

Disseminating Yoga Principles for Public Health

Virginia Tech University Libraries Grant

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A Moment to Ground





Introduction

What is yoga?

- yuj = “to unite”
- A mind-body-spirit practice with origins in ancient India
 - While its concepts are seen in many religions, yoga itself is not a religion
- Many different lineages and practices



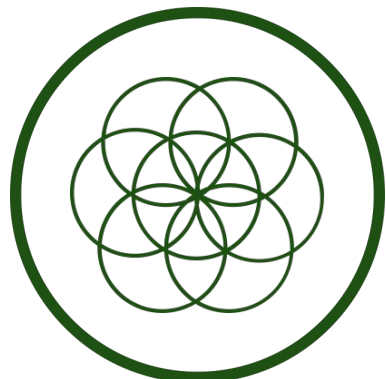
Why yoga?



Linked to reduced chronic and acute health conditions



Associated with improved cognitive functioning



Evidence for increased quality of life (and more!)

Challenges to yoga translation



Skepticism of the science of yoga



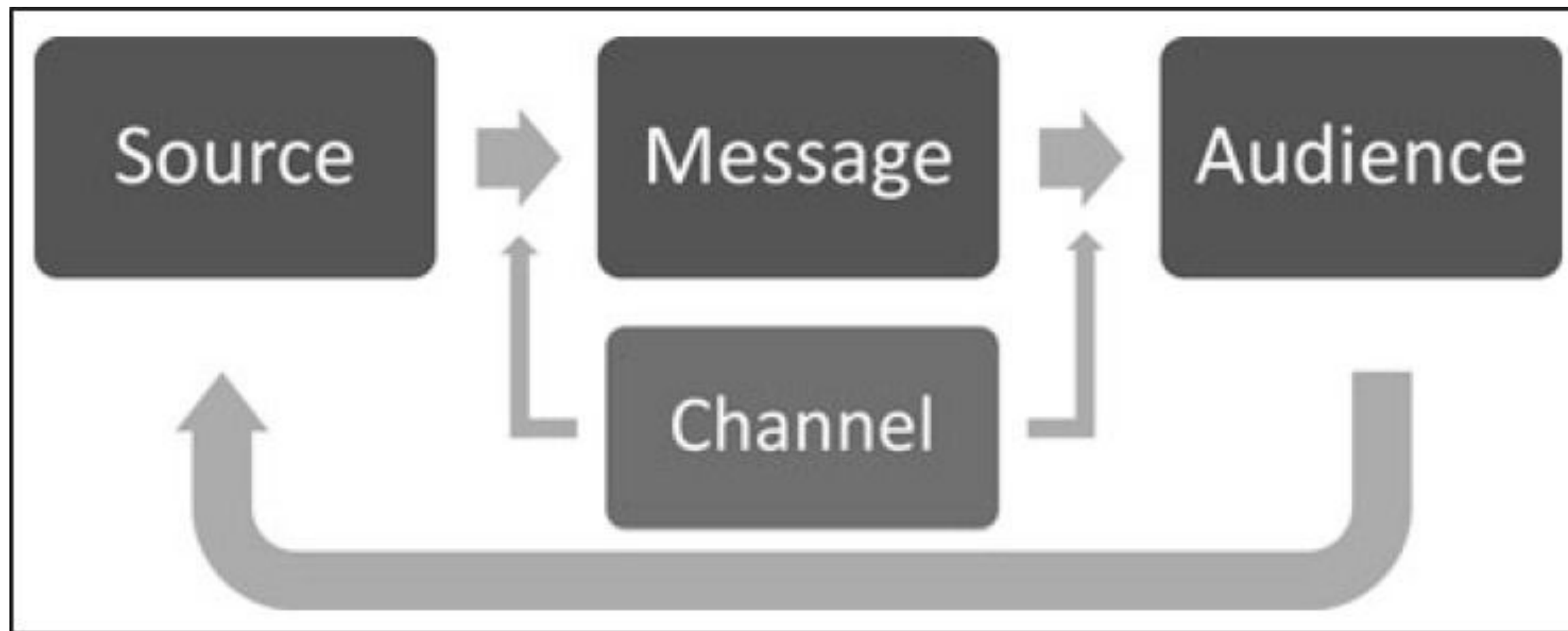
Concerns for cultural implications and accessibility of yoga

