

NEWS BULLETON !

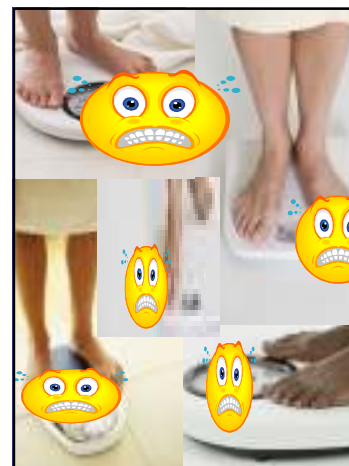
The same environmentally induced risk factors that trigger EDs in individuals who are biologically vulnerable to these disorders are primary contributors to the rest of the spectrum of eating and weight-based concerns today, including increases in overweight and obesity.

**Healthy Body Image
MISSION STATEMENT**

To empower boys and girls to maintain positive body esteem based on recognition of what they can and cannot control in regard to size and shape.

To empower boys and girls to resist unrealistic and unhealthy cultural pressures regarding body image, eating, nutrition, fitness, and weight.

To inspire boys and girls to develop a stake in wholesome eating and physical fitness.



NEWS BULLETON !

Eating disorders are serious and persistent, biologically based brain disorders.

This vulnerability is not something we can prevent

That said, the *triggers* for EDs are firmly rooted in today's cultural context, and should be the focus of prevention efforts.

The identification of “*weight as a problem*” and “*weight control as a goal*” is new.



Change in prevalence rates for the thin "ideal," feeling fat, and dieting for weight loss

	1960's	2005
Females:	30%	65 – 83%
Males:	N/A	38 – 55%

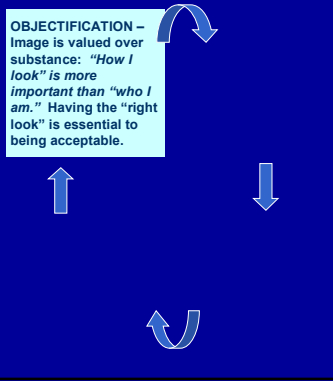
"Actually, I felt pretty good about my body until 6th grade. But then everyone else hated theirs, so I thought I should too."
(22 year old woman with bulimia)

"Lower body dissatisfaction does not serve as a motivator for engaging in health enhancing behaviors, but rather predicts the use of behaviors that lead to disordered eating, *weight gain* and poorer overall health."
Neumark-Sztainer, et al, Does Body Satisfaction Matter? Five-year Longitudinal Associations Between Body Satisfaction and Health Behaviors in Adolescent Females and Males; *Journal of Adolescent Health* 39 (2006).



A culture is formed by the stories its children are told.

Primary Contributors to Body Image, Eating, Fitness, and Weight Concerns



TAKE A SMALL STEP TO GET HEALTHY

www.smallstep.gov

The Ad Council.org logo is on the left, and the U.S. Department of Health and Human Services logo is on the right. The background is a solid blue color.



“Interventions should strive to enhance body satisfaction and avoid messages likely to increase body dissatisfaction.”

Neumark-Sztainer, et al. Does Body Satisfaction Matter? Five-year Longitudinal Associations Between Body Satisfaction and Health Behaviors in Adolescent Females and Males; *Journal of Adolescent Health* 39 (2006).



Student attitudes will be:

- I can admire people who fit a certain standard of appearance without feeling I should try to imitate them.
- Looks affect first impressions, but what is most important may not be seen on the outside.
- I do not need to be slim, buff, "beautiful," or "handsome" to be attractive.
- I accept who I am.



CONSUMER SCIENCE / SOCIAL STUDIES: Sold on Looks! The Influence of the Mass Media

Body Image Building Block

Hardly anyone looks as perfect as the models in advertisements. I will be careful not to compare myself or others to them.

