimarães is lower than the national rate, but regarding the number of births, Guimarães is in line with the trend presented by the national data.

Between 2011 and 2016 the dependency ratio (elderly people in comparison with those in working age) has increased (2%). This is a very important fact, since the basis of family organization in Guimarães is sustained in women, so it is on them that the greater responsibility lies with the elderly, children and young people. Guimarães increased its dependency ratio by 3.4 % although remaining below the national results.

The proportion of non-schooling women in active life is lower than men, but higher among skilled women. Guimarães has a strong industrial tradition and more than half of the municipality's employment is guaranteed by the secondary sector. Industry relies on traditional, intensive and low-skilled work, although this reality is in transition with more women than men graduating, which is also reflected in the labor market. Nevertheless, in 2016 unemployment affected 53% of women in Guimarães. (Pereira et Miranda, 2017)

WHY GUIMARÃES NEEDS THIS PILOT PROGRAM TO BE IMPLEMENTED?

Regarding leisure time, physical activity and sports, what diagnosis can be made for these variables concerning women living in Guimarães? Let's start by considering the figures about gender inequality in Portugal. According to the Report on Gender Equality in Portugal 2014, published in 2015 by the Commission for Citizenship and Gender Equality, the gap between women and men (in terms of work, unemployment, education, wage and access to leading positions) is large, with women being the main disadvantaged, even for those who have more qualifications than men. (CIG, 2015)

Worst salaries expose women to a greater risk of poverty and exclusion. In the year 2016, according to data provided by the social services of the municipality of Guimarães, women represented 69% of the applicants for social housing and 68% were already the holders of social lease. Deployed between professional and family obligations, which often involve more than one job to secure subsistence, free time is limited or non-existent. Recent studies demonstrate that 60% of Portuguese women feel exhausted. (Sagnier et Morell, 2019)

In the study «Women in Portugal, today: who are they, what do they think and what do they feel?», the authors, economist Laura Sagnier and marketing consultant Alex Morell, reveal that despite the lack of time for themselves the practice of some physical activity or sport is common among (53%) of women. These figures contradict Eurobarometer 473-2017 and all the data that indicate high rates of sedentarism among Portuguese women. Nevertheless, Portuguese women face different levels of difficulties in the different phases of their life, and the most problematic period occurs between the ages of 35 and 49, since 40% have increased responsibilities and tend to feel less happy than in the previous life cycle. (Sagnier et Morell, 2019)

The preliminary results of the SW-UP survey applied in Portugal (focus in Guimarães region), demonstrates that for a total of 284 female respondents, young ones tend to be more active, especially those between 18-35 years (62%) and 36-55 years (55%). These data point to a high tendency of female sedentariness, as confirmed by the survey conducted under the SWUP project, which indicates that 58% of women above 56 years and resident in Guimarães are inactive. The table.1 evidence some figures about women inactivity in Guimarães.

Table.1 - Participation in indoor or outdoor sports/physical activities (Guimarães)

		Age categories			
		Total	18-35 (n=119)	36-55 (n=141)	56-75+ (n=24)
Physical activity	Inactive (n=99)	43	38	45	58
	Active (n=103)	57	62	55	42
	Total	100	100	100	100

Source: SW-UP survey conducted by Mullier Instituut (2018).

In Guimarães, the municipal policy has been inspired by the idea of 'sports for all' in the past 20 years and a significant part of the investment has been applied to activities, events, services and facilities that support the generalization of regular physical activity and sports practice, formal and informal, leisure or competitive, designed to cover all age groups and the entire territory of the municipality. (PMUS, 2016)

The City of Guimarães has a network of 40 leisure parks and public gardens, according to recent data. These parks are properly identified, they were built to serve the community with recreational, leisure, sport and nature conservation activities. There are mainly green and accessible open-air spaces, urbanistically framed in dialogue with the historic city. However, it is imperative to create dynamics and activities that inspire more women to benefit from the regular practice of physical activity, especially when practicing outdoors and in urban spaces.

