

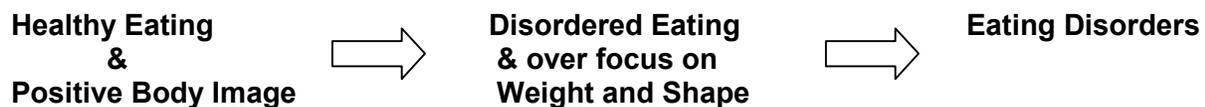
## Information for Parents: Preventing Disordered Eating and Poor Body Image.

As parents we have a lot of influence helping our children develop healthy attitudes about ourselves and our bodies.

A few statistics to share:

- **Less than 2% of woman in North America consider themselves beautiful**
- **54% of woman between age 18-25 would rather be hit by a truck than be fat**
- **52% of BC female students stated they wanted to lose weight**
- **Eating Disorders are the 3<sup>rd</sup> most common chronic illness among adolescent females**
- **81% of 10 year olds are afraid of being FAT.**
- **70 million people worldwide struggle with EDs**

There is a continuum from healthy eating and positive body image to Eating Disorders:



**We are not born with a body image – we learn it.**

***What do you think influences our kids' body image?***

Media, peers, family, culture (toys like Barbie dolls) .....

***What messages do you think our kids get from the media?***

Not good enough

The Thin Ideal: the perfect body = happiness

Makeover shows, baby pageants, narrow definition of beauty

**Girls/Women are literally weighing their self esteem.**

View the following three videos:

### **Video #1: Onslaught/Beauty Pressure**

<http://www.youtube.com/watch?v=epOg1nWJ4T8>

*(not a video for all – but an honest glimpse into what our children see)*

-Graphic cosmetic surgery is what many children see on makeover shows.

-Why does the Thin/Perfect ideal exist? The beauty industry – makes \$\$\$ by making women feel inadequate

### **Video #2: Imagine this girl**

<http://www.youtube.com/watch?v=4CuMJybvAh8&feature=related>

As humans we tend to align our beliefs and our actions; speaking about and acting against the “thin ideal” create an uncomfortable psychological state that leads to a change in beliefs. Help young women speak and act against the thin ideal.

### **Video #3: End Fat Talk – Fat Talk Free Week**

<http://www.youtube.com/watch?v=4CuMJybvAh8&feature=related>

**Anti Fat Talk Week** is a Campaign to *bring awareness to how common conversations can contribute to poor body image, low self esteem and disordered eating.* Designed to help us identify the “thin ideal” that is perpetuated by media and culture, and then learn how to reject it in favour of a healthier, more realistic attitude.

# What Can We Do as Parents?

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- ❖ Decide to avoid judging others and yourself on the basis of body weight or shape. Turn off the voices in your head that tell you that a person's body weight says anything about their character.
- ❖ Educate your children about the natural diversity of human body shapes and sizes, and the power of prejudice.
- ❖ Help your children (and you) become critical viewers of the media. Notice negative and unrealistic messages about self esteem and body image. Empower yourself and others to:
  - talk back to the television when you hear a comment or see an image that promotes thinness at all costs.
  - rip out (or better yet, write to the editor about) ads or articles in magazines that make you feel bad about your body shape or size.
- ❖ Encourage children to be active, and to enjoy what their bodies can do and feel like.
- ❖ Be a model of healthy self-esteem and body image. Children pay attention and learn from the way you talk about yourself and your body. Choose to talk about yourself with respect and appreciation. Choose to value yourself and children based on your/their goals, accomplishments, talents and character.
- ❖ Participate in Fat Talk Free Week every week. Share the youtube videos with friends and family.

***“It’s not our bodies that need to change,  
it’s our attitudes.”***