Student attitudes will be:

- Hardly anyone looks as perfect as the models in advertisements. I will be careful not to compare myself to them.
- If an advertisement makes me feel bad, I'll remember this is part of the plan to make me buy that product.
- It helps to remember that even movie stars feel insecure when they compare themselves to their computer altered images.
- I will think carefully before I let media messages affect how I feel or think.
- I can enjoy pictures of beautiful people and still feel good about myself.
- I care about my appearance, but what matters most is who I am on the inside.

HEALTH
Identity and Competency:
More Than How We Look

Body Image Building Block:

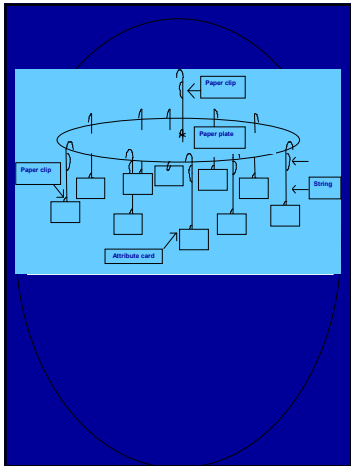
The way we look is only one part of us.

We need to pay attention to all of who we are.

Primary Contributors to Body Image, Eating, Fitness, and Weight Concerns

OBJECTIFICATION – Image is valued over substance: *“How I look” is more important than “who I am.”* Having the “right look” is essential to being acceptable.

DENIAL OF BIOLOGICAL DIVERSITY: *Anyone can be slim if he or she works at it. Fatter people eat too much or are inactive. Fat is bad/wrong.*



Student attitudes will be:

- I have a lot to offer.
- I can do a lot of things.
- There are some things about me that I can change or improve.
- There are some things I was born with, and they will always be part of me.
- My worth does not depend on my looks. How I look is only one small part of who I am.
- Beauty is only skin deep.
- I am someone who is worth getting to know.

NIH Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults; The Evidence Report

“Studies suggest that the genetic contribution to BMI may be about 70%. ...studies yield remarkably consistent results.”

"Body mass index is a highly heritable human trait. Despite legitimate concerns about the environmental forces responsible for recent changes in its prevalence, this fact has not altered."

Genetics of Obesity, 2006
Stephen O'Rahilly ,
U of Cambridge

Student attitudes will be:

- It helps to know other kids will be changing in many of the same ways as me.
- I can look forward to the ways my body will be growing.
- I hope *all* girls/boys can feel OK about how their bodies are or will be growing.
- Teasing someone who is growing faster or slower is hurtful behavior.
- Standing up for someone who is being teased is the right thing to do.

Myth: Fat is bad/wrong. Anyone can be slim if they work at it.

Teach basic human biology:

1. Recognize the genetic basis for diversity in size and shape.
2. Understand that the internal weight regulatory system limits external control over weight. Many factors influence fatness/slimness that are not in our control.
2. Anticipate normal, biologically "wired," developmental changes in appearance, including the expected addition of body fat during puberty and other stages of life.

**SCIENCE:
How Your Body Will
Change in Puberty**

**Body Image Building
Block**

There are many different, normal ways for looks to change in puberty. Sooner or later, most boys and girls will gain weight and fill out.

**HEALTH
Growth and Change in Appearance**

Body Image Building Block

The way we look will change as we grow up.

**HOW
APPEARANCE
CHANGES IN
PUBERTY**

By _____

Age _____



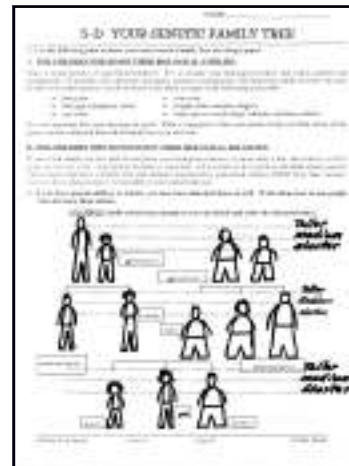
SCIENCE:
Genetics: How Body Size and Shape are Determined

Body Image Building Block

Most of the way we look is determined before we are even born: taller, shorter, fatter, thin--all are normal, all built in!

