

Appearance Matters 8 Conference

Visual Minutes

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#AM8

Self-esteem project
Dove

Partnering with media to create RESPONSIBLE CONTENT



SAFE, ACCESSIBLE WITH RELATIVE CONTENT

* ONLINE SUPPORT FOR 12-17 YRS



"IT'S MADE ME NOT WAIT FOR MY SKIN TO IMPROVE TO ENGAGE WITH OTHERS!"

VISIBLE DIFFERENCE INTERVENTIONS



* ANGEL FACES HEALING RETREAT FOR GIRLS WITH BURNS DISFIGURING CONDITIONS



"I'M NOT AFRAID OF STORMS WHEN I'M LEARNING TO SAIL MY SHIP"



* PARENTAL SUPPORTIVE ONLINE RESOURCE (EVEN INJURED CHILDREN)

PEER SUPPORT WOULD BE VALUABLE



* ACCEPTING YOUR BODY AFTER BREAST CANCER INTERVENTION SESSIONS

THE SESSIONS MADE ME APPRECIATE MORE THAN JUST MY LOOKS



WONDERFUL MENTOR
R.I.P
PROFESSOR LINA RICCIARDELLI
WE DEDICATE #AM8 TO HER!



JESSICA SMITH
PARALYMPIAN



"GROWING UP I TRIED TO HIDE MY DIFFERENCES"

TAKING BACK CONTROL

RECOVERY I HAD A RESPONSIBILITY TO PROVIDE A VOICE FOR OTHERS, SHARING MY STORY

JOIN THE REVOLUTION

STARTING A CONVERSATION TO PROMOTE POSITIVE BODY IMAGE

OUR DIFFERENCES UNITE US TOGETHER

MY MESSAGE IS ABOUT PREVENTION

DIANNE NEUMARK-SZTAINER
KEYNOTE



WHAT DOES BODY DISSATISFACTION PREDICT?

LOWER LEVELS OF PHYSICAL ACTIVITY AND HEALTHIER FOODS

OUR STUDY PROJECT EAT



HOW SATISFIED ARE YOU?
GIRLS ARE MORE DISSATISFIED

NEW THINKING SHARED EATING DISORDERS + OBESITY CONCERN
BODY DISSATISFACTION IS PREVALENT THROUGHOUT ADOLESCENCE & YOUNG ADULTHOOD

HOW CAN WE HELP CHANGE THINGS?

- LESS FOCUS ON DIETING
- MORE FOCUS ON YOUNG PEOPLE FEELING GOOD ABOUT THEMSELVES

HAVE HEALTHY CONVERSATIONS



EXPERIENCE OF POSITIVE EMBODIMENT

FEELING AT HOME IN YOUR BODY
PEOPLE WHO DO YOGA HAVE HIGHER BODY SATISFACTION



QUALITATIVE INTERVIEWS PROVIDED RICHER DATA

WRITING GOALS HELPED HEALTH PROFESSIONALS TO SEE WHAT SUPPORT THE WOMEN NEEDED



PSYCHOSOCIAL & SURGICAL GOALS FOR WOMEN - BREAST RECONSTRUCTION

Day 1.

Visual by @EleanorBeer 2018

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#M18

NEW DIRECTIONS IN SEXUAL OBJECTIFICATION RESEARCH

PAST **TODAY...**

THIN WITH MUSCULARITY

MEDIA LINKED TO BODY DISSATISFACTION

#Fitspiration

ATHLETIC APPEAL LEADING TO NEGATIVE COMPARISON

MEN PUSHED BACK

WHY ARE YOU SHOWING ME THIS?

COMPETITIVE DANCERS & WELLBEING

CURATING - SHOWS BODY DISSATISFACTION

GIRLS COMPETE FOR ATTENTION (LIKES)

MEDIA INTERVENTIONS CAN WORK

ypad4change.org (YOUTH PROTECTION ADVOCATES IN DANCE)

THIRD-WAVE COGNITIVE BEHAVIOURAL THERAPIES

HOW WE CAN HELP:

- SELF-LOVE & COMPASSION
- MINDFULNESS
- INCREASE THE SELF SOOTHING PART OF THE BRAIN

THREAT & PROTECT ON HIGH ALERT!

