

Shouldn't Physical Activity Be Accessible to All?

COMMUNITY – CENTERED PERSPECTIVE

Samina Baig

Context.....

I am a busy
Muslim mum of
two – the “typical
target audience”

Gyms often feel
uncomfortable or
culturally
misaligned

How can we make
physical activity
truly accessible to
everyone?

SLIDO

What does accessibility really mean?

Case Study 1:

Healthy Madrasas Project



- Adapting a childhood obesity prevention programme across UK cities
- Engaging faith leaders to identify barriers for Muslim Children
- Faith based settings as trusted spaces for health messaging

Case Study 2:

Maximus & 'The Amaana Programme

True Co-production

- Test and learn - create a holistic healthy lifestyle programme
1. Nutrition
 2. Physical Activity
 3. Stress and Mindfulness
 4. Fasting/Ramadan
 5. Sustaining Healthy Habits

Outcomes

- Growing interest in physical activity
- Regular Padel and Pilate sessions
- Exploring more community- led activities



The poster for the Amaana Programme features a top section with a photograph of a hand holding a white plate with various Indian dishes, including a bowl of yellow curry, a bowl of green chutney, and a bowl of yellow lentils. The text 'Beezee by maximus' is in the top left corner. The main title 'Amaana أمانة' is in orange, followed by the subtitle '- Caring for the body as a trust'. Below this, it states 'A FREE 5-week healthy lifestyle programme for South Asian Muslim mothers'. A 'Get involved' section lists dates (12 June, 19 June, 26 June, 3 July, and 10 July 2025), location (Greenbank Masjid, Greenbank Rd, Greenbank, Bristol BS5 6HE), time (9:30-10:30am), and childcare availability. A 'To join the programme you must be:' section lists criteria: A South Asian Muslim mother, Aged 18 years old and above, Able to attend all 5 sessions, and Available to attend sessions in person. A blue banner in the top right corner says 'Get a £50 Amazon voucher when you complete the programme.' The bottom section says 'Registration required - sign up today' and provides the email 'rubana.begum@maximusuk.co.uk to register'.

Beezee
by maximus

Amaana أمانة
- Caring for the body as a trust

Get a £50 Amazon voucher when you complete the programme.

A FREE 5-week healthy lifestyle programme for South Asian Muslim mothers

Get involved

- 12 June, 19 June, 26 June, 3 July, and 10 July 2025
- Greenbank Masjid, Greenbank Rd, Greenbank, Bristol BS5 6HE
- 9:30-10:30am
- Childcare is available

To join the programme you must be:

- ♥ A South Asian Muslim mother
- ♥ Aged 18 years old and above
- ♥ Able to attend all 5 sessions
- ♥ Available to attend sessions in person.

Registration required - sign up today
Email rubana.begum@maximusuk.co.uk to register

Partnership with Wesport – Empowering Leadership

“The course was really informative and gave **me valuable knowledge and confidence.....** Moving forward, I’d like to **run ongoing group fitness classes for women to help encourage regular physical activity in the community.**”

“Really informative and made me realise how much there is to think about to make the human body work!..... **I was surprised at how much I wanted to use the course to build on with something else going forward. I really felt like I could access a gym environment after this course**”

“**This course has given me the confidence to follow my long-buried passion for personal training.** I don’t think I would have been able to do it otherwise, given all the **barriers to accessing courses like this**—especially the cost.

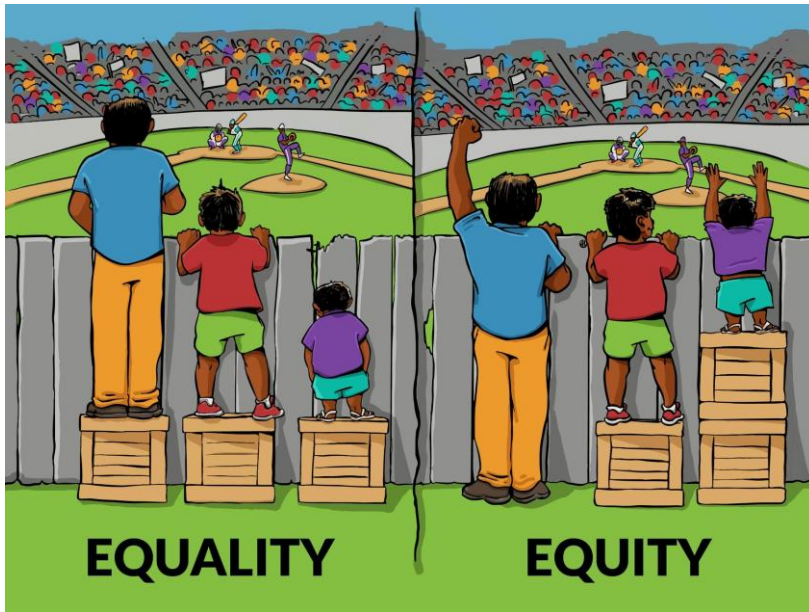
Why This Matters

Health equity in Action

Tackling health inequalities

Diversifying the health and physical activity workforce

Representation matters — not just on the pitch, but in leadership, coaching, and decision-making. When communities don't see themselves reflected, they disengage.



What can YOU do?

REFLECT ON:

- Barriers in your organisation?
- Workforce diversity?
- Programme design biases
- Authenticity in inclusive change





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What have you done in
the last week to
address health
inequalities in your
organisation?

What's one change you
could make tomorrow?

Thank you

Questions?