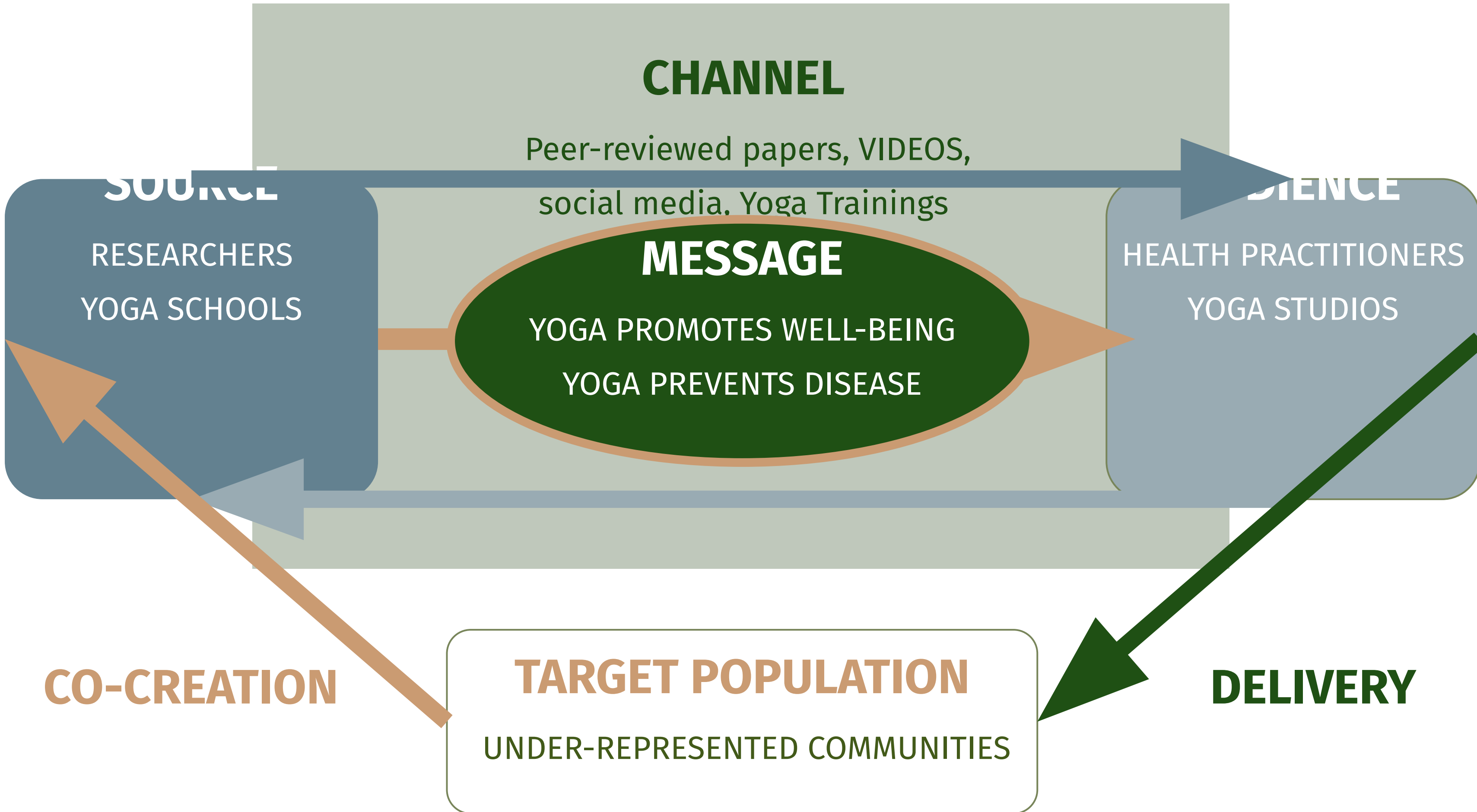


Lack of surface-level diversity amongst yoga practitioners

What is Dissemination Science?

“The study of strategic packages and messages, especially **targeted to key facilitators and decision makers** rather than focusing on the client, patient, or end-user”