TEACH FOR THESE OUTCOMES
Students will:

- Learn the natural changes in appearance that occur with the onset of puberty.
- Recognize that individual differences in development are normal.
- Learn that developmental body changes are not open to control or interruption through healthy means.
- Recognize that innate body-type predisposition is not open to judgment.



Student attitudes will be:

- It helps to talk with people whom I can trust about how my body shape will change as I grow up.
- People cannot control when and how their body is set to change and grow.
- All people are naturally fatter, thinner, or in-between.
- To say someone is fatter or thinner is a way to describe, not judge, them.
- It is normal to gain body fat during puberty.

Student attitudes will be:

- Most of the way I look was built-in to me before I was born.
- We may prefer a different way to look, we have to accept who we're born to be.
- Eating and exercise habits may influence our weight, but this will be limited by our genetic make-up.
- If I eat well and stay fit and strong, I can be confident my weight is healthy for me.

SCIENCE
Internal Weight Regulation

Body Image Building Block

Each person's body works to grow and maintain a weight that is natural for him or her.

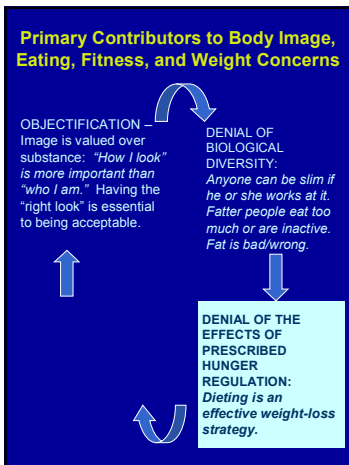
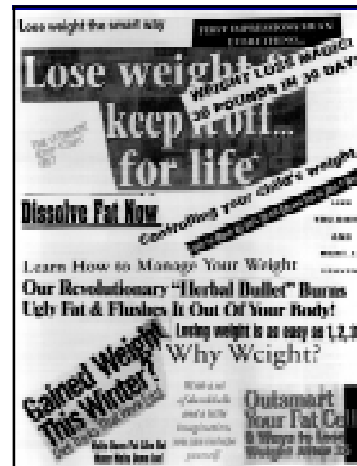
Mann, Traci, et al, "Medicare's Search for Effective Obesity Treatment: Diets are Not the Answer," *American Psychologist*, April, 2007

A review of over 40 studies shows that 95% of weight lost through dieting is regained.

Between 1/3 to 2/3 of dieters regain more weight than they lose.

Student attitudes will be:

- Since I learned about metabolism and other built-in differences, I understand why some people are naturally fatter or thinner.
- My normal, healthy body size could be fatter or thinner.
- You cannot make assumptions about how people eat or how fit they are based on how they look.
- Judgments based on a person's size are not right.
- Hunger feels the same to people who are fat or thin.
- I accept myself for who I am.



NIH Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults; The Evidence Report

- 1) “Weight loss therapy is recommended for persons with a BMI over 30 and for patients with a BMI between 25 and 29.9.... The centerpiece of dietary therapy for weight loss...is an LCD (800 – 1500 kcal/day).
- 2) “Evidence suggests that over 80% of persons who lose weight with an LCD will gradually regain it.”



SCIENCE
Hunger and Eating: What Is and Is Not in Our Control.

Body Image Building Block

Weight loss diets are not a good idea. We can hold back our hunger for a while but will eat more to make up for it later.



