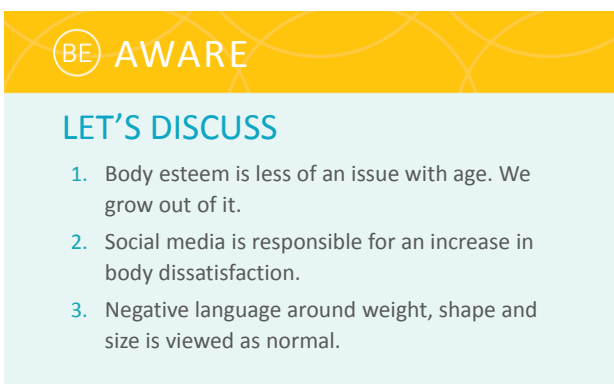




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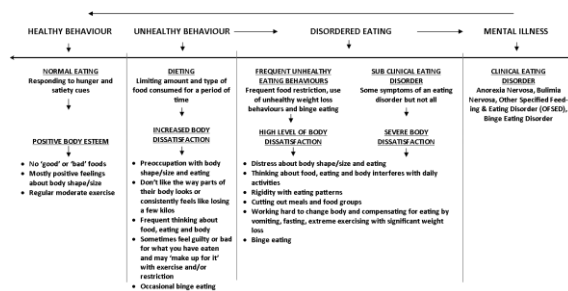


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## EATING & BODY ATTITUDE SPECTRUM



Butterfly Education

## BE AWARE

### BODY IMAGE OR BODY ESTEEM?

**Body image** is the perception that someone has of their physical self and the thoughts, feelings and attitudes they experience as a result of that perception.

**Body esteem** relates more specifically to the thoughts, feelings and attitudes a person has about their physical self.

- *Feelings are not static*
- *Body esteem is influenced by many factors*

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## BE AWARE

### A NOTE ABOUT PUBERTY

- Arm yourself with resources & talk to your child before it starts
  - Weight gain/shape change is a necessary part of puberty
  - Eating and activity levels will change during puberty
  - Not a time to put your child on a diet
  - Every child develops differently and at their own rate
- If you are concerned please seek professional help

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## BE AWARE

### Poor self esteem ↔ Poor body esteem

**Mental health**  
Mental Health Problems  
Depression  
Anxiety  
Eating disorders

**Impact on social relationships**  
Withdraw from friends, peers and family  
Provocative/promiscuous behaviour

**Change in eating behaviours**  
Increased dieting  
Disordered eating  
Restrained eating  
Skipping meals  
Dieting/bingeing/emotional eating  
Compensatory behaviours  
e.g. purging, vomiting, laxatives

**Physical Activity**  
Increase or decrease in exercise and activity habits

**Increase risky behaviours**  
Smoking  
Steroid use  
Cosmetic surgery  
Unsafe sex  
Alcohol

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## BE AWARE

### WHAT IS THE IMPACT?

Globally, 6 in 10 women have engaged in potentially health-compromising behaviours because they “didn’t feel good about the way (they) looked.”

Lack of body confidence is undermining women and girls’ ability to perform to their full potential in important developmental goals and tasks.

The Dove Global Beauty & Confidence Report - 2016

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## BE AWARE

### BODY ESTEEM AND MALES?

Many males do not seek help due to stigma

- Over-exercising + pursuit of muscle growth – often perceived as healthy behaviours for males
- Muscularity = masculinity
- Gay men – lower body satisfaction & twice as likely to diet for weight loss rather than muscles
- Gender role stereotypes
- Importance & expectations attached to sport & physical ability
- Steroids & testosterone used for appearance over performance

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## BE AWARE



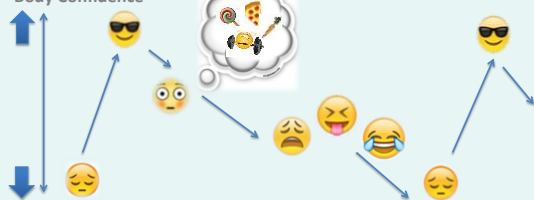
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## BE AWARE

### WHY IS DIETING DANGEROUS?

Mindset & Body Confidence



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## BE AWARE

### A NOTE ON 'OBESITY'

- Obesity is not an eating disorder
- Obesity and EDs may be viewed as occurring at the same problematic end of the spectrum
- BMI or weight is not an accurate measure for health



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## BE AWARE

### DISORDERED EATING

- Eating habits and behaviours that are harmful and often, ineffective in an attempt to lose weight.
- The spectrum of disordered eating behaviours may include:
  - Restricting food intake, restricting food groups
  - Bingeing, purging, using laxatives and diuretics
  - Excessive exercising
  - High to severe level of body dissatisfaction
  - Sub clinical eating disorders, such as Orthorexia

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## BE AWARE

### WHAT IS AN EATING DISORDER?

- Complex & often long-term **mental & physical** illnesses.
- Characterized by **abnormal or disturbed eating habits**.
- **Often present** with other mental illnesses.
- A barrier to accessing evidence-based early intervention & treatment is **social & cultural norms reinforcing disordered eating behaviours & body dissatisfaction**.

