

Promoting your Work to the  
Community:  
Health Behavior Theory meets Tai  
Chi, Qigong, Yoga, and more

**Rachel Permuth-Levine, PhD, MSPH**  
**Director, Center for Employee Wellness and Health Promotion**  
**Deputy Director, Office of Strategic and Innovative Programs National Heart,**  
**Lung and Blood Institute, National Institutes of Health**  
**NHLBI/NIH**  
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# Objectives for this Talk

- To introduce myself to you as a resource
- To help you consider health behavior theories and social marketing principles in the promotion of your disciplines
- To encourage you to network with colleagues (even in different physical activity/health disciplines to see how THEY do things)
- Ultimately, to give you strategies to encourage more people to practice Tai Chi, Qigong, Yoga, and others.

# Point One: How do you promote your discipline if people have not heard of it?

- Or have heard but have misconceptions?
- Or have heard but have cultural or social barriers to participation?
- Or have heard but do not know where to find a class? Can not pay for a class?
- Or have heard but have conflicting messages about whether it helps or hurts their bodies?

## Point Two: How do you know if your “Marketing” efforts are working?

- Rule One: What gets measured, gets done!
- Rule Two: Be aware of, understand, and utilize social media and social marketing technology and evaluation tools. Particularly within social networks.
- Rule Three: Ask people how they find out about your discipline – if you don’t have time to do this, what are your other options?

# Health Behavior Theory (in a nutshell, selected planning social science theories)

- Social Marketing: the 4 “Ps”: price, product, promotion, place
- Communications theories in Persuasion (see, W.J. McGuire)
- Social Cognitive Theory: Processes governing observational learning include attention, retention, reproduction, motivation, and self-efficacy
- Diffusion of Innovations Theory: some important characteristics of innovations are relative advantage, compatibility, complexity, trialability, and observability

# NIH Yoga Week: May 2008



# NIH Mind-Body Week: Science and Practice of Stress Management September 8-11, 2009

- 120 sessions across the NIH Campus
- Lectures, experiential, practice
- Outreach to NIH employees as our primary target
- Outreach to the local public as secondary
- Which theories were used?
- Let's brainstorm on that...
- What are appropriate follow-up strategies that NIH can do to ensure continued participation in these activities/modalities?

# The Bottom Line

- Make your discipline easy to understand and experience
- Integrate this experience into communities so that it becomes “normative”
- Who are the gatekeepers, stakeholders, and opinion leaders in your community who can assist with your message?
- Give people a chance to try your discipline, let them practice it, repeat it, and gain a sense of mastery
- Use public relations strategies to assist you. We often put these modalities under the umbrella of “stress management” to make them less threatening



# Free Resources

“Making Health Communications Programs Work” by the National Institutes of Health, National Cancer Institute

“Theory at a Glance” by the National Cancer Institute

“Websites from the National Institutes of Health, particularly NCCAM”

- Your colleagues
- Other associations, not in your discipline. For instance, what has happened with YOGA in the past decade where it has become more mainstream? How can you capitalize on yoga’s success?
- Facebook, twitter, linkedin, epinions.com