DISGUST PROPENSITY IS RELATED TO MORE

DEPRESSION

COMPASSION THERAPY CAN HELP

PEOPLE MORE SQUEAMISH = MORE DEPRESSED

DEPRESSION IN DERMATOLOGICAL OUTPATIENTS

ACCEPTANCE-BASED SELF HELP

ACT- ACCEPTANCE & COMMITMENT THERAPY

LENS ITSELF WELL

PROMOTING ACCEPTANCE FOR THOSE WITH VISIBLE DIFFERENCES

I'M DRIVEN BY MY APPEARANCE

USING INDIVIDUAL APPROACH - **TAPAS!**



TOOLS TO LOOK AT BEHAVIOUR CHANGE

PSYCHOSOCIAL BURDEN OF LIVING WITH A VISIBLE DIFFERENCE



INTENTION TO TREAT ANALYSIS

GUIDED ONLINE SELF HELP - CAN HELP

OBJECTIFICATION OF MALES

SELF-OBJECTIFYING SELF-DESCRIPTION

SEXUAL VS PHYSICAL ATHLETES

WE NEED MORE THEORETICAL WORK ON OBJECTIFICATION AND MEN

SEXUAL BOYS SCRUTINISED IMAGES IN THE WAY WOMEN DID NOT

YOU LOOK PRETTY!

WOMEN MORE COMPLIMENTARY

ONLINE SELF-PRESENTATION ON FACEBOOK

WOMEN - more selfies - head & body - more skin on show

MEN - focus on head - more 'status' type images

WOMEN MORE ACTIVE, HAVE MORE COMMENTS ON APPEARANCE FOCUS

OUR STUDY

WORKSHOPS WITH 70 GIRLS

DELETE APPS, FEEDBACK VIA SNAPCHAT GROUP

GIRL FELT DECREASED ANXIETY

BETTER SELF-ESTEEM

I'M FEELING MORE RELAXED! I'VE FINISHED MY HOMEWORK!

PERSONAL SAFETY ANXIETY AND SAFETY VIGILANCE

EMOTIONS

MY BUS

TAKING STEPS

WAY YOU SEE YOURSELF CAN FEED THE PARANOIA

TERRORISING EFFECT

USING TOOLS MINDFULNESS PASSENGERS ON BUS REFLECTING PASSING ON BATHON

MINDFULNESS BASED THERAPY

LOOKING AT GROUP TO REDUCE SOCIAL ANXIETY

FEEL ONLY

WHAT'S YOUR CONCERN?

FOLLOWING THE INTERVENTION WE SAW GOOD IMPROVEMENTS

AWARENESS OF PRESENT MOMENT MAKE THINGS BETTER

STUDENTS, NHS, MIX OF SKIN CONDITIONS

WEEKLY COURSE

RECOGNISE THOUGHTS AS JUST THOUGHTS - MEDITATION

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Dr James Partridge, OBE
CHANGING FACES

SMALL TALK
BIG TALK

"UNTIL YOU CAN DO THE SMALL TALK, YOU CAN'T DO THE BIG TALK."

IT'S GREAT SCARS NOW BEING SEEN IN POPULAR CULTURE



IMPERFECT
LET'S START SEEING THE BEAUTY IN IMPERFECTION

LIVING WITH FACIAL PREJUDICE

BECOME A WELL-INFORMED PATIENT!



MY TRANSFORMATION WAS/IS MAKING PEOPLE AWARE OF ME IN MY FUINNESS

EMPOWERMENT

FACIAL PREJUDICE

"YOU JUST NEED A BIT OF SURGERY!"



WE NEED TO CHANGE THE WIDER CULTURE IN STUDIES BIAS WAS GREATER THAN RACIAL BIAS.

POSITIVE ATTITUDES

WE FOUND YOUNG CHILDREN ASSOCIATE THINNESS WITH POSITIVE CHARACTERISTICS



WE FOUND YOUNG CHILDREN ASSOCIATE THINNESS WITH POSITIVE CHARACTERISTICS



NEGATIVE WEIGHT BIAS

BODY IMAGE INTERVENTIONS

HELPING PARENTS
TO HAVE POSITIVE IMPACT ON DEVELOPING CHILD BODY IMAGE



SCHOOL-BASED PROGRAM



2 SCHOOLS & 5 WORKSHOPS



LESS INFLUENCE OF MEDIA AFTER THE PROGRAM



LOTS OF POSITIVE EFFECT IN CASE GROUP!

