

Doctor can you make me look like this???



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<http://www.theage.com.au/news/national/doctor-can-you-make-me-look-like-this/2007>

Overview

- Body Image and Body Image Concerns
- Influencing Factors
- Cosmetic surgery
- Cosmetic surgery in young people
- Reviews of cosmetic procedure industry
- Contraindications to surgery
- BDD

Body Image

- Unique mental picture of how we appear to ourselves in our mind's eye.
- Not about actual appearance
- Thoughts and feelings about how we think we look to others
- Impacts psyche, behavior, self-esteem.



Body Image

- Psychological concept
- Fluid and constantly changing -sensitive to moods, physical environment, life experience
- Influenced by feedback from family, friends, class mates, work colleagues, culture and mass media



Body Image Concerns in Australia

- 2007 Mission Australia Survey
- Body Image top issue of concern over family conflict and stress (32.3%)
- Increase from 2006 (28.1%)
- 2008 Mission Australia Survey – ranked in top 3 issues of concern (26.3%)
- 2008 National Youth Poll – 54% concerns about body image

Causes of Body Image Concerns

- No one factor
- Developmental changes/ puberty
- Issues relating to individuals, family and peers
- Possible genetic component

Individual Factors

- Low self-esteem
- Bullied / teased about weight or appearance when young
- Sexual / physical abuse
- Unrealistic personal expectations
- Anxiety or depression
- Problematic family relationships / friendships

Family Factors

- Importance of family values and family life
- Importance of appearance and/or achievement in study and sport
- Family communication patterns
- How the family deals with feelings and emotions
- History of trauma or physical/sexual abuse
- Parents own body image concerns/eating and dieting behaviour

Peer Factors

- Bullied by peers or family
- 'Prescribed body type' or 'look' in competitive sports
- Sports emphasising appearance or weight requirements
- Going to the gym
- Performance art

Being aware....

- Need to ask appropriate questions
- Often not picked up because person appears depressed, angry or socially withdrawn
- Feel they will be ridiculed when talking about it
- Important to normalise behaviour
- Encourage/offer help seeking

Socio-Cultural Factors

- Cultural expectations
- Era of celebrity
- Focus on appearance
- Constant scrutiny, pressure and comparison to media images creates body image concerns.

Impact of Mass Media

- Celebrities as role models
- Tricks through photo shopping and manipulation of images.



VOLED THE BEST MEN'S MAGAZINE IN BRITAIN
February 2011

Exclusives!
Kate Winslet
Hollywood's sexiest girl next door

The \$100 million man
Martin Scorsese on Gangs of New York

Simon Kuper meets Neil McAndrew
The world's favourite band

Did the CIA kickstart a drug epidemic?

Oh, and the GQ
low healthy?

85%
The gift GQ lifts the lid on what we wear to work

Legs Waist Stomach Cheekbones Breasts

"The retouching is excessive. I do not look like that and more importantly I don't desire to look like that" (Kate Winslet)

"I actually have a Polaroid that the photographer gave me on the day of the shoot...I can tell you they've reduced the size of my legs by about a third. For my money it looks pretty good the way it was taken" (Kate Winslet)

"Almost no picture that appears in GQ, or any other magazine or newspaper, has not been altered in some way. Agents and publicists have much greater control over the image rights to their clients, so they want to make sure they are seen in the best possible light" (Dylon Jones, editor of GQ)

"I would say 95% of pictures have been altered. Those we work on range from minimum clean-ups to major surgery" (Bob Martin, Metro Imaging, London)

"...the advances in technology over the last 10 years mean that you can create women from nothing" (Bob Martin, Metro Imaging, London)

Idealised TV Ads

- Exposure to TV with idealised images
- Girls felt less confident, more angry and more dissatisfied with their weight and appearance

(Hargreaves et al, 2002)

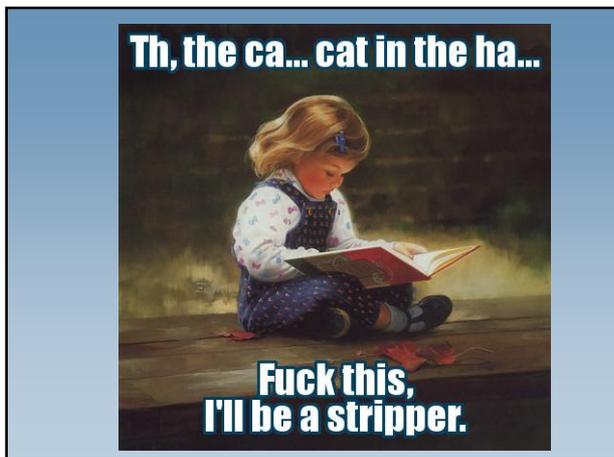
Weight Concern in Fijian Girls After TV Exposure

'When I look at the characters on TV, the way they act on TV and I just look at the body, the figure of that body, so I say, "look at them, they are thin and they all have this figure", so I myself want to become like that, to become thin.'

