



Healing eating disorders for over 25 years

Teens, Social Media And Body Image:

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What is Body Image?

- Many times body image is confused with self-esteem.
- Self-Esteem: how you think and feel about yourself as a total package.
- Body Image: how you think and feel about your body.
- Body Image is a component of self-esteem.

Statistics on Body Image

- Approximately 80% of U.S. women don't like how they look.
- 34% of men are dissatisfied with their body.
- Over 50% of Americans aren't happy with their current weight.
- 70% of normal weighted women want to be thinner.
- Body image is a big problem in our society, and can lead to depression, social anxiety and eating disorders.

Adolescent Statistics

- Over 80% of 10 year olds are afraid of being fat!!
- 53% of 13 year-old American girls are unhappy with their bodies. This number grows to 78% by the time girls reach 17.
- By middle school 40-70% of girls are dissatisfied with 2 or more parts of their body.

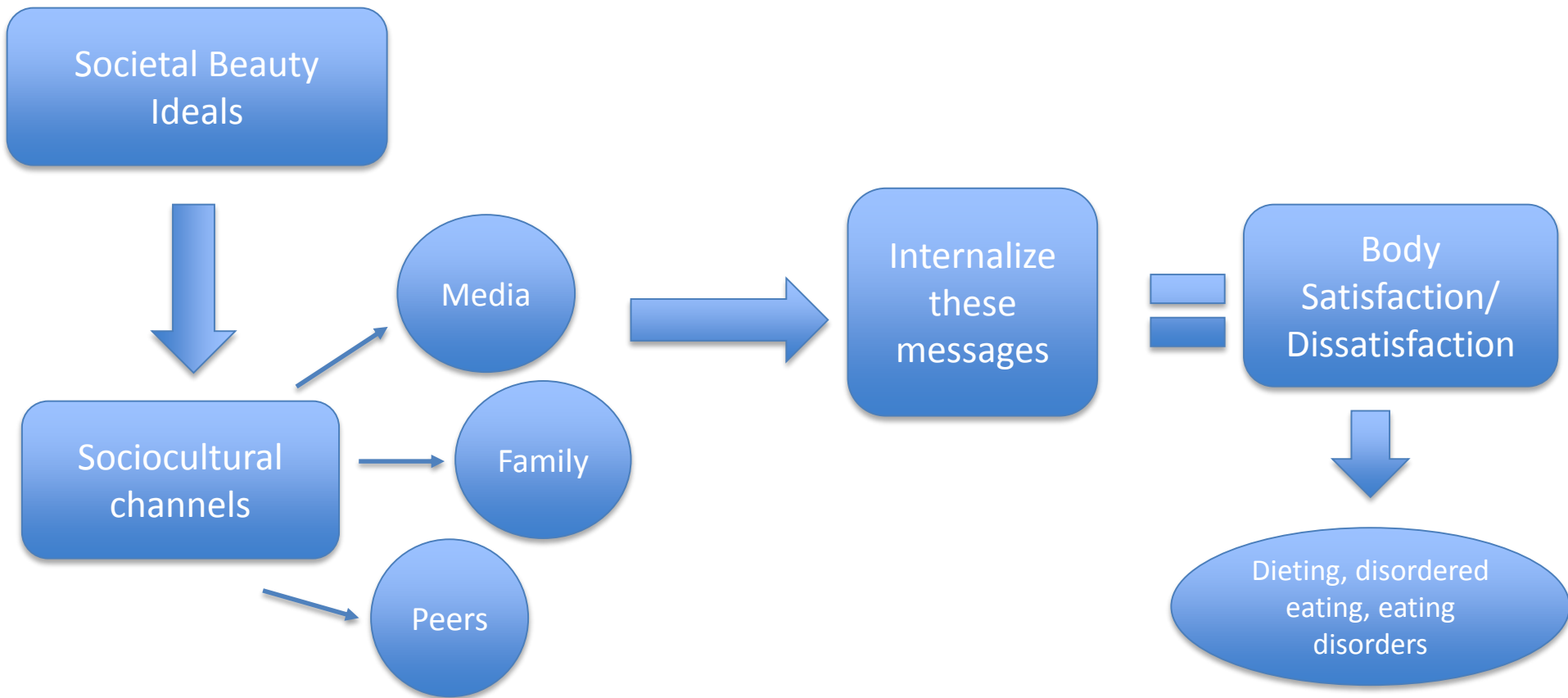
Adolescent Statistics

- Around 30% of 10-14 year olds are actively dieting.
- 46% of 9-11 year-olds are “sometimes” or “very often” on diets, 82% of their families are “sometimes” or “very often” on diets.
- Over 50% of teen girls and 30% of teen boys use unhealthy weight control behaviors such as skipping meals, fasting, smoking cigarettes, vomiting, and taking laxatives.
- Adolescent Girls who diet frequently are 12 times as likely to binge eat as girls who don't.

