“PHYSICAL ACTIVITY PROMOTION AS THE ROUTE TO PREPAREDNESS MINDSET: MUSLIM WOMEN AND GIRLS LEARN HOW TO SWIM”

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PROJECT BACKGROUND

MUSLIM WOMEN AND GIRLS LEARN TO SWIM

THIS PROJECT/INITIATIVE INTERSECTS CULTURAL RACIAL EQUITY, HUMAN RIGHTS, PUBLIC HEALTH, AND WOMEN AND GIRLS ISSUES

• “GET READY.BE SAFE.STAY HEALTHY”, A PROGRAM OF THE OFFICE PUBLIC HEALTH PREPAREDNESS BECAME AWARE THAT MUSLIM WOMEN WERE NOT LEARNING HOW TO SWIM WHILE CONVERSING DURING AN COMMUNITY EMERGENCY PREPAREDNESS WORKSHOP

• NANCY SMITH, LEAD CURRICULUM DESIGNER OF “FEAR OF WATER”, PROJECT MANAGER BROWN SUGAR COMMUNITY BUILDERS, AND PROJECT MANAGER, THE OFFICE OF PUBLIC HEALTH PREPAREDNESS
AIMS & TARGET POPULATION

• INCREASE THE NUMBER MUSLIM WOMEN AND GIRLS LEARN HOW TO SWIM, ESPECIALLY PEOPLE OF COLOR IN THE BOSTON AREA AGES 11 TO 17 (G), AND 18 AND OLDER (W)

• INCREASE HEALTH EQUITY - SWIMMING IS A LIFE-SAVING SKILL, NOT JUST ANOTHER SPORT
• INCREASE WATER SAFETY
• DECREASE STRESS
• FEWER DROWNING
• IMPROVE CARDIOVASCULAR HEALTH
• IMPROVE SOCIAL JUSTICE-RACIAL DISPARITIES - MANY MINORITY PARENTS NEVER LEARNED HOW TO SWIM - SEGREGATION - NO BLACKS ALLOWED
• CHANGE BEHAVIOR OF “FEAR OF WATER”
KEY ACTIVITIES & OUTCOMES

- Swim (2hrs) Lesson for 6mos to 1 Year
- Workshops On The “Fear of Water”
- CPR Anytime Training
- Conduct Assessment on Women and Girls Level Regarding Water Skills
- Pre-Post Swim Basic Health Screening
- Reduce Stress Near Water
- Improve Cardiovascular Health
- More Water Self Confidence
- Number of Muslim Women and Girls Who Can Swim
- Decrease Drowning
- Water Change Community Socialization
- More People of Color Able to Swim
## Inputs

<table>
<thead>
<tr>
<th>Program Staff</th>
<th>Brown Sugar Community Builders</th>
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<tbody>
<tr>
<td>Trainers</td>
<td>InKind Water Safety Instructors (WSI)</td>
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<tr>
<td></td>
<td>InKind Life Guard Instructors (LGI)</td>
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<tr>
<td>Partners</td>
<td>BPHC/OPHP Severity Simmons Muhammad’s Mosque Islamic Society of Boston Cultural Center AL Huda Society Amal Women’s</td>
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<tr>
<td>Funding</td>
<td>USA Swimming Foundation Make a Splash Culluen Jones &amp; Simone Manual</td>
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<tr>
<td>InKind</td>
<td>BPHC/Simmons Pools Nike-Pro-Hijab Swimming Caps, Speedo- Goggles Burkha</td>
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</tbody>
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## Activities

- CPR Workshops
- Conduct Assessment on Women level regarding water skills
- Workshop on “Fear of Water”
- Collaborate with Partners
- Fundraisers to purchase eye goggles
- Create Healthy Swim Attitude
- Provide technical knowledge of water based activity
- Contact Nike, Speedo
- Review 6 weeks to 1 year Program curriculum
- Learn more join gym for coverage insurance liability
- Marketing
- Pre-Post Swim Basic Health Screen

## Outputs

- # of Women & Girls who completed the program by January 2019
- # of Women & Girls who learned CPR- Anytime
- # of Women & Girls who are aware of water safety

## Short-term

- ^ # of women and girls who can float
- ^ # of women and girls who can swim
- ↓ # of women and girls who are afraid of water
- ↑ # of women and girls who feel comfortable in the water