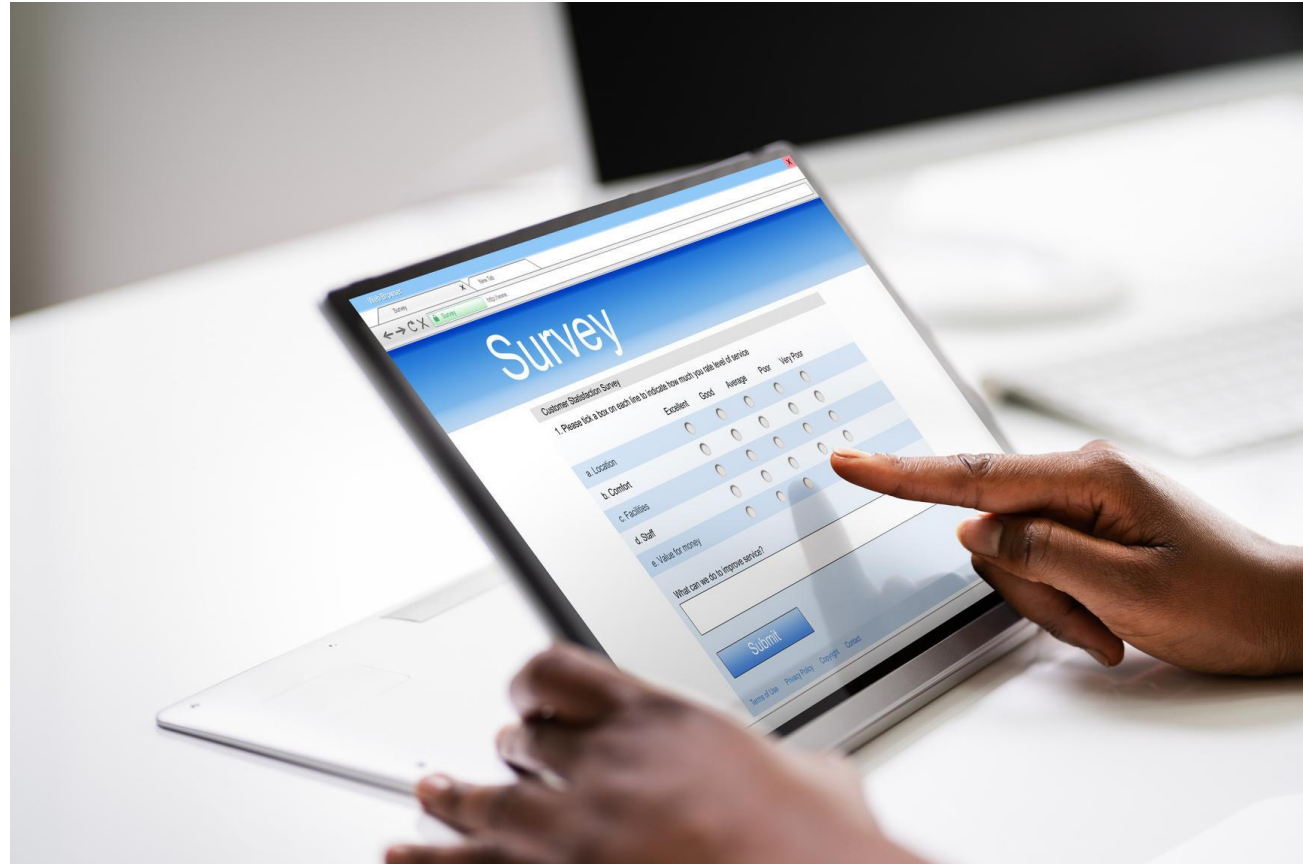






Methods

Study Design



Survey I: Descriptive Data

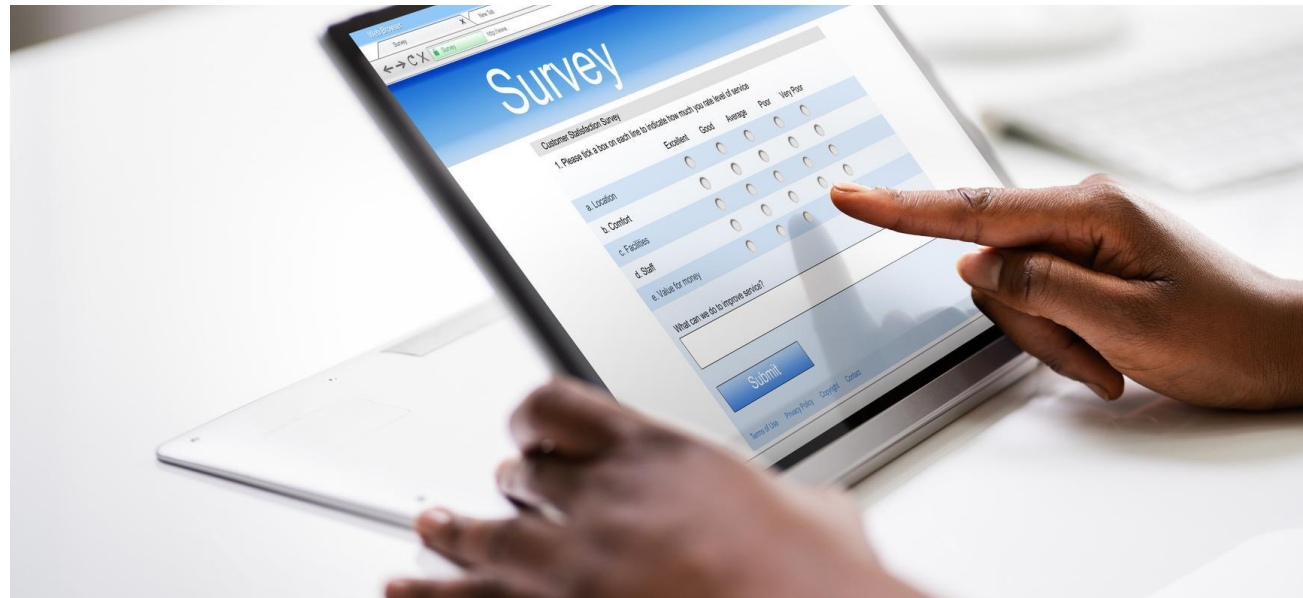
Collect data to inform “health messages” around yoga principles



Survey II: Data Testing

Create data-derived “health message” mock ups to be tested in a second round of surveys

Study Design



Survey I: Descriptive Data

Collect data to inform “health messages” around yoga principles



Survey II: Data Testing

Create data-derived “health message” mock ups to be tested in a second round of surveys

