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I Network/ Collaboration Project I

„Physical Activity and Health – More Female Migrants in Sports“



Supported by the Federal Ministry of Health



I Our Objectives I

We wanted to offer an opportunity to girls and females with a migration background to:



... become fascinated about sports and physical activity and to have facilitated access to local sports clubs

... become informed about the German health system and other fields of everyday concern

... guide their path towards integration into sports and therefore society

... take part in development activities and decision-making processes



I How to achieve this situation? I

Reaching female migrants by

... collaboration:

- Sports + ‚X‘ – formula for success by establishing collaboration with the municipal environment (+ ;X‘)

... active search:

- in locations where they already spend leisure time (community centers, cafés, intercultural centers, etc.)

... developing trust:

- by approaching them personally and providing activities and services tailored to women

Beispiele:

Kurs 1
Sportart + Gesundheitsamt

Kurs 2
Sportart + Volkshochschule

Kurs 3
Sportart + Mädchentreff



Iaround the project! I

Project-coordination: German Olympic Sports Confederation

Duration: 2,5 years full time job, project-coordination

Five Member organisation:

1. German Life-saving Association (swimming)
2. German Ju-Jutsu Federation (Martial arts, self-defence,...)
3. German Gymnastics Federation (parents-kids-gymnastics,...)
4. State sport federation of Berlin (youth) (mixture)
5. State sport federation of Baden-Württemberg (mixture)

Duration time there: 1,5 years with a part-time job each

Goal: Work together with at least three sport clubs and implement nine offers (sport + x)



I The implementation, evaluation and reporting about the project! I

Solutions in numbers and valuable experiences:

- successfully implemented by 5 federations, 20 sports clubs and close to 70 combined course offerings at national level.
- In all locations, female migrants could be inspired for sports and physical activity who have never before considered such programs.
- Measurable success in the field of social inclusion
 - a) Providing new ways of access to target groups
 - b) Sensitizing sports clubs for questions related to inclusion and providing them with relevant tools
 - c) Establishing good and trustful networks / partnerships

= In order to familiarize female migrants with sports clubs, networking with relevant external partners plays a key role.



Solutions in detail:

➤ The project has been under evaluation by the evaluation institute ISIS (institute for social infrastructure).

Positive developments: - Impacts of participation (case to case):

- Excitement about physical activity
- Increased self-esteem
- Improvement of health concerns
- Learned new activities (self-defence, swimming, etc.)
- Less ordinary stress
- Healthier eating habits



- Change of attitude towards leisure time activities
(overall increased physical activity and better use of sports programs offered by sports clubs)
- Inspiration of other family members who now themselves take part in programs offered by sports clubs
- Loss of weight
- Emancipatory developments
- Excited about getting together with friendly people in a group



I Solutions out of the practical experience:

- A „secure“ environment is a key success factor (no male participants, monitors or observers)
- Sports clubs are closely located to homes of participants (“secure environment“) and offer inexpensive programs that females with a migration background or female muslims can use



I Sport clubs - and their duties I

- No specific requirements towards course participants
- Sports clubs offered single case support by
 - providing contacts
 - providing child care
 - providing transportation
 - providing facilities

• Key role of the monitor (cultural agent)

A female who is:

- a person of trust (friendliness)
- a person of respect (sports competency)
- a contact person (also beyond sports)

= She takes on the role of a „door opener“ providing new ways of access to females migrants.





I The Project Concept and Establishment: Networking I

I The significance of networking has become evident in the cooperation of sports clubs and municipal actors:

a) by accessing target groups through partners who already work with female migrants or in **settings where female migrants socialize** such as schools, district community centers, language schools, etc.

b) by establishing contact with **municipal partners** who support and accelerate networking processes;

= this has been particularly effective among actors already active in the field of inclusion or networking through sports



I The Project Concept and Establishment: Combination of Sports and Further Programs I

- Advantage of the concept:
 - The combination of two programs has facilitated first access to female migrants: Sports is a first step to stimulate interest for additional programs
- Negative aspects according to participants:
 - In the early beginning of the program, there is no demand for extra programs yet
 - Female migrants oftentimes do not have the necessary time to use both opportunities



I The Project Concept and Establishment: Communication Difficulties I

Conclusions for sports programs:

- Even if there are no or little German language skills, courses can take place.
- There are examples of courses where German has been the lingua franca.