As part of the SW-UP - Sport for Women in Urban Places, a project financed by the EU under the Erasmus + Sport program, Tempo Livre and Câmara Municipal de Guimarães (City Council) joined to implement the project in the Portuguese city historically known as «cradle of Portugal».

Thus, and considering the available outputs, the pilot program of Guimarães (Moving Together) was designed and structured in articulation with citizen's free time (justifying activities at the weekend), but was also built to provide a practical response to the:

- Three top reasons that tend to prevent women in Guimarães from exercising more regularly: (1) having little time available between family and professional obligations; (2) Dislike physical activity or being active enough during daily activities; (3) Having no one to be physically be active with.
- Three top barriers women in Guimarães experience regarding outdoor recreational physical activity/sports: (1) not having someone to go with; (2) feeling unsafe / being afraid of annoying behavior of others; (3) never participated in outdoors activities before.
- Three most important conditions to participate more in outdoor sport/physical activities: (1) Safety of outdoor spaces and facilities; (2) well maintained facilities; (3) Facilities close to home/work and No/low costs activities for all.

Considering the preliminary results of the SW-UP survey it is intended to create a specific action to encourage women's awareness for movement, physical activity and regular sports, promoting group/family activities, especially for those who are less or not active,



ABOUT THE PILOT PROGRAM

To develop this pilot program Câmara Municipal de Guimarães (CMG) and Tempo Livre (TL) highlight the following urban parks – Parque da Cidade e Parque da Cidade Desportiva – and two leisure parks in the suburban area - Parque de Lazer da Ínsua (Caldas das Taipas) and Parque de Lazer de Lordelo. In both urban and suburban parks take place, unpaid sport events, physical activity and sport for all programs such as The Community Games, Mini League and Mini Olympics.

The pilot program is designed to attract more women to outdoor activities taking advantage of the weekend, when they have more free time. Tempo Livre and the municipality of Guimarães intend to ensure, at weekends, the presence of qualified personnel in physical education and sports activities in the four leisure parks. Their mission is to support and conduct classes of gymnastics and other activities such as walking.

This program requires another axis of intervention by providing on location sports medicine advice. With this complementary service the city of Guimarães seeks to encourage regular physical activity with medical advice, aiming the improvement of community health, specifically among adult and senior women.

From family games to couples' activities, the pilot program seeks to mobilize women of all ages, focusing on intergenerational contact, which can broaden the scope of involvement of other citizens, namely the younger. It is intended to:

1. Increase outdoors physical activity among sedentary women of Guimarães;
2. Turn participants more aware of physical activities they can practice outdoors;

The activities are divided into three axes of intervention: (a) a workshop with four thematic sessions with storytelling from active women, (b) four Sunday mornings with gymnastics and medical advice for families and users of urban leisure parks and (c) a walk.

The workshop – “*Mulheres mais ativas*” (**More Active Women**) - the workshop contemplates four sessions with four distinct themes chosen because represent myths that induce female sedentarism such as chronic diseases or cancer, aging, adolescence or pregnancy. Several women of different ages and at different stages of their lives will share with the participants (enrolled in the workshop) how they have reconciled their limitations (illness, age or condition) with regular physical activity. Participation in the workshop is free (upon registration) and participants will be invited to fill questionnaires, before and after the thematic session, in order to assess the degree of change regarding the topics discussed in each session.

During the month of March, on Sunday's morning, will be promoted the activity Gymnastics in the Park. It includes 45-minute sessions, taught by physical education teachers. In parallel, doctors and nurses will be available to provide advice on active and healthy life styles.

Another action is programed – Walking together for health - gathering not only grandmothers, mothers and daughters/granddaughters, but also to engage families (men and boys obviously included) into the need to get together and have some quality time together doing some exercise. To ensure women participation in the activities, a communication strategy strongly focused on inactive women has been foreseen as detailed further in the text

Challenging participants to be physically active outdoors with friends and partners. Women are the focus group, but men are a key element to the success of the initiative.