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## BE AWARE

## BE AWARE

### EARLY INTERVENTION IS KEY

Early intervention can reduce severity and duration of an eating disorder and make a full recovery more likely.

- Find out more about eating disorders and body image issues  
[nedc.com.au](http://nedc.com.au)
- Voice and share your concerns Butterfly National HelpLine
- Early Intervention Websites designed for parents:  
[howfaristoofar.org.au](http://howfaristoofar.org.au)  
[feedyourinstinct.org.au](http://feedyourinstinct.org.au)

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## BE AWARE

### INFLUENCES ON BODY ESTEEM

#### INDIVIDUAL INFLUENCES

- Self Esteem
- Personality Traits
- Internalisation of appearance and beauty ideals
- Body comparison tendencies

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## BE AWARE



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## BE AWARE

**What are the  
environmental influences  
on body esteem?**

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## BE AWARE

### INFLUENCES ON BODY ESTEEM

#### ENVIRONMENTAL

- Peers & Friends
- Boyfriends or girlfriends
- Family
- Teachers/Youth Mentors/Coaches
- Media, including social media

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BE AWARE



MEDIA INFLUENCE



BE AWARE

AND NOW SOCIAL MEDIA?





BE AWARE

SOCIAL MEDIA

- Does not exist in a vacuum.
- Amplifies** what is already happening in our lives.





BE AWARE






6

**BE AWARE**

**HOW CAN WE HELP?**

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**BE AWARE**

**UNDERSTANDING THEIR WORLD**

- Who are their friends? What are they doing, wearing, what are their interests?
- What shows are they watching?
- Which celebrities (movie/music) are 'IT'?
- Which music videos are popular?
- What video games are they playing?
- Who are the sporting stars they admire?

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**BE AWARE**

**YOUR BODY IMAGE**

- Be aware of the external influences in your adult life
- Understand your own body image blue print
- Respect your body's history
- Change your tune
- Seek support... If necessary
- Everyone, of all ages, deserves to feel comfortable and confident in their own skin.

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**BE AWARE**

**LET'S SHOW YOUNG PEOPLE WHAT  
BODY CONFIDENCE IS THROUGH  
ROLEMODELING**

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**BE AWARE**

### WHAT IS 'FAT TALK'?

'I shouldn't be having this cake – I'm going to have go for a run now'

'Those pants makes you look really thin'

'You look great, have you lost weight?'

Language and dialogue that reaffirms appearance ideals – being thin or muscular – is FAT TALK!

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**BE AWARE**

### HANDLING THE 'STUFF' THEY SAY

"I feel fat"

"I'm so ugly"

Fat is not a FEELING  
Acknowledge their feelings

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**BE AWARE**

### HELPFUL RESPONSES

Acknowledge the 'feeling'

- 'I'm really sorry you feel that way'
- 'Its so horrible when we have those ick feelings I have that too sometimes'
- 'Why do you think you're feeling that way?'
- 'What can we do to help you feel better' *(ensure it does not involve food or exercise – as compensation)*
- 'You've said that a bit lately, is there anything you want to talk about'

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## BE AWARE

### “BUT MY CHILD IS OVERWEIGHT?”

**A healthy, strong, fit body can come in different sizes!**

#### Helpful things to SAY and DO

- Focus on health, rather than weight
- Be active with your child
- Whole family approach

#### Avoid unhelpful, judgemental comments about their appearance

- ‘Yes you are overweight!’
- ‘Well what are you going to do about it’

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## BE AWARE

### SUPPORTING HEALTHY FOOD & EXERCISE BEHAVIOURS

- Use positive language around food – it is morally neutral
- Promote balance vs compensation
- Support hungry eating over emotional eating – mindfulness
- Encourage physical activity for fun and health instead of weight loss/management – be active with them
- Appreciate and respect personal physical strengths
- Create a body positive home – zero tolerance to fat talk and teasing

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## BE AWARE

### APPEARANCE BASED TEASING

- Be mindful of ‘teasing’ in the home as a ‘bit of fun’ or can have a lasting negative impact
- Talk to your child about how they are feeling & share with them some of your own experiences
- Have broader conversations about bullies and teasing.
- Encourage your child to engage in activities they enjoy

**For cases of bullying** – speak to your child’s school and/or seek professional support

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## BE AWARE

### SOME TIPS TO FINISH

- Remind your child they are a whole person, not just a physical ‘thing’
- Only talk to your child about how their body works; not how it looks or if it has gained or lost weight
- Compliment your child on things other than their appearance
- Help your child to attach functionality to their body
- Help your child view help seeking as a sign of strength




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BE

AWARE

REFERRAL & SUPPORT

ED

National Helpline  
Call 1800 334673, you can talk to us.

FREE confidential service,  
operated by trained professionals

**Monday-Friday, 8am-9pm (AEST)**

[support@thebutterflyfoundation.org.au](mailto:support@thebutterflyfoundation.org.au)

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