Target sample

150 participants

Rural

Prolific Screener

< \$59,999 annual
household income

Body Shape

Prolific Screener

Slightly Overweight,
Overweight,
Very Overweight

Ethnicity

Prolific Screener

African, Black/African American,
Caribbean, East Asian,
Latino/Hispanic, Middle Eastern,
Mixed, Native American or Alaskan
Native, South Asian, White Mexican,
Romani/Traveller, South East Asian

Target sample

150 participants

Rural

**“Is the area where
you currently reside
a rural, suburban, or
urban area?”**

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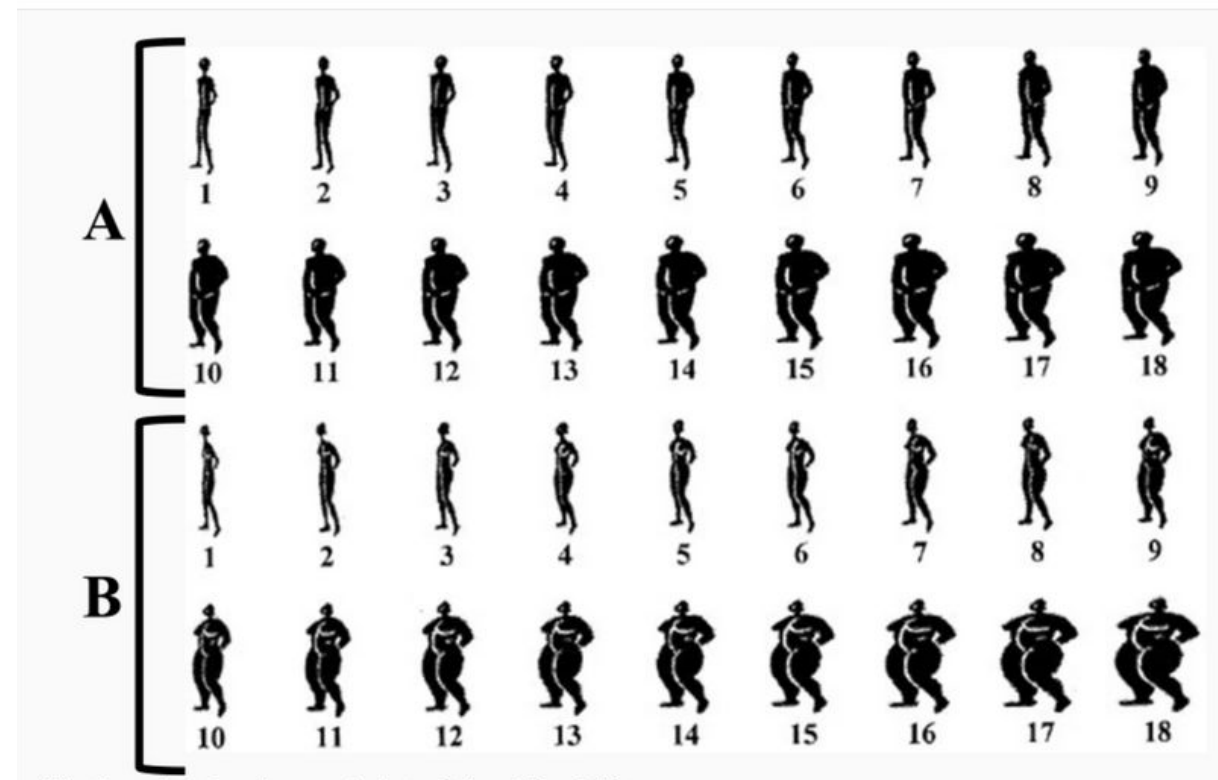
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What would you like to see when you see advertisements or information for yoga classes, studios, or programs? (e.g., specific images and pictures, certain words, etc.)

Please rank the below by what you care about most

- Fitness / physical activity

- Disease prevention / physical health

- Stress reduction / mental health

- Well-being / holistic health

- Joy / fun



Come do yoga with us

Want to prevent disease and poor health? Yoga is a great activity to help with disease prevention along with boosting your overall health and wellbeing

- Yoga can help reduce the risk of...
- heart disease
 - cancer
 - stroke
 - diabetes
 - and more!



Yoga is a fit choice for you!

Join our yoga series to avoid frailty



FIND CONNECTION THROUGH YOGA!



Yoga and Connection
Yoga can help you build meaningful connections while increasing your body connection- JOIN US TODAY!



