

The Butterfly Foundation presents

Positive Body Image Education

Danni Rowlands
*Education Manager –
 Prevention/Awareness*



www.thebutterflyfoundation.org.au

The Butterfly Foundation

The Butterfly Foundation is Australia's largest charity working to support people with Eating Disorders & Negative Body Image

- Direct Financial Relief
- Online & Telephone Counselling & Support
- Education & Community Awareness About Eating Disorders
- Training, Programs & Workshops to Assist Young People Improve Their Body Image & Self Esteem
- Research



A simple Body Image definition

- **Body Image is the perception that someone has of their physical self and the feelings they experience as a result of this perception**



- **Body esteem more specifically relates to the thoughts and feelings a person has about their appearance, shape or size.**

A Complex Issue for Young People

Of the 50,240 young Australians, aged 11-24, surveyed in Mission Australia's 2010 largest youth survey to date, 1 in 3 females and 1 in 4 males have reported that body image is their number one area of personal concern.

Overall, body image was ranked as the number one personal concern for young Australians.

Mission Australia Youth Survey, November 2010



Influences and impacts on body image

INDIVIDUAL INFLUENCES

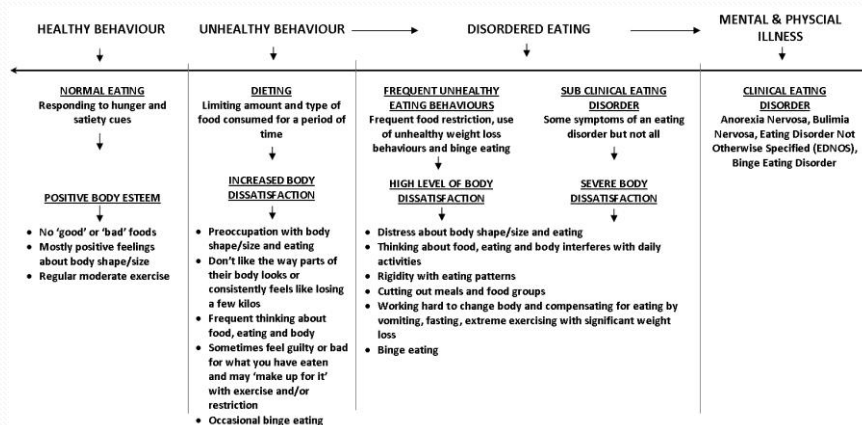
- Self Esteem
- Personality Traits
- Internalisation of appearance and beauty ideals
- Body Comparison Tendencies

ENVIRONMENTAL INFLUENCES

- Friends & Peers
- Family
- Coaches/Mentors
- Media & Popular Culture



Why Educate Young People About Body Image?

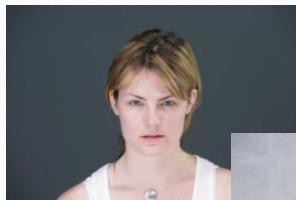


Body Image Education – What Works?

- Evidence based activities and materials
- A focus on media literacy and language
- Encouraging positive body image role modelling and activism amongst peers.
- Peer led campaigns and messaging
- Focusing on the positive
- ‘Doing’ strategies and interventions
- Including discussion and activities around weight and appearance based bullying and teasing



‘Evolution’



Body Image Education – What Doesn't?

- Shock tactics
- Educating on Eating Disorder behaviours and symptoms
- Using one body shape to promote positive body image
- Using images of people to promote body image
- Focusing on the negative



Butterfly Body Image Resources

1) 'Dove BodyThink'

&

2) 'Dove BodyThink for Parents'

The Dove BodyThink initiatives are funded by The Dove Self Esteem Fund



3) The Butterfly Foundation's 'Free to BE— A Body Esteem Resource'

This project is funded by the Australian Government's Department of Education, Employment and Workplace Relations (DEEWR)

3.5hr workshop for Teachers, Youth Workers and Community professionals.
Includes the two resources.
Details available at The Butterfly Foundation website

Being a Positive Body Image Role Model

- Respect your body's history
- Focus on what the body can do and the parts you like
- Nourish and move your body for health benefits
- Avoid body bullying and self berating talk
- Avoid body comparisons
- Avoid commenting about other people's appearance, shape or size
- Change your tune
- Seek support for yourself if necessary



Thank-you



the butterfly foundation
Supporting Australians with Eating Disorders

www.thebutterflyfoundation.org.au
education@thebutterflyfoundation.org.au

E: support@thebutterflyfoundation.org.au
T: 1800 ED HOPE (1800 33 4673)