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## The female body in the public space: Women's stories that learning cycling on Women School Bike

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# Macleta

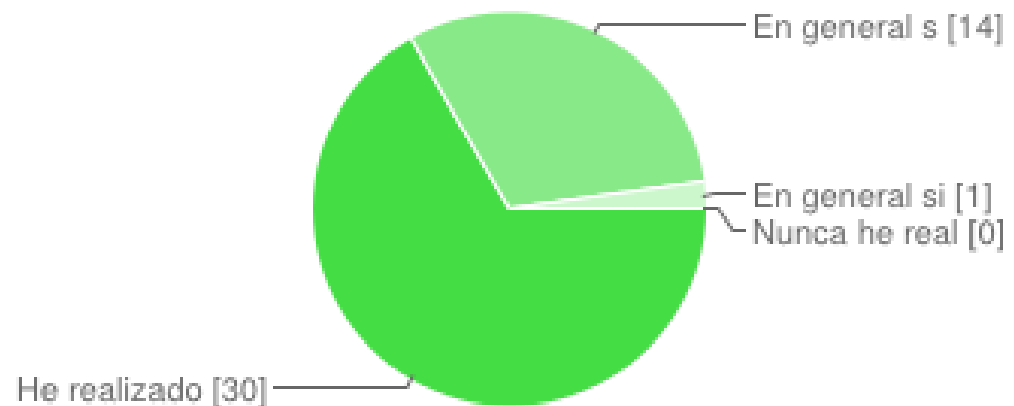


- Macleta is an advocacy group that links women empowerment and cycling.
- We work with women because they seek to generate changes in their children, partners and friends, having a ripple effect in society.
- The woman is an indicator of "security" within cities; positive behavior that is performed by women can be promoted effectively to other women and men (identification).

# Bici Mujer\_Women School Bike



- EscuelaBiciMujer was created by Macleta in 2007. We have developed 12 courses and graduated 300 participants. Our work allows women to become new urban cyclists and collaborate to create an environmental city.
- Our students are women from 18 to 65 years-old, with different socio-economic backgrounds.





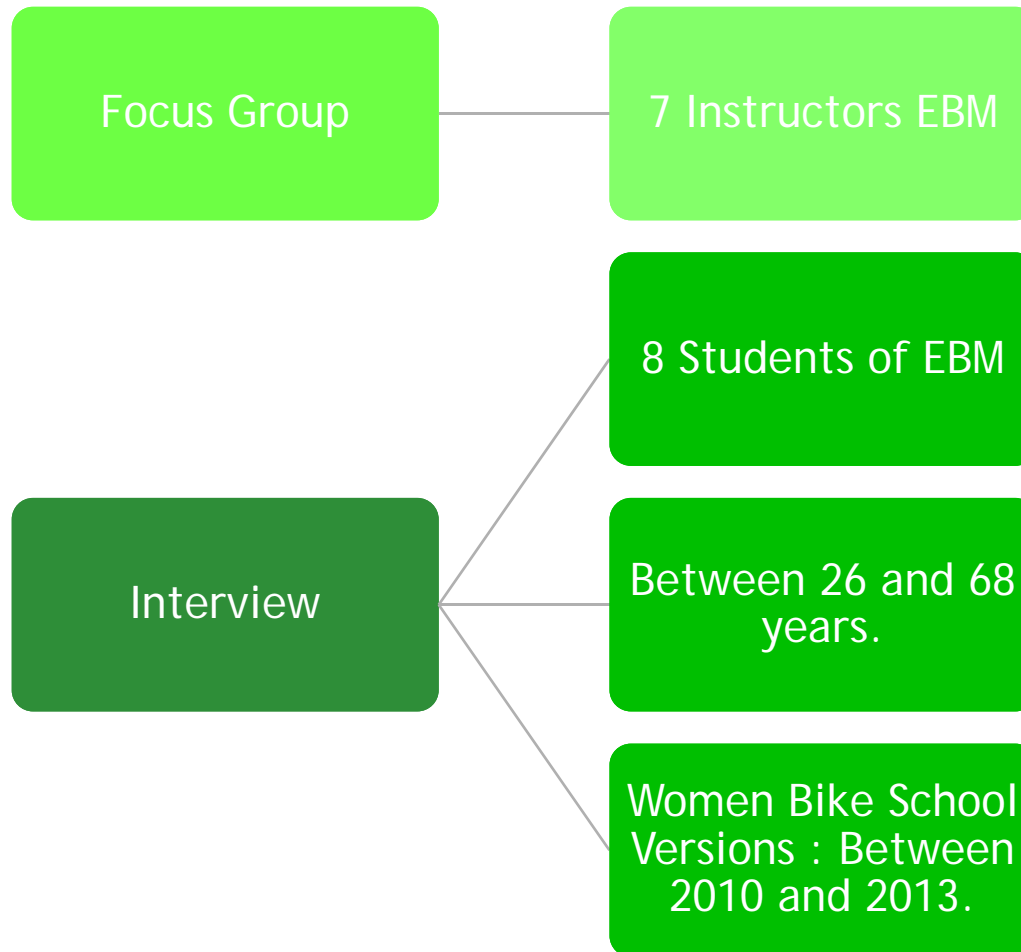
# Scope of work



- Explore the changes that occur in the image of the woman's body once he learns to ride a bike as an adult and how these changes affect their social environment.



# Methodology



# Results



- Learning to ride a bike involves a positive change that translates into being, increased self-esteem, better image, better security with others.
- The biggest obstacle to overcome is the fear of shame, the fall in public, which is related to sociocultural body image.
- Once you learn to ride a bike increases self confidence regardless of age and job position that they have.

# Results



- There is a change of life after learning. This change results in motivations for trying new challenges and change current habits: Interest in physical activity, healthy habits, use of different clothes, etc.
- The bicycle becomes the symbol of a growth process.
- The image of women cycling (in publicity) does not identify identity. They feel identified with other women who overcome obstacles and change their lives (empathy with the effort).

# Conclusions



- Each stage in the life cycle of women, implies a change that involves new learning motivations. This search depends in turn on the stage that is. Thus the actions that seek to influence the behavior of women should consider the life cycle of women and adapt to the characteristics of this.
- The transformer overcome an obstacle is physically and psychologically. However, the obtaining of psychological well-being would allow assure the sustainability of this behavioral change.





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