1 REDUCES STRESS AND ANXIETY

2 PREVENT POOR SLEEP

3 AVOID INFLEXIBILITY



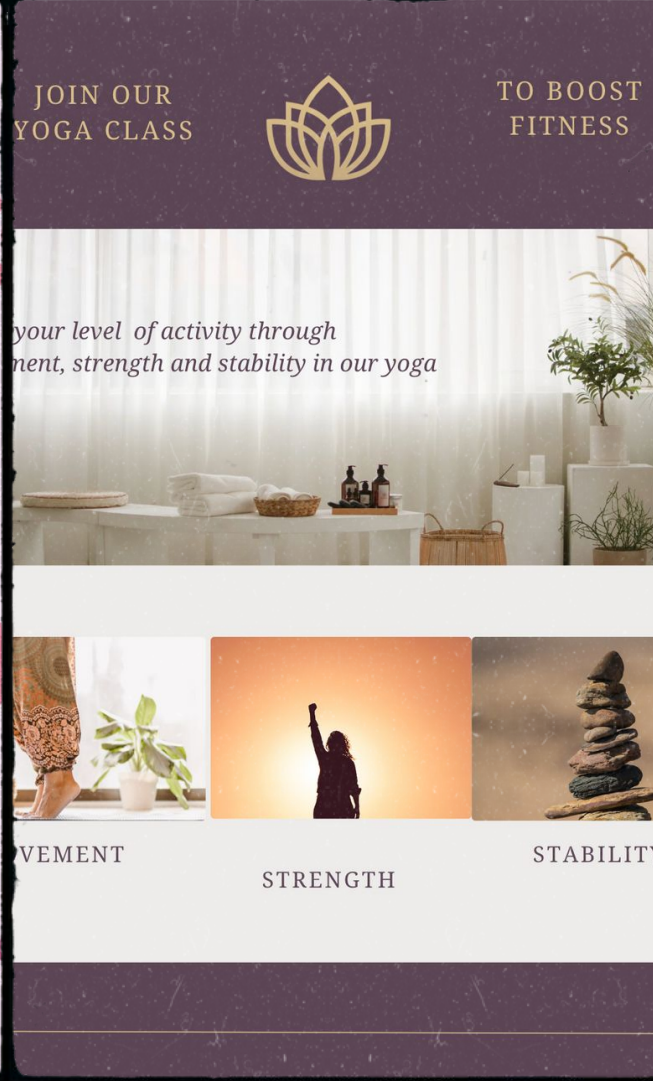
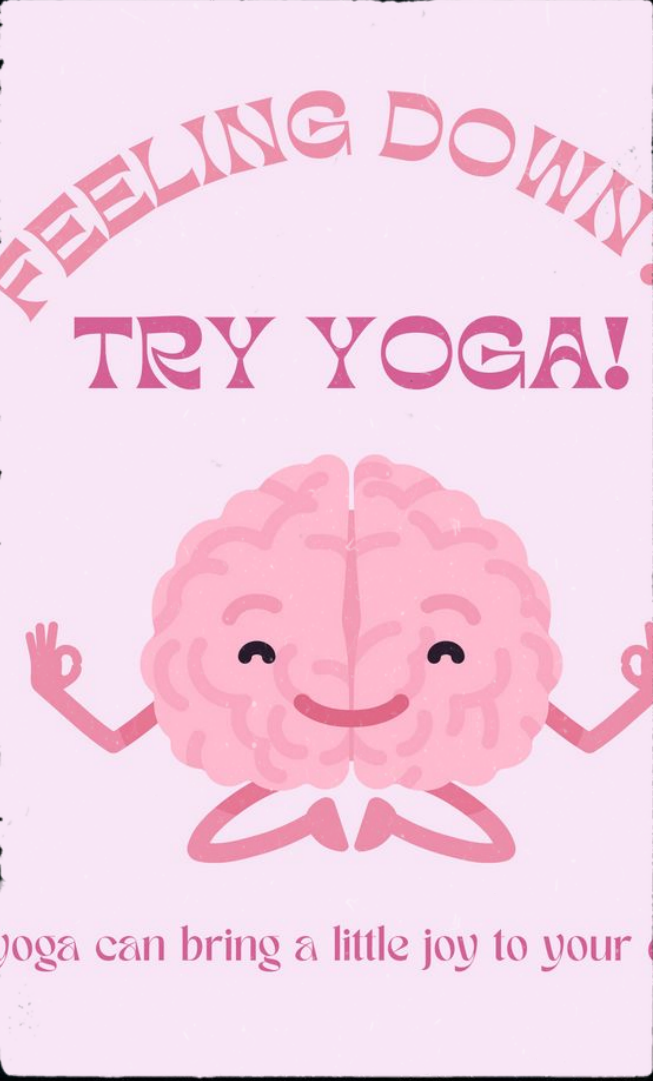
JOIN US AND FLOURISH!



Yoga to Flourish
Yoga can help you find meaning and connections while including fitness into your routine- JOIN US TODAY!

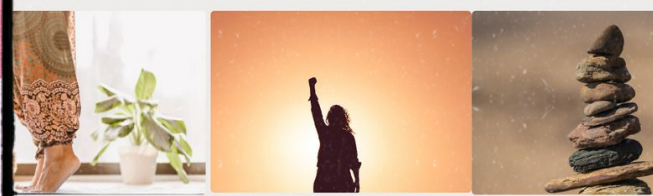


Yoga is a great way to incorporate yoga into your day-to-day



JOIN OUR YOGA CLASS TO BOOST FITNESS

Improve your level of activity through movement, strength and stability in our yoga



MOVEMENT STRENGTH STABILITY



WHY SHOULD I DO YOGA?