Target Group

The “Moving Together” pilot program of Guimarães aims to engage older women, because they are the less active among all program will be focused in 56+ because they are the most inactive (according to local survey, SWUP survey and Eurobarometer 472-2017). The approach was designed to value involvement and support of families and friends, which are the second level targets in this program. Therefore, all activities promote interaction and encourage fellowship, favoring the mutual aid, sharing (of time) and conviviality, basing the awareness strategy on intergenerational and gender equity perspectives.

Action plan

Guimarães pilot program overview

Activity	Recruitment strategies
Workshop	Each speaker agrees to invite 5 guests to his or her presentation; Members of the local SWUP team will follow the same action. Invitations will be made to the general public by distributing leaflets in cafes, hairdressers, clinics and health centers, libraries and social centers (cultural and recreational associations).
Gymnastic /Sunday morning in the park	With the help of the gymnastic academy of Guimarães - Guimagym (which has 900 gymnasts) - we will try to mobilize the gymnasts' female relatives to participate in the gymnastic sessions scheduled for the Sunday's morning. It is a condition of participation not to practice regular physical exercise.
Walking together for Health	The mobilization for this activity will be carried out with the help of family physicians, parish priests, parish councils, recreational and cultural associations, highlighting direct contact with the target public (women above 56 years old). These contacts and the initiative will be announced in newspapers, radio and local television and amplified by the channels of communication of Tempo Livre and Guimarães City Hall (social media networks and online platforms) Walking Together for Health will alert (elder women) to the risks of physical inactivity, the dangers of physical inactivity of women and celebrate physical activity as one of the most effective means to prevent diseases associated with sedentary life.
Inscriptions	
Registration is required for each participant. Once registered the participant receives a passport with the calendar of activities. Those who complete all (or most of) the activities, validating their presence in each session, will receive a prize (access voucher for a physical activity program in Tempo Livre sports facilities and services, sports equipment and sports and health material). The first three places will be selected through a lottery among all completed passports at the end of the “Walking Together for Health” event.	

Time Frame

Between 8th March and 7th April of 2019, the events of the 3 axes will take place with the following timeline

Month/Activity	March	March	March	March	April
1- Gymnastics/ Sunday morning in the park	10 th	14 th	24 th	31 th	
2- Workshop	8 th (1)	15 th	22 th	29 th	
3- Walking together for Health					7 th (2)

⁽¹⁾8th March – **International Women’s Day**

⁽²⁾7th April – **World Health Day**

Expected results

With the implementation of the pilot program in Guimarães we expect the participation of one thousand people attending physical activities in the parks, family games, classes and awareness engagement sessions

Activity	Sessions and attendees/participants	Total
Workshop	4 sessions, 50 attendees/each	200
Gymnastic /Sunday morning in the park	4 events/ 4 weekends / 4 parks	400
Walking together for Health	1 event	400

Involvement of participants and partners

To gather all family members in challenging and motivating activities, some simple activities are suggested (Annexes 1 and 2) aiming to attract the attention and involvement of inactive users of local leisure parks. The communication strategy will involve the distribution of detachable cards referring to the themes of the four workshops (Annex 3), putting up billboards in leisure parks to publicize the program (Annexes 4 and 5), dissemination of interviews, reports and news with the support of the media partner, and involvement of local partners (Annex 6).

Considering the objectives of the SWUP project and taking into account the results of the survey this set of activities look to attract people who do not regularly practice sports or any physical activity. Therefore, to capture participants and to assure monitoring some strategies were defined for each event:

The communication strategy will have two dimensions **(1) communication** and **(2) awareness campaign** - that will be articulated together during the implementation period. According to a local survey, carried out to evaluate the use of leisure parks in Guimarães by citizens, 50% of respondents consider there is lack of information preventing sport or physical activity. This program will be the perfect opportunity to put up billboards in each selected park to disclose the activities agenda and to spread information about how to be (more) active. Firstly, to implement the communication strategy in the selected parks for the development of the pilot program, secondly, and after results evaluation of the pilot program implementation, considering expanding the billboards placing to all leisure parks of the municipality.

