



## #6 Small changes, big differences

Developed by: WomenInSport  
Year and country: 2016, UK  
Type of project: Guidelines

<https://www.womeninsport.org/resources/small-changes-big-difference/>

### Synthesis of the case study

The report sets out five clear recommendations for providers on how they can better engage with visually impaired women and encourage them to be more active.

### Context and approach

The report titled “Small Changes, Big Difference”, is the first of its kind to explore how sport and physical activity affects the lives of visually impaired women. It looks in depth at their motivations and barriers in becoming more active, and the specific challenges visually impaired women can face when accessing sporting opportunities.

### Objectives/Challenges

Only 9.3 per cent of women with a visual impairment are active at least once a week for 30 minutes or more, compared to 11.7 per cent of visually impaired men. Women in Sport and British Blind Sport are keen to work in partnership with providers to help increase participation of visually impaired women in sport and physical activity.

### Target

Everyone involved with visually impaired people in sports.

### The deliverable (What did they do specifically?)

An extensive research and study was concluded about the visually impaired people and their participation in sport and recommendations “How to engage visually impaired people” to sport clubs were summarized. Several best practices are also brought out as examples.

#### Contact information

WomenInSport  
<https://www.womeninsport.org/>

British Blind Sport  
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