I Public Relation to the sports family:

- Findings are processed and edited as good practice examples and will be made available in **handouts**.
- A **final conference** presented findings in collaboration with representatives of the German Ministry of Health. Target group has been the member organisation of the German Olympic Sports Confederation and people of interest.



I What does this mean for sports clubs? I

... a clear and frank “yes“ to DIVERSITY

... a future-oriented development of sports clubs by:

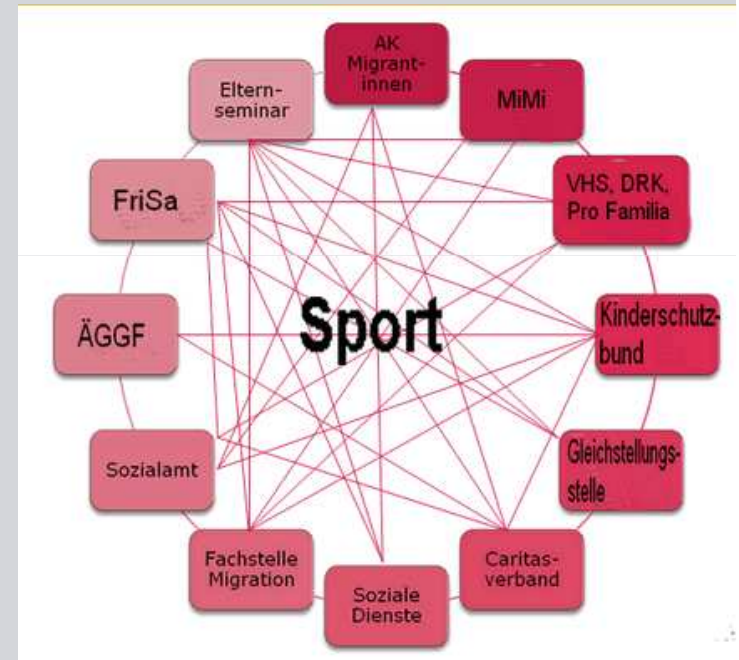
(1) Intercultural competence – qualification of experts and leaders (“sports intercultural“)

(2) Establishment of sustainable partnerships (closer networking between sports clubs)

(3) Opportunities of cooperation between schools and sports clubs

(4) Orientation towards needs when preparing programs

(5) Alternative solutions to sports facility and club fees





I Recommendations I

The combination of sports and extra programs should be re-balanced:

>> Three quarters of the program should be dedicated to sports, one quarter to extra programs (on voluntary basis)

>> The extra program should only be established once participants have gotten familiar with each other and feel comfortable to mention their expectations.



I What can be learned about female migrants? I

- There is no categorization for female migrants
- Participants see themselves as women, not as migrants = happiness and openness towards physical activity for women
- Female muslim participants required secure locations but quit wearing headscarves in the course of events
- Provided programs changed the attitude of female participants in terms of physical condition and coordination as well as social, decision-making and responsibility competency
- Trustworthiness is built up through kindness and mutual respect – female sport monitors occupy a key role in this process (persons of trust, no men)
- Long-term commitment (sports club membership) is oftentimes not wanted = need of re-thinking financing of such initiatives in sports clubs)



I Future Outlook? I

We would like to:

- ... Continue supporting girls and women with a migrant background through sports and open up paths to potential employment within clubs:
 - Apprenticeships for monitors
 - Officers for dialogue and coordination
 - Central contact persons for females with a migration background

- ... Stabilise and continue positive achievements of the networking project within sports federations and clubs in a sustainable manner

- ... Support partner organisations in cultural and female specific inclusion projects and promote the concept of intercultural openness in sports federations and clubs

- ... Continue the initiative by integrating migrant organisations



Thank you for your attention!