The communication strategy will be based on integrated dissemination (as referred, communication and campaigns) - using Câmara Municipal de Guimarães and Tempo Livre platforms (websites, social media networks, other online platforms, contacts with local, regional and national press, videos and photography, campaigns and reinforcement activities) and establishing contact and proximity to local stakeholders (sport, cultural and recreational institutions).

Regarding the awareness campaign, besides distributing a detachable card containing comprehensive information (about activities to be carried out in the four leisure parks) and medical and technical advice (health suggestions and attitudes towards physical exercise and nutrition, for example), it is expected to hold sessions of social interaction, debates and experience sharing with women of different backgrounds.

This program places in the spotlight common women with whom all other women identify, not only because they are experiencing difficult times with an illness, or happy times with pregnancy or hard times through adolescence or aging. For every moment, there is a woman with a life history like many others, but that can be inspiring for all.

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ANNEXES

Annex 1: Communication Activities

Dimensions	Action	What	Who	Comments
COMMUNICATION	STATIC SUPPORTS COMMUNICATION	Placement of billboards in the main entrances of the four leisure parks for dissemination of the activities agenda	Tempo Livre (Communication Department) Câmara Municipal de Guimarães (Gabinete de Comunicação; Designer)	The message to be included in the four panels would be the same to encourage citizens to participate in the program in the different parks.
	DYNAMIC COMMUNICATION	Integrated dissemination of contents related to the pilot program using the different resources, supports and communication channels of CMG and TL. Always in articulation.	Tempo Livre (Communication Department) Câmara Municipal de Guimarães (Communication office; Designer)	The messages to be transmitted will respect the three phases of the communicative ongoing process: announcement (of the program, the agenda and the activities week by week), follow-up (photographic reports, videos, texts, social networks) and closure report (TL and CMG platforms, sending press releases, updating photo and video gallery, sharing on social networks)
AWARENESS CAMPAIGN	AGENDA	Tear-off card with the activities agenda to be carried out in the different parks Activities with senior population and local institutions Talks - Four sessions with invited female speakers who will share their experience of being active after experiencing, for example, breast cancer, maternity, retirement or having started a sport	Sports for All Office (TL) Sports Office (CM Guimarães) Tempo Livre (Communication Department) Câmara Municipal de Guimarães (Communication office; Designer) Local institutions	Appealing design and easy-to-understand message; In line with the main messages of the National Plan for the Promotion of Physical Activity and to associate with the objectives and strategy of the Municipal Plan for Promotion of Physical Activity, Health and Quality of Life of Guimarães. Design service to be provided by CMG Production and contents (TL, CMG, ACES Ave and CMDG)
	COUNSELING	Tear-off card/booklet (verse) Information, medical and technical advice and suggestions concerning benefits of physical exercise in all ages – “Your doctor advises” NOTE: To distribute weekly with the newspaper “O Desportivo de Guimarães” and free distribution in public services (CMG and TL, health centers and CMDG)	ACES Ave CMDG (Family doctors and physicians at the Centro de Medicina Desportiva de Guimarães, available to collaborate) TL (Tips on “how to work out outdoors safely” and how to manage family time and benefits of two or group exercise)	Promoting physical activities outdoors and programs in stores, cafés, hairdressers, supermarkets, schools, gardens, medical office, clinics and hospitals

