

# REDUCING PHYSICAL INACTIVITY AND PROMOTING ACTIVE LIVING: FROM THE VOICES OF EAST AFRICAN GIRLS



Nicole M. LaVoi, Ph.D. & Chelsey Thul, M.A.

Tucker Center for Research on Girls & Women in Sport

School of Kinesiology || University of Minnesota 



A Project Funded by:  
The Melpomene Institute for Women's Health Research



UNIVERSITY OF MINNESOTA



THE 2007 TUCKER CENTER RESEARCH REPORT

# Developing Physically Active Girls

An Evidence-based Multidisciplinary Approach

Health &

girls

Physical activity (PA)



# Purpose

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To explore East African girls' experiences with—and beliefs about—physical activity along with their suggestions for promoting culturally relevant active living.

# Research Questions

- **What physical activities do East African girls perceive to be culturally relevant?**
- **What barriers to physical activity participation do East African girls perceive they face?**
- **What aspects of culturally relevant programming do East African girls perceive are necessary to help increase physical activity participation and promote active living?**
- **What do East African girls perceive facilitates physical activity?**



# Methodology

## □ Research Design

- Exploratory action research
- Narrative qualitative approach

## □ Participants

- 19 East African Girls (ages 12-18) from Twin Cities Metro

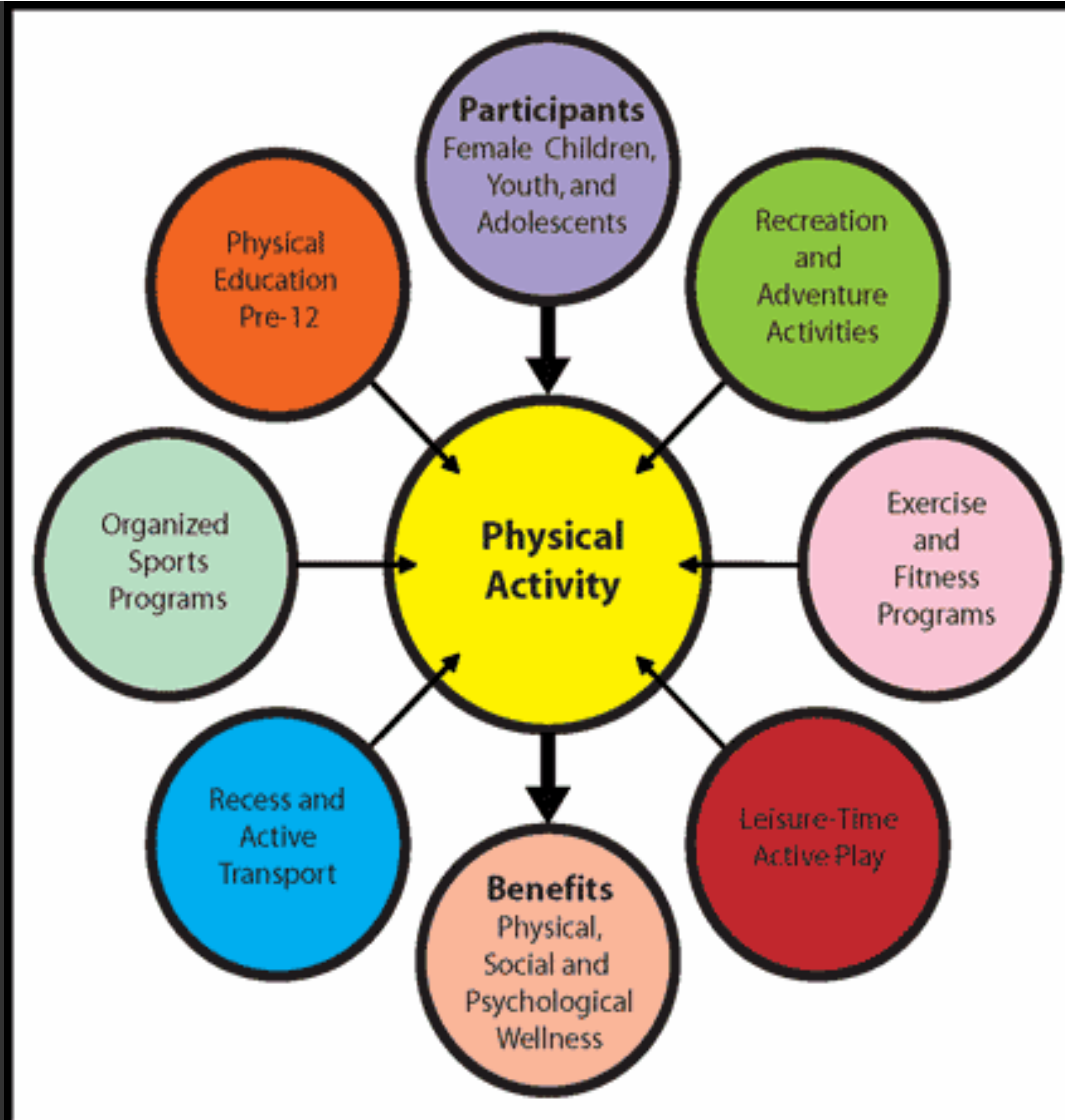
## □ Procedure

- Interviews (30-45 min.) in field setting using semi-structured interview guide

## □ Data Analysis

- Axial open coding in NVIVO (.v8)