Heart healthy
Reduces stress and inflammation in the body leading to decreased risk of heart disease

Better sleep
Getting enough sleep helps your immune system function properly and fight off sickness

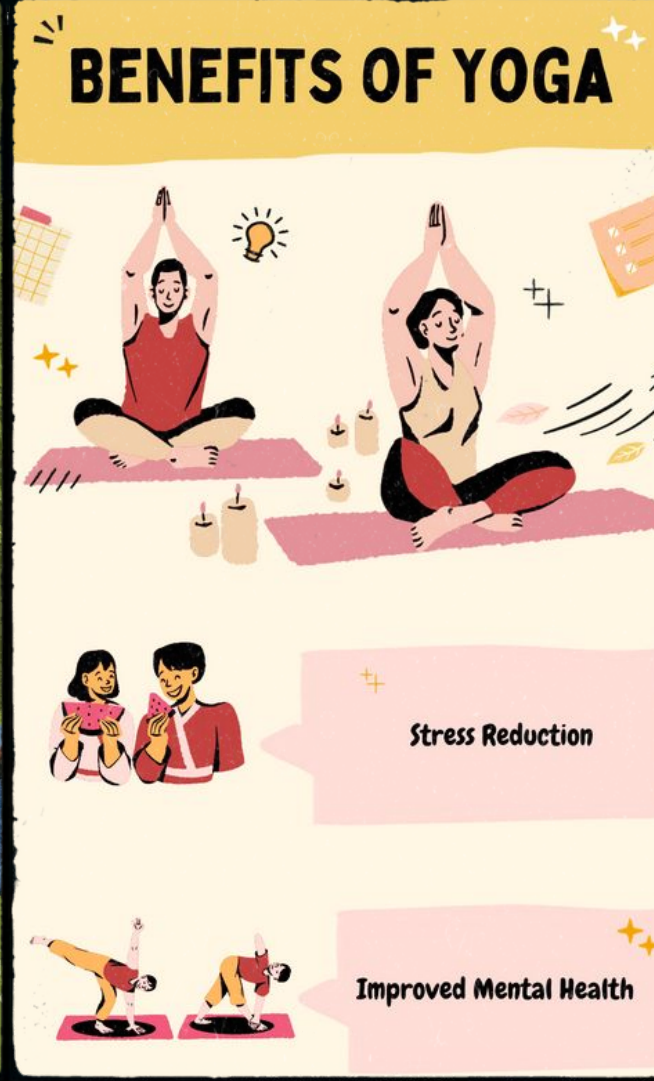
Staying active
Moving your body helps with weight loss and therefore reduces the risk of many different health issues



AVOID EMPTINESS WITH YOGA!



Yoga to Avoid Emptiness
Yoga can help you find meaning and connections while preventing burnout- JOIN US TODAY!

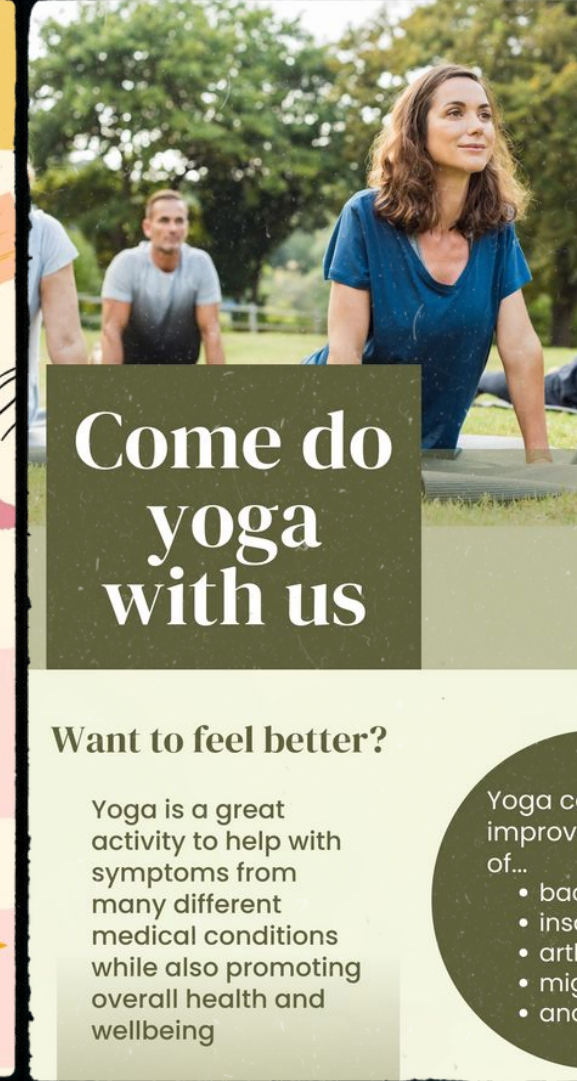


BENEFITS OF YOGA



Stress Reduction

Improved Mental Health



Come do yoga with us

Want to feel better?
Yoga is a great activity to help with symptoms from many different medical conditions while also promoting overall health and wellbeing

- Yoga can improve...
- back pain
 - insomnia
 - arthritis
 - migraines
 - and more!

Qualitative Coding

Lots of rich, robust data

Ongoing!