(Becker et al, 2002)

Can become an obsession.....





Increasing Body Image Concern

- Excessive dieting/eating disorders
- Excessive exercising
- Body image disorders - BDD / MD
- Requests for cosmetic surgery (e.g. nose, ears, breast, liposuction, genital surgery)

Cosmetic Surgery involves:

“reshaping normal structures of the body using surgical and non surgical techniques”

“initiated by the consumer to improve their appearance and self esteem”:

The Cosmetic Surgery Report NSW Government Oct 1999

Cosmetic Surgery

...Surgical procedure with a psychological consequence... the primary goal of which is to change the patient's perception of themselves, and to improve their psychological functioning...

Cosmetic surgery

- Referred to as surgery of the psyche
- Satisfaction determined by a patient's perception of their body image
- Expectations of what the outcome will deliver and not the reality that will influence patient satisfaction

Reconstructive Surgery

- Reconstructive surgery undertaken to repair the effects of trauma, burns, disease or congenital malformations
- Has a cosmetic component
- Reconstructive procedures usually covered by Medicare and private health insurance.

Cosmetic Surgery

- Beauty end of medical business or medical end of beauty business
- Entrepreneurial medicine /advertising
- Not traditional doctor-patient role
- Frequently performed in private clinics
- No guidelines/ legislation to protect patient

Cosmetic Surgery

- No Medicare rebate in majority of cases therefore no stats on who has it or what procedures are carried out
- No longer need for GP referral to specialist
- Removes important gate-keeper so no screening for possible underlying psychological problems or other contraindications

Who has cosmetic procedures

- In Australia no legislative requirement for centralised data collection
- Don't really know who does it or who has it
- Data collected from registered private hospitals or clinics but inconsistent how recorded and not available to the public
- Industry estimates only available

Who is an appropriate candidate

- Currently no mandatory screening
- Important to determine who is most psychologically appropriate
- Need to assess motivations and expectations of the patient
- How do they anticipate their life/ work/ social life will be different following surgery?

Cosmetic surgery

- Not about vanity/ being beautiful
- Identity/ presentation to the world
- In adolescence heightened sensitivity and confusion about appearance
- Need to assess motivation and expectation
- Informed consent

2009 UK Survey of girls and young women

- Conducted by Girl-guiding across England, Scotland, Wales and Northern Ireland
- Ages 7-11; 11-16; 16-21
- 50% of 16-21 said they would consider surgery to change their appearance
- 25% would consider cosmetic surgery
- Options were cosmetic surgery, Botox, gastric banding, laser eye surgery or braces

Girlguiding UK, Girls' Attitudes Survey 2009 – Health and Wellbeing

Websites advertising cosmetic surgery



Review of cosmetic practices

- 2008 - Victoria in response to continuing concerns regarding safety and protection of the public
- Review and recommendations re:
 - the professions (who does it)
 - the premises (where it is done)
 - the public (information)
- Invasive and non-invasive procedures
- Last State review 1999 NSW

National Cosmetic Surgery Project

- Requested by Australian Health Ministers Advisory Council in 2009 to identify and review adequacy of consumer safeguards
- To establish a National Framework for regulating cosmetic medical and surgical procedures
- Advertising, marketing and recruitment; information for consumers; informed consent; issues for persons under 18 years of age; professional/clinical standards of practice.

Cosmetic Surgery Codes of Practice

- The Australian Society of Plastic Surgeons and the Australasian College of Cosmetic Surgery have advised their members to operate within established codes of practice that encompass the need for:
 - a medical evaluation with full risk disclosure
 - a psychological evaluation
 - provide patient information and full informed consent

AMA

- “The AMA discourages the promotion of cosmetic surgery, being particularly mindful that advertising and other promotions which appeal to youth encourages people to consider cosmetic surgery as an easy solution to personal issues including body image dissatisfaction.”

AMA, Body Image and Health 2002

Queensland legislation on cosmetic procedures for under 18s

- Oct 2007 Queensland Health released a discussion paper “Have your say: Children and Young People using cosmetic surgery and solariums in Qld”
- Nov 2008 – Enacted as Amendment of Public Health Act 2005 and Radiation Safety Act 1999
- (Restriction on Use of Cosmetic Surgery for Children and Another Measure) Amendment Act 2008

Queensland legislation 2008

- Restricts the performance of cosmetic procedures on children
- Includes liposuction, tummy tuck, breast implants, eyelid surgery, facelift, facial implants or laser resurfacing
- Any procedure has to be in best interest of child/ reasonable grounds
- Restricts use of solariums

Other States Reforms

- Victoria – Medical Board considering Code of Conduct for cosmetic procedures
- NSW – updated Guidelines for Medical Practitioners regarding persons under 18 seeking cosmetic rhinoplasty, liposuction and mammoplasty. If there is no medical justification then need 3 day cooling off period and further consultation. Can't book procedure at first consultation.