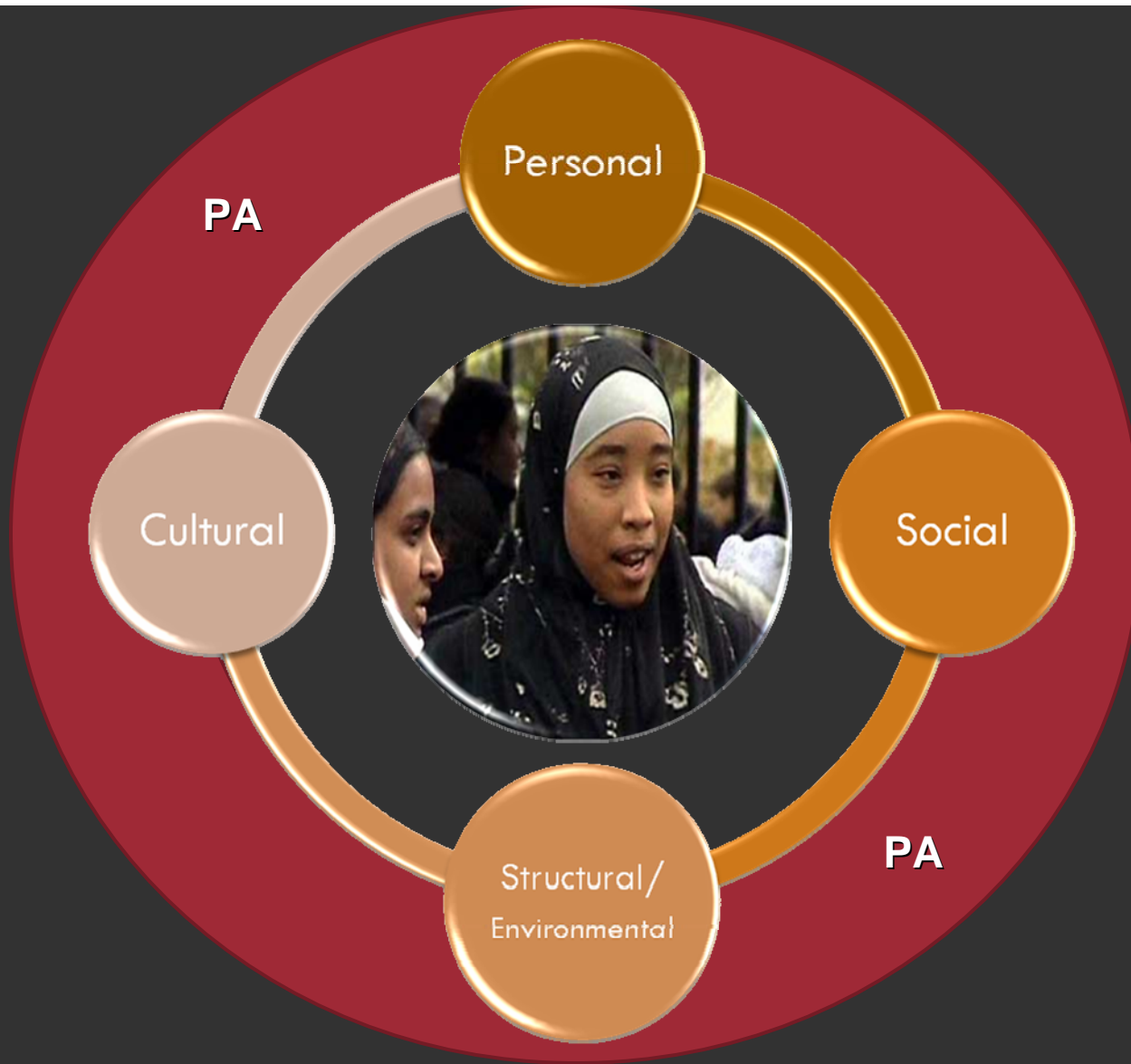


Wiese-Bjornstal, D., & LaVoi, N.M. (2007). *The 2007 Tucker Center Research Report, Developing physically active girls: An evidence-based multidisciplinary approach*. University of Minnesota, Minneapolis, MN.

Results

Culturally Relevant PA





Results

Perceived Barriers to PA





**Female  
Only**

Inclusive



**Safe  
Environment**

Privacy



**Good  
Coaches**

Culturally Sensitive  
Committed



Results

Ideas About Culturally Relevant PA





# Optimal Positive Youth Development Settings

- ✓ Safety
- ✓ Structure
- ✓ Caring Relationships
- ✓ Belongingness
- ✓ Positive Social Norms
- ✓ Skill Development
- ✓ Autonomy Supportive

*National Research Council and Institute of Medicine (2004)*



TO PROMOTE ACTIVE LIVING AND DECREASE HEALTH DISPARITIES, WORKING TO CREATE CULTURALLY RELEVANT PA PROGRAMMING FOR EAST AFRICAN GIRLS IS IMPERATIVE.



Girls want to be active, but they need our help!



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School of Kinesiology || University of Minnesota 

[nmlavoi@umn.edu](mailto:nmlavoi@umn.edu) || [rodd0020@umn.edu](mailto:rodd0020@umn.edu)

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