Preliminary Findings

Sub sample

40/150 participants coded for
preliminary analysis

“Yoga might not be for me because of my **arthritis**. I do have some issues that would cause me to **need a workaround for some poses or not do them at all.**

I'm also unsure of how my **weight** would work with some of the yoga poses as **I don't think I've ever seen overweight people in a yoga class.”**

“It feels like it isn't really for me based on my lifestyle. I walk a lot at my job, and tend to be **tired** and want to sit or lay when I get home.

When I think of yoga, I think of stay at home health nut moms with a lot of free time.

It doesn't feel that productive, and **if I am going to be exercising I would rather it do a bit more for me** (Lose weight, gain muscle. etc)”

Desirable message factors:



Messages and imagery that elicit **feelings of calm**, tranquil, relaxation, peace, nature, etc.

“It makes me think of a calming place. The photos are very nice to look at and bring forth feelings of calm and relaxation. The words feel soothing.”

Desirable message factors:



Messages and imagery that elicit **feelings of calm**, tranquil, relaxation, peace, nature, etc.



Diverse and inclusive imagery of **real people** doing simple / “all level” yoga postures (e.g., diverse body shapes, ages, genders, skin colors, abilities, etc.)

Desirable message factors:

"I feel it could be more inclusive and accommodating to individuals with different body types, like mine. **Creating an environment that embraces diversity and caters to various physical abilities would enhance my sense of belonging and**



Diverse and inclusive imagery of **real people** doing simple / “all level” yoga postures (e.g., diverse body shapes, ages, genders, skin colors, abilities, etc.)



*Yoga is a fit
choice for you!*

*Join our yoga
series to
avoid frailty*



“I really liked how this ad felt so **real and relatable**. The people in it seemed like everyday folks, and it **made yoga look accessible to everyone**. The setting was cozy, not too flashy, which I appreciated. the message about finding balance and calm in the midst of daily life really resonated with me. It just felt like something I could see myself doing.”

Desirable message factors:



Information on more **general** and **immediate benefits** of yoga for mental, physical, and/or holistic well-being (e.g., improves stress, etc.)



If applicable, provide **pragmatic information** (e.g., yoga class cost, class times, virtual option, skill levels, ADA accessible, etc.)

Desirable message factors:



Information on more **general** and **immediate benefits** of yoga for mental, physical, and/or holistic well-being (e.g., improves stress, etc.)

“I would like to practice yoga in the future to help with my flexibility.”

“It is a very simple, low-stress exercise that has benefits for everyone.”

“I heard it is great for your body, and I heard it is great for your

Desirable message factors:

“Time, cost, level required, equipment required, size of class, type of yoga. I'm (m)ore concerned with the details than imagery.”



If applicable, provide **pragmatic information** (e.g., yoga class cost, class times, virtual option, skill levels, ADA accessible, etc.)

Undesirable message factors:



Language about **specific ailments** unless yoga practice is clinically linked (e.g., depression, cancer, etc.)



Language perceived as “**overpromised**” benefits (e.g., happiness, better)



Imagery of a person **alone** doing yoga, of **only physically fit people**, or of “**cartoonish**” graphics

Undesirable message factors:



Language about **specific ailments** unless yoga practice is clinically linked (e.g., depression, cancer, etc.)

“ I would not concern myself with yoga if I have fatal health problems such as heart disease and cancer,”

Undesirable message factors:

“It shouldn't even focus on “do yoga, you'll be happy”. Focusing on yoga can make you feel better is fine, but there's all this “yes it will FOR SURE make you feel better” and I hate that because it's just not true.”



Language perceived as “**overpromised**” benefits
(e.g., happiness, better)

Undesirable message factors:

“I don't like that there are not real people in it and instead a cartoon like character. I think it takes away from the ad. I look at it like they couldn't even find a real live person for the ad so this must be impossible so why even try for myself.”



Imagery of a person **alone** doing yoga, of **only physically fit people**, or of “**cartoonish**” graphics

AVOID SADNESS



WITH YOGA

try yoga to bring some joy to your life!



Come do yoga with us

Want to prevent disease and poor health?

Yoga is a great activity to help with disease prevention along with boosting your overall health and wellbeing

Yoga can help reduce the risk of...

- heart disease
- cancer
- stroke
- diabetes
- and more!

JOIN OUR
YOGA CLASS



TO BOOST
FITNESS

*Boost your level of activity through
movement, strength and stability in our yoga
series.*



MOVEMENT



STRENGTH



STABILITY

JOIN OUR
YOGA CLASS



TO BOOST
FITNESS

Boost your level of activity through movement, strength and stability in our yoga series.



MOVEMENT



STRENGTH



STABILITY



Boost your fitness -- improve your strength and flexibility
Feel peace -- take time to rest and restore

Join Our All-Level Yoga Class on Zoom!



