

Sport RCT Case Study

Made for Mams – Hawthorn Leisure Centre

Our Made for Mams (MfM) programme encourages pre and post-natal women to be physically active. When re-launching the MfM exercise classes after the pandemic we decided to add Hawthorn Leisure Centre as a new venue. We identified an instructor at Hawthorn and supported them to complete a Level 3 Pre and Post Natal Exercise qualification.

Before launching the new classes, we held a consultation. We promoted the survey to our target audience and had 137 submissions. The results were very informative, and we used the insight to shape the programme. Results showed that weekday evenings were the preferred time for pre-natal classes, so the new class in Hawthorn was scheduled for 5:45pm on a Thursday. Results also showed that post-natal women preferred to attend a class with their baby so for the new class in Hawthorn we set up soft play equipment and promoted it as a mother and baby class.

We purchased the equipment needed to get the classes started and agreed to pay the cost of the instructor for 12 weeks. We then promoted the classes through social media, sharing with partners, and distributed flyers and posters in local GP surgeries, nurseries, and libraries.

Numbers were low to start with but with continued promotion they have grown steadily, with word of

mouth being the most powerful form of marketing. 42 women have attended so far and they have enjoyed taking part. In the long term, we hope this will encourage the women to continue leading active lifestyles. Our instructor delivers a variety of classes at the centre, so following the post-natal class, she plans to sign post them to other suitable classes so that they can continue being active.

Since its inception the MfM programme has been supported by Cwm Taf Morgannwg University Health Board. When asked they provided the following feedback:


 “This programme has been an invaluable resource for community midwives and those providing antenatal care to women... the Made for Mams classes and website has been a useful resource when encouraging women to become more active and lead a healthier lifestyle... the Made for Mams programme has helped otherwise fairly sedentary women to become more active which improves not only how their feel, but lowers risks and helps them manage their weight gain in pregnancy.”

