



#32 MOTHERS IN MOTION

Developed by: CAAWS

Year and country: 2013, Canada

Type of project: Recommendation + Guidelines

<http://www.caaws-mothersinmotion.ca/e/resources/index.cfm>

Synthesis of the case study

Mothers in motion is a succession of useful resources:

- to help mothers to do some physical activity, for different situation: with new babies, physical activity;
- for preschoolers, or healthy eating ideas for the whole family;
- to assist community stakeholders in increasing physical activity and healthy eating opportunities for mothers and their families.

Context and approach

Mothers in Motion is a national initiative from CANADA aimed at moving, mentoring and motivating mothers to be physically active and adopt healthy eating practices for themselves and their families, from infancy to adolescence.

Objectives / Challenges

- Give some tips to the mothers, to adopt some good practices in physical activity or way of living for themselves, children, or the whole family.
- Give some tips to the stakeholders who want to target the mothers and their families and propose some physical activities programs.

Target

- Mothers and their children, including nutritional advice, healthy eating tips, physical activity guidelines and equipment considerations.
- Stakeholders who wants to develop strategies that will engage as many mothers and

The deliverable (What did they do specifically?)

Concerning the mothers, you will find different materials under the following topics:

- physical activity guides for mothers of newborn babies, toddlers, preschoolers, school-age and adolescent children.mothers of new babies and toddlers – how active should you be;
- advice on using various equipment for physical activities;
- healthy eating ideas for the whole family and nutrition considerations for breastfeeding mothers; snacking ideas for busy mothers.

Concerning the stakeholders, you will find different PDF for the following topics:

- how to organize focus groups and community consultations;
- how can mothers use the built environment for physical activities;
- how to invest in physical activity as a mother;
- how to evaluate initiatives that target mothers and their families;
- how to build capacity to deliver PA programs, services and environments for mothers and their families;
- how to involve multi-sectoral partners;
- how to market and communicate PA activities to mothers;
- how to structure PA programs, services and environments to address and eliminate barriers;
- how to build promising practices.

Contact information

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