

**Courage to be curious (conversations across race) workshop notes**

* In every community there are ‘trusted voices’ – these people can be used as ambassadors to encourage physical activity programmes – can find these people in community environments e.g., barbers, café.
* Ask your community what they want/what they can do.
* Rural locations – hold classes in non-traditional/less exposed locations e.g., library (for people who may not feel comfortable in exposed locations).
* Consensus they don’t know the community in detail.
* Headline figures aren’t representative of all schools, communities, and environments.
* Need to collect localised data.
* Terminology of ‘community groups’ needs to be changed – it groups everyone together – we need to focus on a more individualised approach.
* The challenge is in finding out where these ‘community groups’ are and how to engage them.
* Not all ‘community groups’ know who physical activity providers are and don’t think we can answer their needs.
* Very few people will say they are inactive – more people will say they are inactive if there’s a referral process.
* To fix issues there is a need to change the time/resources spent on certain issues.
* Need to go above your role and responsibilities.
* Community cohesion – engage with communities on the ‘fringe’ – find their needs – allow yourself to be uncomfortable.
* WOM (word-of-mouth) helps engage smaller communities more than other marketing strategies.
* Leisure centres need to have a designated person to guide attendees.
* The talk needs to become action – this is a larger challenge for rural areas.
* Funding is driven by numbers rather than impact.
* Need to have a face behind the programme for people to associate themselves with.
* Need to reduce the fear of having ‘uncomfortable conversations’ – this can prevent people from reaching out to different communities.
* Need training to break down the fear of doing something wrong (without training there’s no action to make change if providers are fearful).
* Whatever we do needs to be meaningful.
* Consider attitudes and different generations.
* Work with the Elders, use the right language, do things together. Help people to feel really connected.
* Work together – co-design
* Create safe spaces.
* Do the right things and the targets will look after themselves.
* Job Centre and College connections with employers.
* Customers reporting being made to feel comfortable.
* Hear the passion of parents – hear what they have to say... they may be more likely to say it to help their children, even if they wont do it for themselves.

**So what? (What next? Action planning, what will you do differently?)**

* More visual representation (marketing).
* Need to set aside time to find minority communities and engage with them.
* Don’t want tokenism when it comes to representation.
* Want the message to be authentic.
* Need more diversity in the workforce.
* Need to gather data to be more representative of schools and children.
* Don’t put people in a cohort/category as the programmes may not be for everyone.
* Need to educate your team.
* Add Ramadan and other religious festivals to all our calendars.