

YOYO

YOGA FOR THE YOUTH

HEALTHY MIND, BODY & SOUL

GLOBAL CHALLENGES



SPARKS GENERATION



1. BACKGROUND

25% 12-15 year olds do not engage in any activity

5-6 h/day spent on their smartphones amongst youths

+100% increase in mental illness within this age group in the last decade

In today's society, young people exercise less and less - and some of them do not work out at all. The current situation with less exercise, more screen time as well as an increase in mental illness among youths makes up **an urgent societal issue** that has to be solved.

2. PURPOSE



We wanted to contribute to an improvement in both the psychological as well as the physical health among young people. We decided to do this through a project aiming to raise the awareness for yoga among youths, as well as inspiring them to try it out. Our target group for the project is young people in the ages 12 to 16 years since the identified issue is extra visible in this specific age span.

3. PROJECT

Due to the circumstances of Covid-19, we needed to find a way to encourage young people to practice yoga without physical meetings. The fact that young people today spend more time in front of their digital devices means an opportunity to reach our target group on the internet. We decided to launch an online yoga campaign week.

4. PROCESS



IDEA

We decided to launch an online yoga campaign. We considered yoga being a good choice of activity for youths as it brings benefits for both the mind and body.



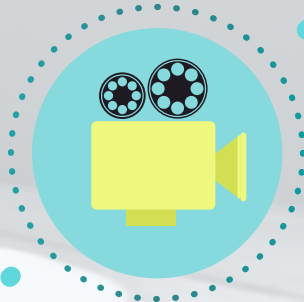
COLLABORATION

Our project kick-started when we connected with Sparks Generation, a non-profit organization who shares our vision of getting young people to exercise and improve their well being. We joined forces to create an online campaign with them in order to reach a great audience.



INFLUENCER

Penny Parnevik, ambassadeur for Sparks Generation helped us promote the campaign through her social media channels to raise awareness and increase the interest of our yoga campaign.



CREATING

We directed and filmed all the yoga videos in a studio together with Dag, the yoga instructor, in order to ensure that the content and outcome was in line with our vision.



CAMPAIGN WEEK

The yoga campaign was released Monday 4th of May on Sparks Generation Youtube channel. Each following day, a yoga video with a new theme was released, going on between Monday to Thursday.

5. REACH & IMPACT



+1000 views

With our online campaign on Sparks Generation's Youtube, we have received over **1000 views** in total, up until this point. Worth mentioning is that the campaign was launched the same week as the project deadline, which means that the views will most likely continue to steadily increase and have an even greater reach.

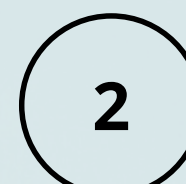
We strive for our project to have positive impacts on society. We hope that the campaign has inspired youths in the age 12 to 16 years all around Sweden to try out yoga and that we have initiated a more gender neutral approach to the activity with our use of a male instructor.

6. LESSONS

We have learned a lot of new lessons throughout the course of the project. Some of these are:



The importance of adapting to new challenges. This spring, there has been extreme circumstances and very challenging to adapt to the Coronavirus. Nevertheless, there will always be things that one can not predict and that are out of one's control - and one needs to be flexible and manage to adapt to changed situations.



The importance of setting deadlines with good margins when working with a third party.



Big changes are made through small actions. There are good possibilities to make a positive impact when working towards the Sustainable Development Goals and the small steps successively brings us closer to reaching the goals.

7. WHAT NOW?

The first step, after the completion of the project week, is to send the videos to schools in 15 selected municipalities we have identified as socially vulnerable areas. Our hope is that these schools will include the videos and the yoga exercises in their physical education. Moreover, we want to arrange free yoga trial occasions. We then want to connect interested youths and their families with yoga studios where they can be offered regular yoga practices for a reasonable price.

REFERENCES

Harvard Health Publishing, *More than just a game: Yoga for school-age children.*

Research conducted by Sparks Generation. List of sources behind the research used in this text: SCB, Undersökningarna av barns levnadsförhållanden (Barn-ULF), 2014 & 2018. Folkhälsomyndigheten, 2018.

Slides from Seminar 3 about stress in *Global Challenges - Being.*

Socialstyrelsen, *Kraftig ökning av psykisk ohälsa bland barn och unga vuxna.*