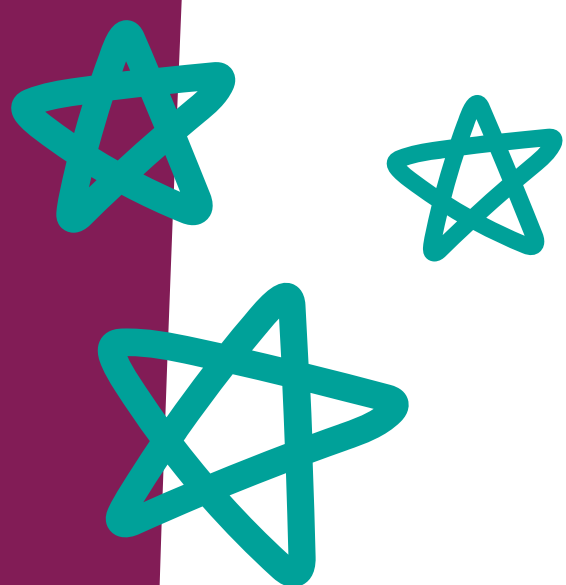




Cultures and practices that enable physical activity

There is a culturally inclusive social environment for physical activity which enables people to move more in ways that suit them.

How physically active we are is shaped by the cultural contexts of our lives; what behaviours we intuitively feel are normal and expected for 'people like us'. This may vary with the contexts of our lives, whether we are at work or school, with family or engaging with wider interest groups and communities around us.

People may not relate to those they see engaging in physical activity, due to identity or culturally based differences, including gender, (dis)ability, social class, sexual orientation or ethnicity. These feelings may be reinforced by practical barriers, such as clothing or equipment needed, or past experiences of exclusion, humiliation or shame. By working respectfully and constructively with people within less active communities and groups, we may find ways to enable changes in perceptions, beliefs, practices and values.