Mondays
12:00-12:30 PM ET
\$15 Suggested



<https://shorturl.com/yoga4health>





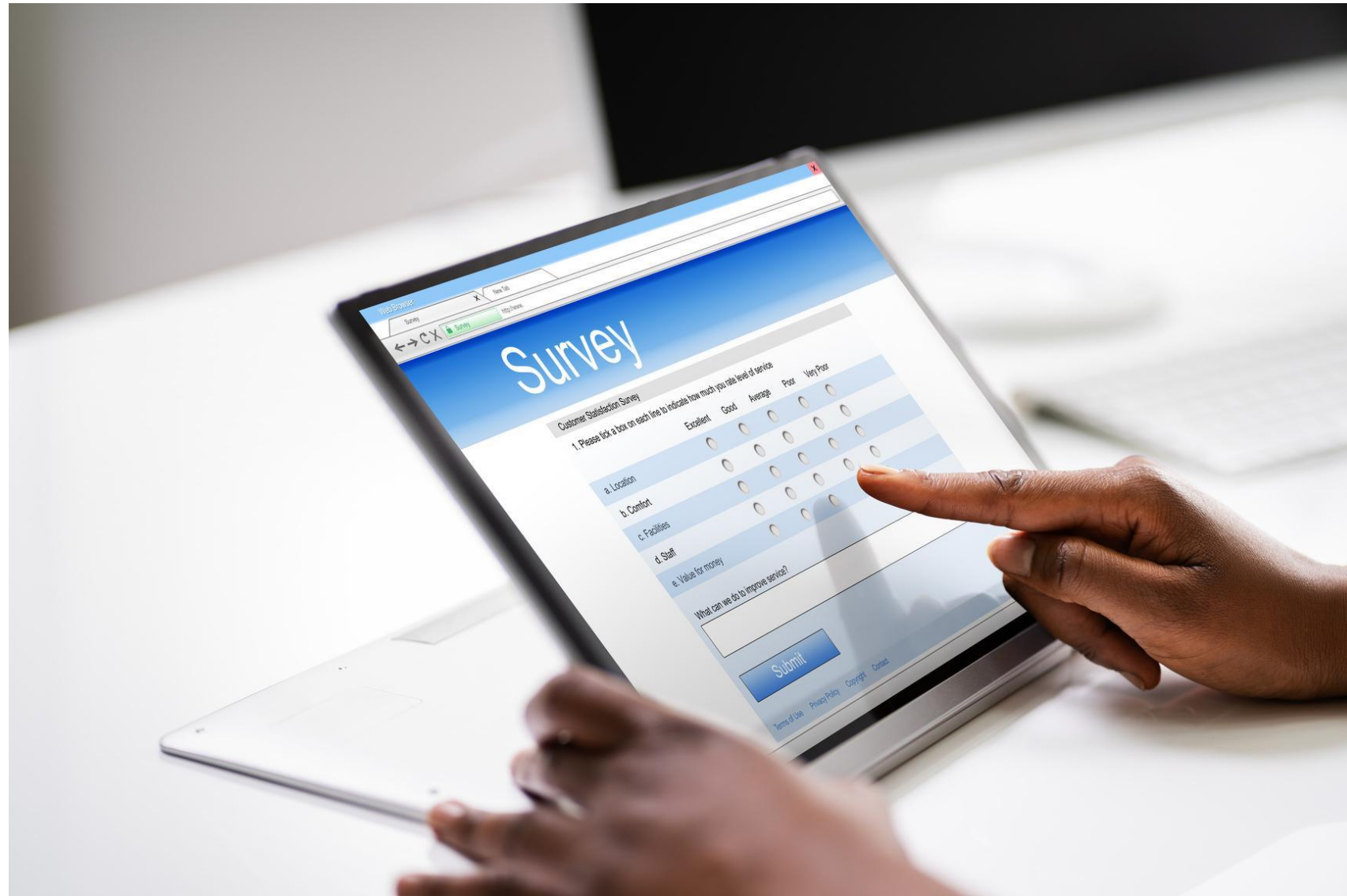
We need accessible

repositories of diverse,
representative photos of

people doing yoga



Lessons Learned



- Few bots (fewer than other platforms, in particular)
- Robust data (but quite a lot of data)



Future Directions

What's next?

Data-driven steps

Finish Qualitative Coding & Analysis

~75% coding finished

General and
intersectional analyses

Create Yoga Health Message Mock Up

General vs
intersectional

Test Mock Ups in Survey II

Prediction based on
intersectional context
and values?
(n=150)

YOGA TRANSLATORS

INDUSTRY PARTNERS

Yoga Studios
Yoga Schools

RESEARCHERS

HEALTH PRACTITIONERS
Community Health Educators
Healthcare Providers

YOGA END-USERS

CURRENT YOGA
PRACTITIONERS

YOGA TEACHERS

POTENTIAL YOGA
PRACTITIONERS

DISSEMINATION OF PUBLIC HEALTH YOGA

HELPFUL, HEALTHFUL, AND
INCLUSIVE MESSAGING ON THE
BENEFITS OF YOGA BASED ON
COMMUNITY AND CONTEXT



The Team



Samantha Harden



Michael Stamper



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Therese Osborn



Lauren Stauffer



Hannah Hill



Morgan Gregg

Disseminating Yoga Principles for Public Health

Virginia Tech University Libraries Grant

THANK YOU!

