



**INFORM
WOMEN,
TRANSFORM
LIVES**

CITY SPOTLIGHTS

DUBLIN, IRELAND



Nuala Collins,
Public Health Nutrition
Safety Manager

Because women often have a harder time than men accessing important public information, The Carter Center is working with 13 international cities to help them get information to women about beneficial city services. Today, we're speaking with Nuala Collins, public health nutrition safety manager in Dublin, about the campaign there.

What service(s) are you highlighting?

We're focusing on fitness programs for women in Dublin's North East Inner City (NEIC), a fast-growing area home to many immigrants and large pockets of disadvantaged and marginalized communities. We offer walking groups, dance classes, and the GAA's for Ma's program, which teaches mothers to play Gaelic football and organizes matches for them.



Why did you choose to focus on these services?

Most of the participants have continually put their children and family first. With these activities, women are now choosing to do something for themselves.

Bringing these women together to actively participate in a challenging and fun environment reinforces their physical as well as emotional and mental abilities. It also promotes empowerment, and the more empowered these women feel, the more they will seek information for their benefit and the benefit of their peers.

Dance classes are taught by local and international teachers. We offer contemporary and Brazilian/African, as well as Capoeira (an acrobatic Brazilian martial art), and we hope that in addition to fitness, these classes will lead women to embrace different cultures.

How are you using the Inform Women, Transform Lives grant to reach more women?

We're pinpointing key publications within the NEIC in which to run eye-catching, fun, and informative ads. We're also planning interview profiles with residents helped by the programs. And we're working with well-known NEIC ambassadors to create radio ads with recognizable voices.

More generally, why do you think it's important for women to have access to information?

The more information women have, the more informed decisions they can make. The benefits of knowledge extend beyond a single individual as women share what they've learned with peers. Ultimately, it is for the greater good of all women within a community.