What Influences Body Image?

- One of most important influences on body dissatisfaction and appearance focus in adolescent girls is how appearance focused their peers are.
- Parents and other family members also influence body esteem:
 - Direct: comments about weight and shape, developing bodies, putting children on diets to lose weight, and teasing all can have a negative impact.
 - Indirect: Modeling-actions speak louder than words!
- Personality Traits-can make a person more or less vulnerable to things around us.

Body Image Development



Developmental Milestones

Preschool:

- Children begin to recognize themselves around the age of 2
- Around the age of 4 we begin to compare ourselves to others.
- Body Image concerns around this age are usually focused on clothing and hair.
- Body Size awareness tends to enter around the age of 5, however, it is usually focused on wanting to be bigger

Developmental Milestones

Childhood & Elementary School:

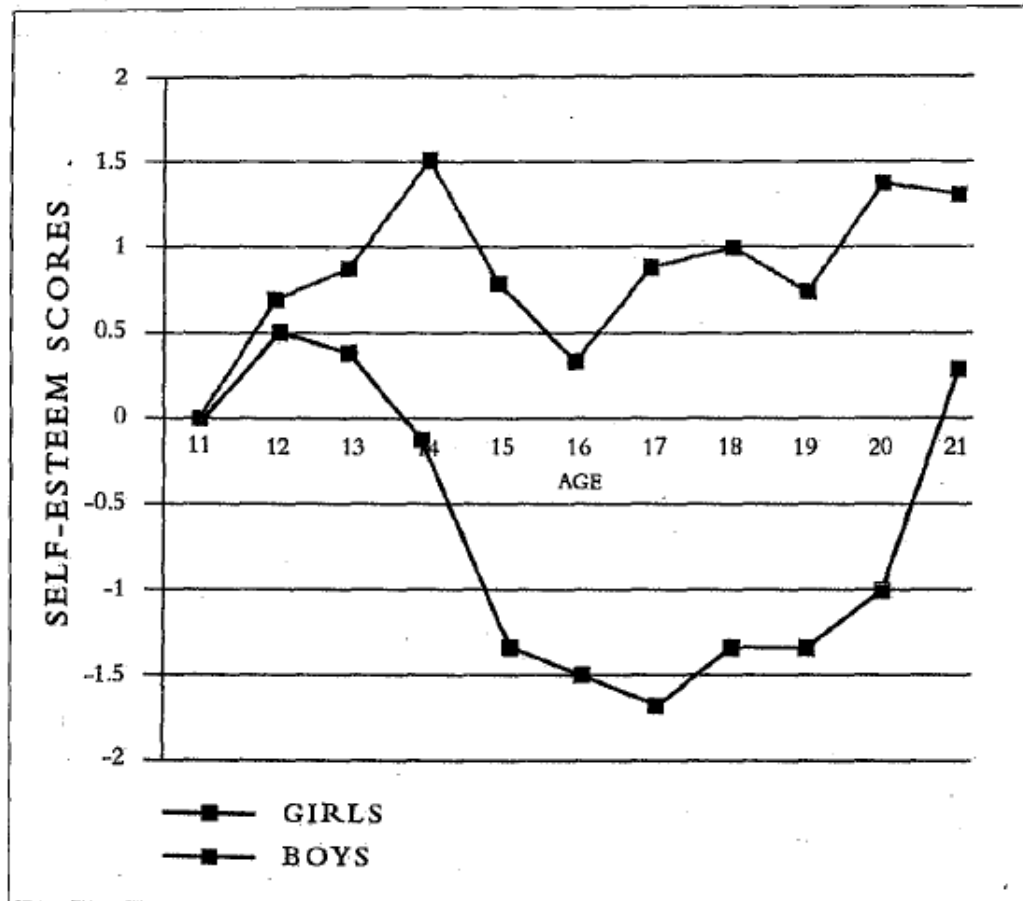
- The age of 6 is when sociocultural factors seem to start influencing body dissatisfaction.
- 40% of elementary school girls and 25% of elementary school boys want to be thinner.
- By late elementary school, 50% of girls are dissatisfied with weight and shape and have developed pervasive negative body esteem.
- Elementary school is where body esteem for girls and boys starts to diverge and remains different throughout the life span.
- Most consistent risk factor for body dissatisfaction in children is BMI.
- Sociocultural factors: Media, toys, peer and parental comments.

