

**“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



- **PHYSICAL ACTIVITY PROMOTION AS THE ROUTE TO PREPAREDNESS MINDSET” PROGRAM: MUSLIM WOMEN AND GIRL LEARN TO SWIM**
- **SITUATION :OPPORTUNITY/NEEDS IN THE COMMUNITY; INADEQUATE CAPACITY TO MEET NEEDS; INADEQUATE AWARENESS OF RESOURCES**

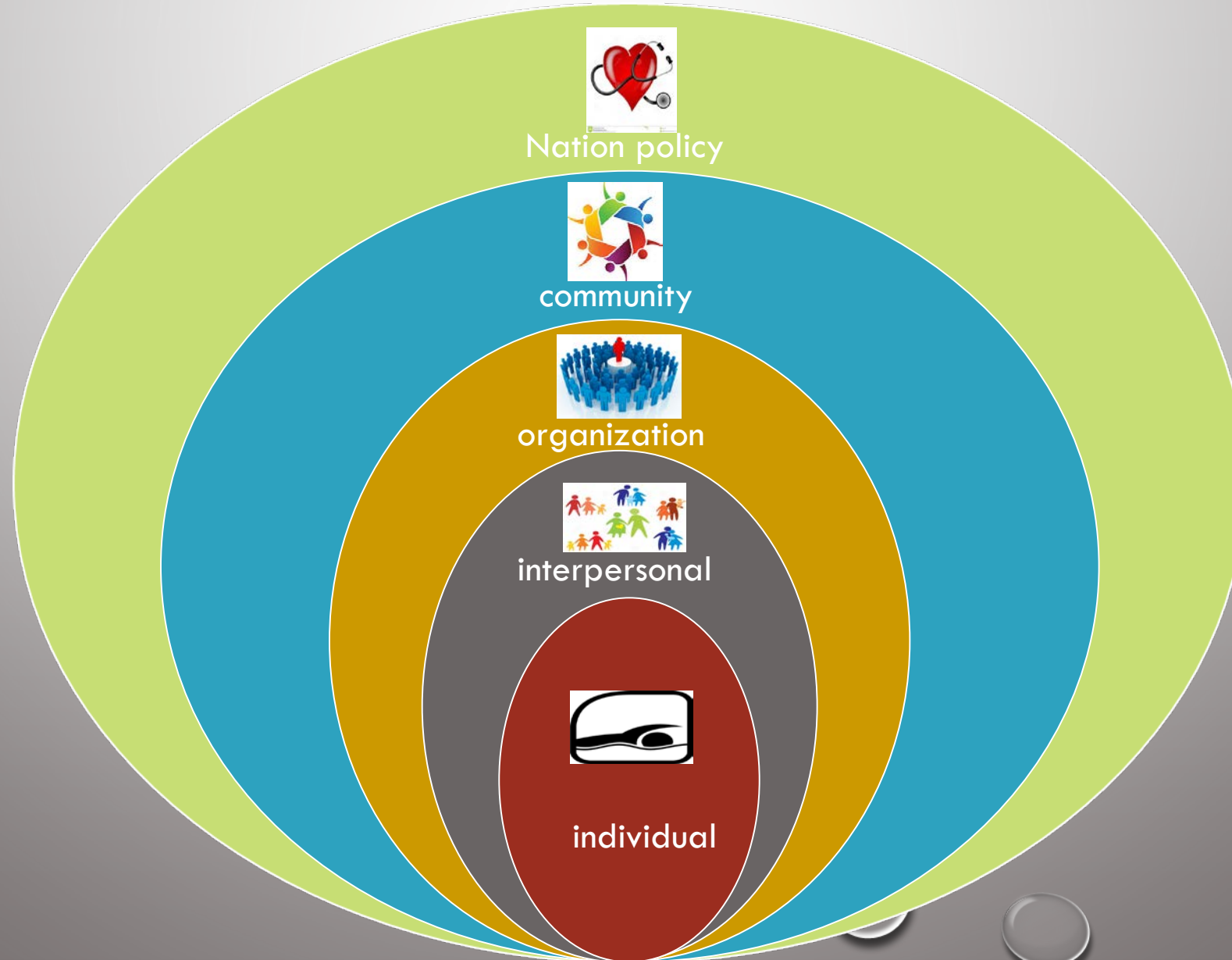
| Inputs   | Outputs  |  | Outcomes-Impacts   |   |   |
|--|--|--|--|---|---|
|  | Activities   | Outputs  | Short-term   | Intermediate  | Long-term   |
| <p><b>Program Staff</b><br/>Brown Sugar Community Builders</p> <p><b>Trainers</b><br/>InKind Water Safety Instructors (WSI)<br/>InKind Life Guard Instructors (LGI)</p> <p><b>Partners</b><br/>BPHC/OPHP<br/>Winsor School<br/>Simmons<br/>Muhammad’s Mosque<br/>Islamic Society of Boston<br/>Cultural Center<br/>AL Huda Society<br/>Amal Women’</p> <p><b>Funding</b><br/>USA Swimming Foundation<br/>Make a Slash<br/>Culluen Jones&amp; Simone Manual</p> <p><b>InKind</b><br/>BPHC/Simmons- Pools<br/>Nike-Pro-Hijab Swimming Caps, Speedo- Goggles<br/>Burkha</p> | <ul style="list-style-type: none"> <li>➤ CPR Workshops</li> <li>➤ Conduct Assessment on Women level regarding water skills</li> <li>➤ Workshop on “Fear of Water”</li> <li>➤ Collaborate with Partners</li> <li>➤ Fundraisers to purchase eye goggles</li> <li>➤ Create Healthy Swim Attitude</li> <li>➤ Provide technical knowledge of water based activity</li> <li>➤ Contact Nike, Speedo</li> <li>➤ Review 6 weeks to 1 year Program curriculum</li> <li>➤ Learn more join gym for coverage insurance liability</li> <li>➤ Marketing</li> <li>➤ Pre-Post Swim Basic Health Screen</li> </ul> | <p># of Women &amp; Girls who completed the program by January 2019</p> <p># of Women &amp; Girls who learned CPR- Anytime</p> <p># of Women &amp; Girls who are aware of water safety</p> | <p>^ # of women and girls who can float</p> <p>^ # of women and girls who can swim</p> <p>↓ # of women and girls who are afraid of water</p> <p>↑ # of women and girls who feel comfortable in the water</p> | <p>↑ % Change attitude about Water Safety provided in coordinated system</p> <p>↑% Change attitude about people of color swimming</p> <p>↑ Physical exercise</p> <p>↑ Community Socialization</p> | <p>The number of Muslim Women and Girls who can swim</p> <p>Reduce stress near water</p> <p>Decrease drowning</p> <p>Improve Cardiovascular Health</p> <p>Have more people of color able to swim,</p> |

**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



# SOCIAL ECOLOGICAL MODEL



# 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