## Intermediate

- ↑ % Change attitude about Water Safety provided in coordinated system
- ↑ % Change attitude about people of color swimming
- ↑ Physical exercise
- ↑ Community Socialization

## Long-term

- The number of Muslim Women and Girls who can swim
- Reduce stress near water
- Decrease drowning
- Improve Cardiovascular Health
- Have more people of color able to swim,

### Assumptions:
Organizations will be open to participation, funding will be adequate

### External Factors:
Upcoming Pool repairs at BPHC from December 2017-July 2018 set timelines
INITIATIVE 1-SWIMMING IS A LIFE SKILL

LEADERS IN HEALTH CONCEPT THAT YOU ARE APPLYING:

SOCIAL ECOLOGICAL FRAMEWORK-INDIVIDUAL LEVEL

IMPACT BEHAVIOR CHANGE AND LIFESTYLE MODIFICATION

• KEY STRATEGIES- EDUCATE AND COMMUNICATE, PARTICIPANT INVOLVEMENT, FACILITATE AND SUPPORT, NEGOTIATE

• SHORT TERM ACTION STEPS- SUMMARY OF SWIMMING BENEFITS, RECRUITMENT FROM PARTNERS IMPACT KNOWLEDGE OF THE “FEAR OF WATER” CURRICULUM, WRITE THE ACTION PLAN FOR START DATE

• LONG TERM ACTION- RESEARCH “FEAR OF WATER”, INDIVIDUAL SWIM AND WATER SAFETY GOALS, CREATE A SPECIFIC TRAIN-THE TRAINER PROGRAM, REVIEW, IDENTIFY AND OVERCOME BARRIERS
INITIATIVE 2- SWIM IN BOSTON

• LEADERS IN HEALTH CONCEPT THAT YOU ARE APPLYING:
  COMMUNITY-BASED PARTICIPATORY RESEARCH (CBPR)

• KEY STRATEGIES- EDUCATE AND COMMUNICATE, PARTICIPANT INVOLVEMENT, FACILITATE AND SUPPORT, NEGOTIATE

• SHORT TERM ACTION STEPS- PRE-AND POST ASSESSMENT QUESTIONS REGARDING “FEAR OF WATER”

• LONG TERM ACTION STEPS- CHANGING BEHAVIOR TO BEING MORE CONFIDENT & LEARN WATER/AQUATIC SAFETY, RESEARCH EVIDENCE-BASED CREATE EVALUATION TOOLS TO REVIEW LONG TERM IMPACT OF LEARNING TO SWIM
INITIATIVE 3-SWIMMING IS BEING PREPARED

LEADERS IN HEALTH CONCEPT THAT YOU ARE APPLYING:

SOCIAL ECOLOGICAL MODEL FRAMEWORK & CBPR

• KEY STRATEGIES- PREPARED AND READY IN CASE OF EMERGENCIES AND DISASTERS, REMINDING EVERYONE "EMERGENCIES DON'T WAIT FOR YOU TO PREPARE THEY STRIKE..THEY CAN HAPPEN ANYTIME, ANYWHERE

• SHORT TERM ACTION STEPS- BE INFORMED, MAKE COMMUNICATIONS PLAN, UNDERSTAND YOUR SURROUNDINGS, LEARN BASIC HEALTH SKILLS

• LONG TERM ACTION STEPS- HELP OTHERS PREPARE, BE A PREPAREDNESS ROLE MODEL, JOIN COMMUNITY ORGANIZATIONS, GET TO KNOW YOUR NEIGHBORS, TAKE CONTROL OF EVERYDAY HEALTH
CONCLUSION

LEARN TO IMPROVE HEALTH BEFORE, DURING, AND AFTER AN EMERGENCY TO CREATE BETTER HEALTH COMES
PREVENTIVE CARE
SWIM IS MEDICINE

MEDICAL DOCTORS
WRITE A STATEMENT STATING
SWIMMING IS A LIFE –SKILL, NOT JUST A SPORT.
MEDICAL RX WRITTEN AND INSURANCE COMPANIES PAY
RESEARCH RESOURCES AND ACKNOWLEDGEMENTS

• NATIONAL GEOGRAPHIC'S-ON BURKINI ISLAND, MUSLIM GIRLS CAN FINALLY LEARN TO SWIM

• WILLIAM MCLAUGHLIN, FACILITY PROGRAM MANAGER- BOSTON PUBLIC HEALTH COMMISSION- SOUTH END FITNESS CENTER