Student attitudes will be:

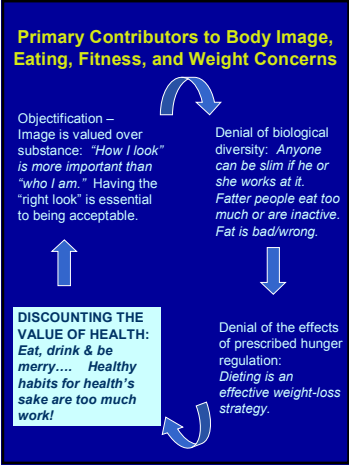
- You can lose weight by "dieting" for a while, but you will be fighting against your nature the whole time. In the end you will almost surely regain the weight, and maybe more.
- If I am tempted to go on a diet to lose weight, I will think twice, remembering that my body needs enough wholesome food to keep my hunger satisfied.
- A good way to avoid overeating is to always eat enough wholesome food from all the food groups.

- Expected and Predictable Results of Dieting:**
1. A dieter is almost constantly thinking about **FOOD**.
 2. When dieting it is hard to **CONCENTRATE** or think about anything else.
 3. There is a powerful **CRAVING** for food, especially fast energy foods like sweets and high fat foods.
 4. Not satisfying hunger is **UNCOMFORTABLE**. It is not surprising when dieters have **LITTLE** patience and feel **CRABBY**.
 5. A **HUGE** hunger is felt when a dieter stops dieting. This makes a dieter feel they cannot get enough food. It is normal to rapidly eat a **LARGE** amount of food when going off a diet, far **MORE** than a normal amount. Dieters may not know they are full until they are **STUFFED**.
 6. The longer and more a dieter diets the **MORE** overeating occurs after the diet. *One of the most common causes of overeating is **DIETING**.*
 7. After losing weight on a diet most people **REGAIN** the weight, plus added pounds.
 8. The more people diet the harder it is for them to tell when they are full and when they are still **HUNGRY**. They may always **FEEL** hungry, even when they are not. If they stop dieting long enough they **MAY** get back their normal hunger sense.

"Why should I eat healthy if it doesn't make me thin?"
(14 year old girl)

"I exercised 5 times a week for 3 months and didn't lose any weight. 'What's the point?'"

(27 year old self-diagnosed "compulsive eater" and "couch potato.")



"I eat junk food all the time and never exercise. What difference does it make? I'm not fat."

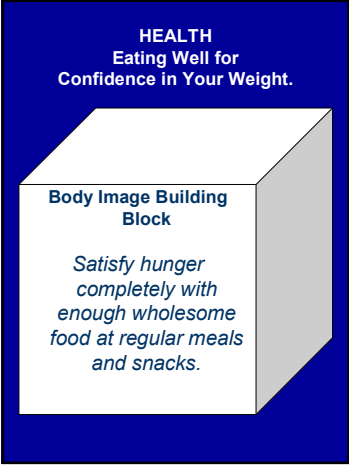
(15 year old boy)

- Myth: Eat, drink & be merry...**
- Teach people to connect with health as a value in its own right, and to take the steps needed to support this value.
1. Eat well. Satisfy hunger completely with wholesome foods that provide the varied nutrients your body needs on a regular basis. Enjoy entertainment eating after health needs are met.
 2. Make fitness an active choice. Spend time and energy in activities that promote lifelong vitality. Enjoy sedentary entertainment after fitness needs are met.
 3. Accept that size and shape that results as your natural predisposition. Chose role models that make you feel good about who you are.

Puhl, Rebecca and Heur, Chelsea, The Stigma of Obesity: A Review and Update: *Obesity*, Vol. 17, Number 5, May, 2009.

"... of 1,013 adult women (who were part of a weight loss support organization), those who had internalized negative weight-based stereotypes reported more frequent binge-eating and refusal to follow a balanced diet in response to weight bias compared to those who did not internalize stereotypes."

"...of 2449 o/wt and obese women, 79% reported coping with weight bias...by eating more food, 75% reported coping by binge-eating."



Student attitudes will be:

- Eating well is important.
- I hope the adults in my life will provide me with a variety of wholesome food to choose from.
- It's important to listen to my hunger and satisfy my appetite with a variety of wholesome foods that I enjoy.
- I can enjoy "entertainment foods" for fun, but will eat a balance of foods that give my body all the nutrients it needs.
- I eat well and am active, so I am confident this is a healthy weight for me.

