

mothers *in* motion

The A⁴ Approach

Assessment to Ensure Program Accessibility, Availability and Affordability for Low Socioeconomic Status (LSES) Mothers

<p>ASSESSMENT [of populations, neighbourhoods, partnerships, and resources]</p>	<ul style="list-style-type: none"> ✓ Talk with LSES community members to identify their needs and interests. Ensure assessment tools and subsequent programs are relevant, culturally appropriate, time sensitive, and meet diverse health and psychosocial needs. ✓ Increase your organization's understanding of how social and physical environments, as well as internal and external factors, influence the healthy eating and physical activity behaviours of LSES mothers. Apply this understanding to program planning and delivery by facilitating group discussions and involving target groups in all phases of programming. ✓ Assess your community to identify known and unknown resources to integrate into your programs (e.g. kitchen facilities, garden spaces, babysitting certification programs, and physical activity champions). ✓ Evaluate and update community resources and nutritional guides to reflect the multiculturalism of the community. Provide promotional and educational material in plain English and in multiple languages. ✓ Anticipate barriers and incorporate solutions into the tools and programs developed (e.g. facilitate community kitchen programs in centres with play areas for young children and organize physical activity programs for mothers in parks with playgrounds).
<p>ACCESSIBILITY [to healthy foods and physical activity]</p>	<ul style="list-style-type: none"> ✓ Ensure equitable access for LSES mothers and their families regardless of ethnicity, religion, culture, or income level. ✓ Choose facilities and venues that are accessible by public transportation. ✓ Choose or adapt facilities to be mother-friendly (e.g. designated parking close to entrances, ramps and wide doors for strollers, playpens in change rooms, change stations, breastfeeding areas, and play areas for toddlers). ✓ Integrate healthy food options into all programs and venues (e.g. promote fruit and vegetables in community kitchens and good food boxes, and advocate for healthy snack options in vending machines).
<p>AVAILABILITY [of culturally appropriate healthy eating and physical activity programs and services]</p>	<ul style="list-style-type: none"> ✓ Create programs that address food insecurity - the availability, accessibility, and proper use of healthy and culturally appropriate food. ✓ Establish school breakfast programs, community kitchens and community gardens to increase the availability of local, low-cost fruit and vegetables for LSES families. ✓ Offer female-only programs, traditional physical activities (e.g. traditional dance) and culturally appropriate games and sports. ✓ Offer mother-friendly sport and physical activity programs at the same time as children's programs (e.g. learn to run and learn to play soccer programs). ✓ Provide both early morning and evening programs with childcare for working mothers.
<p>AFFORDABILITY [of programs and services]</p>	<ul style="list-style-type: none"> ✓ Improve cooperation with community program providers to offer low-cost/no cost facilities and programs for LSES mothers and their families. ✓ Ensure the combined costs of programs including registration, equipment, nutrition, childcare, and transportation are affordable. ✓ Create volunteer opportunities for mothers to contribute their time, knowledge and experiences in exchange for program subsidies. ✓ Promote and support LSES mothers in applying for program subsidies. Ensure subsidy programs are implemented, or advocate for the development of policy if none exist (see reverse side for an inclusive SES measurement tool).



Canadian Association for the Advancement of Women and Sport and Physical Activity

Association canadienne pour l'avancement des femmes du sport et de l'activité physique

For more information on the *Mothers in Motion* project, please contact CAAWS (caaws@caaws.ca / 613-562-5667) or visit the website at <http://www.caaws.ca/mothersinmotion/>.

Production of this document has been made possible through a financial contribution from the Public Health Agency of Canada.