Developmental Milestones

Childhood-Preadolescence:

- Before Elementary school, girls and boys feel equally positive about themselves.
- Around the age of 11 or 12 girls and boys score similarly on self-esteem measures.
- After the age of 12, girls' scores plummet, while boys remains relatively constant. This is likely related in part to significant body changes with the onset of puberty.
- Self-esteem seems to fluctuate more for girls than for boys.

SELF-ESTEEM RATINGS OF GIRLS AND BOYS FROM AGES ELEVEN TO TWENTY-ONE



Bulik, C.M. (2012). *The Woman in the Mirror: How to stop confusing what you look like with who you are*. Walker & Company. New York.

Developmental Milestones

Preadolescence-Adolescence:

- As early as the preteen years, girls start to withdraw from activities such as, giving an opinion, going to school, going to the pool, etc. because they feel badly about how they look.
- In middle school girls start to actively manage their appearance.
- Risk for depression, self-harm, eating disorders, and anxiety goes up.
- For girls, middle school is particularly stressful because everything is happening at once—puberty, social changes, etc.
- Body satisfaction hits a low between the ages of 12-15 and is the most important component of self-esteem.

Developmental Milestones

Adolescence:

- Adolescent girls often think that being thinner would make them happier, healthier, & better looking.
- Focused on fitting in-problematic for girls who mature at different rates than peers.
- Competitive athletics can take a toll on body image and self-esteem.
- Project EAT reported that 19% of high school girls reported chronic dieting and 57% engaged in unhealthy weight control behaviors.
- Recognition that there is something wrong with emphasis on physical appearance (but that doesn't change behaviors).

Developmental Milestones

- Girl Scouts did an online survey in 2010 with over 1000 girls ages 13-17.
 - 9 out of 10 girls felt pressure by fashion and media industries to be skinny.
- While 65% of respondents thought body image represented by fashion industry was too skinny,
- Over 60% compared themselves to fashion models, and 46% used fashion magazines as a body image to strive for!

What role does Media Play?

We don't know exactly, but there seems to be a correlation.....

- Of American elementary school girls who read magazines, 69% said that the pictures influence their concept of the ideal body shape, 47% say the pictures make them want to lose weight.
- The average American Woman is 5'4" tall and weighs 144lbs, the average model is 5'10" and weighs 110lbs.
- Over 80% of Americans watch TV daily, 3 hours on average.
- On a typical day American children ages 8-18 are engaged with some form of media for 7.5 hrs.

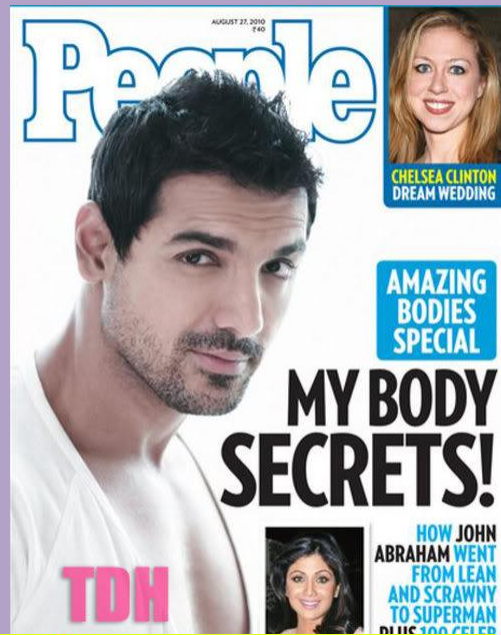
Media Influences

- Survey of the contents of Seventeen magazine found that the largest percentage of pages are devoted to articles about appearance.
- TV commercials, programming and movies almost exclusively feature thin, healthy looking people.
- Women's magazines have about 10 times the Content related to dieting and weight loss than men's magazines.
- Research done in Fiji after TV was introduced found that scores on eating pathology doubled in three years and influenced their opinion on ideal body shape.