HEALTH /LITERATURE
Compared to Whom? Selecting a
Standard against which to feel good
about yourself.

Body Image Building Block

*Choose role models
you admire for things
deep inside and who
make you feel good
about who you are.*

HEALTH:
Physical Activity for Confidence in
Your Healthy Weight

Body Image Building Block

*It's important not to
sit too much in our
free time.*

*Being active is one of
the best things we
can do for our health
and self-confidence.*

Student attitudes will be:

- My idea of what's cool and someone else's idea may be different.
- I can stay true to what I like and who I am even if others don't think it's cool.
- People are different. This doesn't mean they are better or worse.
- You have to be who you are on the inside, even if others don't understand.
- If I feel bad when I compare myself to someone, I've probably chosen the wrong role model.
- It can help to have role models you admire for qualities that are deep inside.
- I will look for friends with whom I feel

Student attitudes will be:

- I make it a point to be on my feet and active every day.
- TV and quiet games are fun, but too much of these can use up all the time I need to run and play more actively.
- Everyone should try to get their heart pumping every day.
- My body can do a lot of things.
- I am active and eat well, so I am confident of my weight, my strength, and my stamina.

**Outcomes study references
and abstracts for the *Healthy
Body Image* curriculum are
available at
www.bodyimagehealth.org**

Changing the Paradigm—

From a model promoting resistance and rejection to a model in which:

- Integrity is valued over appearance.
- Innate size diversity is accepted and affirmed.
- Internal hunger regulation is trusted. Dieting is strictly avoided.
- Hunger is consistently satisfied with food that balances wholesome nutrition, energy, and good taste.
- Physical activity is part of the daily routine, maintained throughout life for fitness, self confidence, and emotional well being.
- Role models reflect a realistic, standard based on deeper qualities, versus merely external appearance.

THE MODEL FOR HEALTHY BODY IMAGE AND WEIGHT			
Conceptual Building Blocks	Foundation	Desired Outcome	Goal
<p>Developmental change is inevitable. Normal changes may include weight gain and temporary out-of-proportion growth. Fat does not, by itself, define "overweight."</p> <p>Genetics and other internal weight regulators strictly limit the degree to which shape, weight & Body Mass Index can be manipulated through healthy means.</p> <p>Restricted or restrained hunger (dieting) results in predictable consequences that are counterproductive to sustained weight loss and interfere with normal hunger regulation.</p>	<p>Recognize and respect basic biology/physiology; understand what cannot be controlled about size, shape and hunger through healthy means.</p>	<p>Accept the limits to external control of body size and shape: "This is the body I was born to have."</p>	<p>Healthy Body Image Healthy Eating and Physical Fitness Well Fed, Fit People With Healthy Diverse Weights</p>
<p>Balance attention to many aspects of identity. Looks are only one part.</p> <p>Satisfy hunger completely with enough varied wholesome food in a stable, predictable manner on a regular basis.</p> <p>Limit sedentary choices to promote a physically active lifestyle through all stages of life. Choose role models that reflect a realistic standard and enhance self esteem.</p>	<p>Emphasize the real choices available to positively influence health.</p>	<p>Enjoy eating well for balance, energy, enjoyment and hunger satisfaction.</p> <p>Create a physically active lifestyle for fitness, endurance, fun, relaxation and stress relief.</p>	
<p>Promote historical perspective on today's cultural attitudes related to body image, eating, fitness, and health.</p>	<p>Develop social and cultural resiliency.</p>	<p>Develop autonomy, self esteem, confidence, and the ability for critical thinking.</p>	
<p>Develop media literacy. Learn to think critically about messages that negatively influence body image and encourage weight bias.</p> <p>Support others in resisting unhealthy norms about body image, weight, dieting, low nutrient food choices, excessive eating for entertainment.</p>			