Annex 2: Communication Activities

Dimensions	Action	What	Who	Comments
AWARENESS CAMPAIGN	Booklet/tear-off card distribution	Comprehensive information about activities to be carried out in the four leisure parks, how to use available equipment; safety procedures.	TL (Communication Department) CMG (Communication office; Designer)	Sports for All Office team (TL) Family doctors and physicians at the Centro de Medicina Desportiva de Guimarães, available to collaborate with their knowledge to prepare contents
	Medical and technical advice	How to work out and exercise wisely. Procedures to be taken into account (hydration, exercise intensity, benefits and physical/health damages). Nutrition advice. Wardrobe and footwear suitable for physical exercise.	TL (Communication Department) CMG (Communication office; Designer) ACES Ave CMDG	
MOVING TOGETHER	Gymnastics & Physical activity for all	How to enjoy and have fun together – Families join together in the parks on Sunday morning Family teams working-out together Classes of gymnastics – with the help of qualified personnel to support and conduct the classes and monitoring other activities such as walking or running	Sports for All Office (TL) Sports Office (CM Guimarães)	Sports for All Office team (TL) – planning, materials and human resources, organization and realization of the games Sports Office (CM Guimarães) – Support in action
	Learning from each other	Social interaction – women sharing their experience; Debates, round tables and experience sharing with public figures and VIP’s (athletes and former athletes, politicians, scientists, artists, musicians).	Center for Sport Studies of Guimarães Sports for All Office (TL) Sports Office (CM Guimarães) TL (Communication Department) CMG (Communication office; Designer)	Center for Sport Studies – leading moderation + TL (Communication Department) CMG (Communication office ; Designer) – engaged in dissemination and communication strategy

Annex 3: Tear-off card “Women more active”



Note: Tear-off cards templates. Women more active with chronic diseases (1); Women more active in aging (2); Women more active in adolescence and youth (3); Women more active in pregnancy (4). Printed material with content to aware women for the benefits of regular physical activity, for free distribution with the support of a local media partner (Mais Guimarães magazine, newspaper and website).

Annex 4: Billboards “Women more active”

MULHERES + ATIVAS
NO ESPAÇO URBANO

GINÁSTICA NO PARQUE
MARÇO (10h00)

10 Parque da cidade
17 Parque da Ínsua
24 Parque de Lordelo
31 Parque Cidade Desportiva

MULHERES + ATIVAS
MARÇO (14h30/16h30 - Casa da Memória)

8 Mulher + activas e doenças crónicas
15 Mulher + activas na idade sénior
22 Mulher + activas na adolescência e juventude
29 Mulher + activas na gravidez

CAMINHADA DA SAÚDE
ABRIL (10h00)

7 Caminhada da Saúde
Concentração: Academia de Ginástica

SWUP
SPORT FOR WOMEN
IN URBAN PLACES

Partners: MUNICÍPIO DE GUIMARÃES, ALBA, lrs, Hospital da Luz, etc.

Note: Billboards template. In each park the “Moving Together” and “Women more active” program is displayed two weeks before the start.

Annex 5: Billboards “Women more active” - placement in parks

Parque da Ínsua (Ponte)



Parque de Lazer de Lordelo



Parque da Cidade Desportiva



Parque da Cidade



Parque da Cidade



Note: Billboards placement at the main entrances to the four leisure parks chosen to the implementation of “Moving Together” pilot program and “Women more active” initiative in Cidade, Cidade Desportiva, Ínsua and Lordelo. In each park the program is displayed two weeks before the start.

Annex 5: Bookmarker “Women more active”

MULHERES + ATIVAS

É MULHER E NÃO PRÁTICA QUALQUER DESPORTO OU ATIVIDADE FÍSICA? ENTÃO ESTE PROGRAMA INTERESSA-LHE!

GINÁSTICA NO PARQUE
MARÇO (10h00)

10 Parque da cidade
17 Parque da Ínsua
24 Parque de Lordelo
31 Parque Cidade Desportiva

MULHERES + ATIVAS
MARÇO (14h30)
Casa da Memória

8 Mulheres + activas e doenças crónicas
15 Mulheres + activas na idade sénior
22 Mulheres + activas na adolescência e juventude
29 Mulheres + activas na gravidez

CAMINHADA DA SAÚDE
ABRIL (10h00)
Concentração: Academia de Ginástica

7 Caminhada da Saúde

Partners: MUNICÍPIO DE GUIMARÃES, ALBA, lrs, Hospital da Luz, etc.

Note: Bookmarker template to disseminate, with support of local partners, the “Moving Together” pilot program and “Women more active” initiative among participants of the workshops, gymnastics in the park and walking for health.