Media Influences

- Study conducted in Australia found that seeing thin models on TV and in magazines made girls feel that they weren't good enough, pretty enough, or thin enough.
- These girls also reported getting a lot of diet information from magazines.
- They reported a great deal of pressure to be thin from the media.
- The researchers also concluded that in many instances, the media influences had been reinforced by peers and family.



Media Influences

- Project EAT found that girls who read articles on dieting or weight loss were 6 times more likely to engage in unhealthy weight control behaviors. Boys were 4 times more likely.
- These girls were more likely to have lower self-esteem, lower body dissatisfaction and be more depressed.

Social Media-The Good & The Bad

First the Not so Good.....

- Be aware of your child's internet activities!!
- 2006 Stanford University Study found that 96% of girls who already had eating disorders had visited pro-anorexia websites and learned new weight loss techniques there.
- Earlier research at Stanford found that patients who viewed pro-ana or pro-mia websites were ill longer and spent less time on schoolwork.

tumblr.



Not so good continued.....

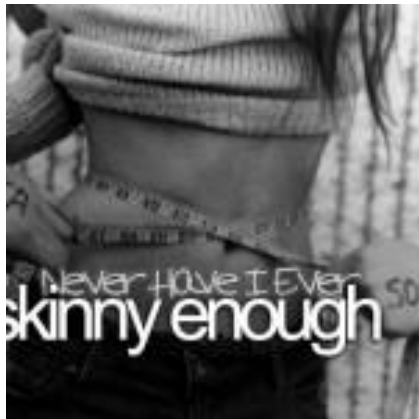
- A 2011 study from the University of Haifa found that the more time girls spent on Facebook, the more they suffered conditions of AN, BN, poor body image, negative approach to eating and more urges to be on a weight loss diet.
- The study also found that girls whose parents were involved in their media usage were more resilient to the negative impacts compared to girls whose parents were not involved in their media exposure.
- One residential eating disorder treatment center found that 30-50% of their patients are actively using social networking sites to support their eating disorders.

Not so good continued.....

- Dina Borzekowski, professor at Johns Hopkins school of public health notes: “Social media may have a stronger impact on children’s body image than traditional media. Messages and images are more targeted: if the message comes from a friend it is perceived as more meaningful and credible.”
- She also emphasizes that children most at risk are those with more exposure to media messages and less exposure to rational, clear messages from supportive adults.

Not so good continued.....

- Other forums to be aware of twitter, pinterest, instagram and tumblr.
- Thinspiration: images, words, mantra's intended to "inspire" or motivate an individual to be thin.
- App's for smartphones: My fitness pal and Calorie Counter.
- Google search of "Pro-ana" resulted in over 19 million hits!
- Google search of "thinspiration" resulted in almost 2 million hits!

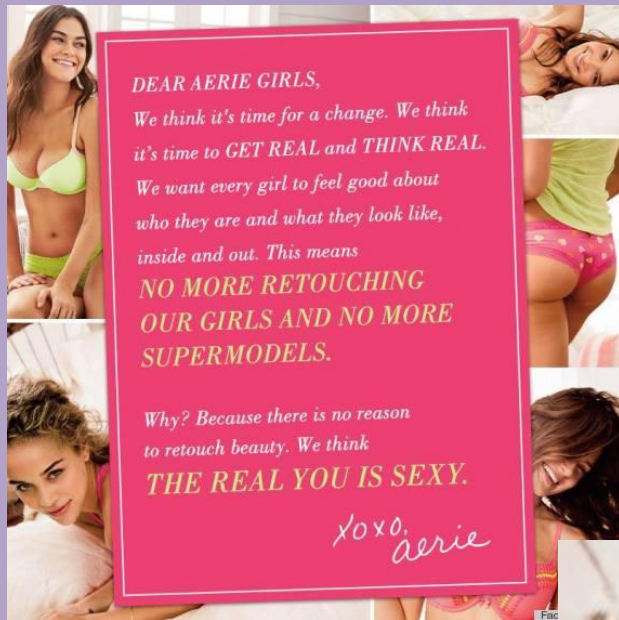


Social Media-The Good & The Bad

The Good:

- Be You
- Dove Campaign for Self-Esteem
- Body Image 3D
- Project Heal
- Common Sense Media
- The Body Positive Site
- Mind on the Media





DEAR AERIE GIRLS,

We think it's time for a change. We think it's time to **GET REAL** and **THINK REAL**. We want every girl to feel good about who they are and what they look like, inside and out. This means **NO MORE RETOUCHING OUR GIRLS AND NO MORE SUPERMODELS**.