Look at me



Botox anyone???



Dissatisfaction with outcomes

- Most people say they are happy
- Some badly affected by outcomes even if the results are technically perfect
- Creates problem for patient and doctor
- Patients become socially withdrawn, depressed, angry, anxious
- Become obsessed with finding a 'cure'
- Pursue more surgery/ or the doctor!!
- Some have underlying psychological problems

Body Image Psychopathology

- Body Dysmorphic Disorder
- Not new – first identified in literature in 1600s
- Body altering behaviours tend to bring sufferers out
- Not spoken about because of the shame and embarrassment about an aspect of their appearance

BDD: Body Dysmorphic Disorder

- Pre-occupied and obsessed with an aspect of their appearance that they dislike because they believe it is defective and they become fixated on it
- They see their 'defects' as real, obvious and very severe - not vanity
- Continually seek reassurance about appearance from family and friends

Body Dysmorphic Disorder

- Cosmetic surgery contraindicated for BDD
- Seek treatment from plastic surgeons and dermatologists because they believe 'fixing' their appearance concerns will solve their problems
- Unrealistic expectations
- If they have surgery usually dissatisfied with result and request further surgery

DSM-IV Criteria for BDD

For a Diagnosis of BDD, the following three criteria must be met:

- Preoccupation with an imagined defect in appearance. If a slight physical anomaly is present the person's concern is markedly excessive.
- The preoccupation causes clinically significant distress or impairment in
 - » *social, occupational, or other important areas of functioning*

DSM-IV Criteria for BDD Cont...

- The preoccupation is not better accounted for by another mental disorder (e.g. dissatisfaction with body shape and size as in anorexia nervosa).



Co-morbid Psychopathology

- Mood and anxiety disorders
 - 84% - 90% over lifetime; 54-69% current time
- Substance abuse
 - up to 47% over lifetime; 2-35% current time
- Eating disorders
 - 7 – 14% over lifetime; 4 % current time
- Personality disorders
 - 57-72 %

BDD : Epidemiology

- Rates very hard to ascertain
- Not rare but under-recognised
- In general population BDD about 2%
- Both sexes affected
- Usually begins in adolescence and persists.
- Can be as a result of teasing
- Chronic not episodic

What distinguishes BDD from normal appearance concerns?

- The extent of the pre-occupation with the perceived defect
- The amount of distress it causes
- The extent it interferes with a person's life

BDD in Cosmetic Surgery Populations

- 7-9% of US and French cosmetic surgery patients (Aouizerate et al., 2003; Crerand et al., 2004; Sarwer et al., 1998)
- 12-15% US dermatology patients (Durfresne et al., 2001; Phillips et al., 2000)
- 15-25% Japanese and Turkish cosmetic surgery patients (Ishigooka et al., 1998; Vargel & Ulasahin, 2001)
- >50% of Italian cosmetic surgery patients (Vindigni, Pavan et al., 2002)

BDD and Cosmetic Enhancement

- US study* of 250 patients with BDD
- 77% sought cosmetic enhancement
- 66% received some intervention
- 45% underwent dermatological treatment
- In 90% of cases, symptoms no better or worst
- *(Phillips et al, 2001)

BDD and Cosmetic Enhancement

- UK study* 25 patients with BDD who had cosmetic procedures 76% were dissatisfied after treatment
 - Poorest outcomes from rhinoplasty and repeated procedures
 - 9 performed DIY procedures
 - - Staple gun used in DIY facelift
 - - Sandpaper used for dermabrasion
 - - Kitchen knife used to cut out fat on thighs
- *Veale (2000)



Tips for identifying BDD

- The patient presents:
 - with detailed description of their ideas of how to improve their appearance
 - with numerous pictures of themselves, some altered by computer imaging or pictures of models or Hollywood celebrities.
 - with overly specific appearance concerns that are difficult for others to see

Tips for identifying BDD

- The patient reports
 - thinking or worrying about their appearance concerns repeatedly throughout the day or for long periods of time (more than 1 hour).
 - a reduction in the quality of life (no socialising) or disruption in daily activities (housebound) as a result of these appearance concerns.

Screening for BDD

- Assess if request physically realistic
- What else about their body they would like to change?
- What age their appearance concerns began?
- How obsessive/desperate is their pursuit for surgery?
- What do they want to happen as a result of altering their body?

What has been done?

- CRUFad: A Collaboration between Univ of NSW and St Vincent's Hosp (Sydney & Melbourne)
- Developed a web-based programme for healthy body image for adolescents
- Scripted like a play, animated and follows the adventures of a group of friends
- Covers health education aimed at empowering students to take care of own physical and mental well-being through developing skills and knowledge relating to health and body image.