Why? Because there is no reason to retouch beauty. We think **THE REAL YOU IS SEXY.**

xoxo,
aerie

All this talk about fashion models and extreme dieting. How did our idea of beauty become so distorted?



the dove
self-esteem
fund

THE GIRL IN THIS PHOTO HAS **NOT** BEEN RETOUCHED.

THE REAL YOU IS SEXY.

#aerieREAL

aerie
AERIE.COM

Courtesy

VICTORIA'S SECRET Love My Body Campaign



Dove Real Beauty Campaign



**Self-
confidence
is the
best outfit,
rock it
and own it.**



Just because a shirt
doesn't fit right doesn't
mean your body is
wrong.

Today I promise to **End Fat Talk**
in conversations with my friends,
my family and myself.

Starting now, I will strive not for a
THIN IDEAL but for a *healthy ideal*,
which I know looks different for
every person, and focuses on
health not weight or size.

I will celebrate the things
about *myself* and the people
in my life that have nothing to
do with how we look.



Strategies for counteracting negative media messages

1. Be Mindful of Media Exposure:

- Keep TV out of kids bedrooms.
- Don't watch TV during meals.
- Turn off the TV if it isn't being watched!
- Pay attention to the magazines you subscribe to, if your teen wants to subscribe to a magazine, check it out first.
- Be aware of what internet sites teens are on and what they are doing on social networking sites.

Strategies for counteracting negative media messages

2. Teach children to be critical viewers of media:

- Teach them about media distortions- ex. Photoshop.
- Show them how “ideal” body shapes have changed over time.
- Watch TV with them and talk about the kinds of messages being given in commercials and other programming.

3. Offset the Negative with Positive:

- Provide them with positive internet resources, magazines, TV shows and movies.

Tips for promoting healthy weight and body image in children & adolescents

1. Model Healthy Behaviors for Children:

- Avoid extreme dieting.
- Avoid diet discussions.
- Avoid weight-related comments about yourself and others.
- Engage in regular, balanced physical activity that you enjoy.
- Don't outlaw certain foods-everything fits in moderation.

Tips for promoting healthy weight and body image in adolescents

2. Focus less on weight, instead focus on behaviors and overall health:

- Encourage children to adopt healthy behaviors without focusing on weight loss.
- Help children develop an identity that goes beyond physical appearance.
- Establish a no-tolerance policy for weight teasing or fat talk.

Tips for promoting healthy weight and body image in adolescents

3. Provide a supportive environment with lots of talking and listening:

- Be there to listen and provide support when a child discusses weight/body image concerns.
- Listen for and address any unusual body-related comments.
- Keep the lines of communication open.
- Help separate self-esteem from body esteem.

Tips for promoting healthy weight and body image in adolescents

4. Watch for any strange or restrictive eating habits.
5. Act on any suspicions regarding eating disorders, depression or anxiety.
6. Have regular family meals.
7. Get Dads involved.



10 ways to build a better self image.

be **balanced**

Be good to your body by getting enough sleep, eating nutritious foods and being physically active. Avoid smoking, drugs and other unhealthy behaviors.

be **positive**

Focus on all the amazing things your body can do, not how it looks. Appreciate your ability to run, dance, play or create.

be **diverse**

Recognize that people naturally come in different shapes and sizes – embrace what makes you unique.

be **STYLISH**

Wear clothes that fit your body type and make you look and feel good – no matter what your size.

be **PROUD**

Make a list of your positive qualities that aren't related to your body or appearance. We are all so much more than what we look like on the outside.

be **inspired**

Think about the people you admire. Have they impacted your life because of what they look like or because of what they've accomplished?

be **ACCEPTING**

Challenge negative thoughts about your body. Try to be less judgmental and learn to talk more positively about yourself.

be **SPECIAL**

Take time to pamper yourself. Try a yoga class, get a massage or facial, or take a relaxing bubble bath – you deserve it!

be **savvy**

Read books and magazines with positive messages that make you feel good about yourself. Ditch anything that makes you feel inadequate.

be **kind**

Avoid body-bashing in social settings. Instead, focus conversations on the positive traits of yourself and others.



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Questions?