Dove 'CONFIDENT ME' PROGRAMME



5 SESSION INTERVENTION

FOCUS ON PROGS. ALREADY EFFECTIVE

POSITIVE AFFECTS IN BODY APPRECIATION

REPLICATION SHOULD BE EXTENDED TO OTHER COUNTRIES

ATHLETES TRAINING & LEARNING to avoid steroids



LOTS USING PROTEIN POWDERS



10 SESSIONS LOOKING AT

NUTRITION
SPORT PERFORMANCE
SIDE EFFECT OF STEROIDS

ATLAS PROGRAM
Male adolescents

ONLINE MINDFULNESS INTERVENTION



HAS TO BE USABLE

ADAPT THE FACE-TO-FACE APPROACH

UPTAKE WAS GOOD

LIKE-DOING IT IN OWN TIME

HARD TO NAVIGATE PLATFORM

PRELIMINARY EVIDENCE FOR IMPROVING BODY IMAGE

CHANGING MINDSETS
FUTURE STRATEGIES

PSYCHOSOCIAL ISSUES MATTER!

ADVOCATE, ADVOCATE, ADVOCATE (+ INFLUENCE!)



IDEA for LOGO DESIGN
- Japanese Influence



ACCEPTING THE IMPERFECT

PANEL EVENT



Caryn Franklin MBE

PSYCHOSOCIAL NEEDS
WE NEED TO BE CAREFUL, BE REALISTIC WITH PATIENTS

SOCIAL MEDIA
- IT'S GONE BEYOND ADVERTISING!

REGULATION/ EQUALITY
LET'S MAKE SURE ANYONE USING PROCEDURES ARE PROTECTED/SUPPORTED

COMMUNITY
WHY IS BODYWORK VIRTUOUS WORK? WE HAVE TO LOOK COMMUNALLY, NOT INDIVIDUALLY

ETHICS
WE NEED TO EDUCATE THE PATIENT

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THINKING OUTSIDE THE BOX

#AM8

EMBODIMENT & POSITIVE BODY IMAGE

POSITIVE APPEARANCE & FUNCTIONALITY FOCUSED INTERVENTIONS FOR WOMEN'S BODY SATISFACTION

#JointheMovement

OUR ACTIVITIES: FOCUS ON THE UNIQUE THINGS THAT MAKE YOU FEEL GOOD

WRITING TASK! HELPED BUT DID NOT PROVIDE A PROTECTIVE BUFFER

WOMEN RESPONDED POSITIVELY TO THE ACTIVITIES

CURRENT RESEARCH: LINKS - BODY APPRECIATION SELF COMPASSION - FUNCTIONALITY

YOU ARE MORE THAN JUST YOUR PHYSICAL APPEARANCE

WE WORKED WITH 2 GROUPS

1 STABLE POSITIVE B-I 2 NEGATIVE BODY ESTEEM

FOCUS ON THE IMPORTANT THINGS IN LIFE

HAVE HEALTHY BEHAVIORS

GET TO KNOW YOUR BODY

AVOID FAT TALK

HANG OUT WITH THE RIGHT PEOPLE

FOCUS ON ALL THE THINGS YOU CAN DO!

EMPOWER YOURSELF!

YOGA-BASED BODY INTERVENTION



REGULAR YOGA PRACTICE CAN ENHANCE BODY APPRECIATION IT'S NOT FOR EVERYONE

AFTER EACH SESSION I FELT AT PEACE WITH MYSELF

YOGA AT EVERY SIZE



INCREASE IN BODY APPRECIATION & FUNCTION

PEER OR BUDDY SUPPORT IS HELPFUL - SENSE OF COMMUNITY

#Iwon'tcompromise

FUNCTIONALITY BASED APPROACH TO IMPROVING WOMEN'S B-I.

WE FOCUSED ON - WHAT CAN YOUR BODY DO?



DIVERSE ASPECTS TO DRAW FROM!

BODY, YOU ARE USEFUL!

BODY COMPLEXITY QUESTIONNAIRE



PROFESSOR REBECCA PUHL

WEIGHT BIAS & APPEARANCE - BASE PREJUDICE POLICY & RESEARCH

IN OUR STUDY WE FOUND HIGH BODY WEIGHT -

WEIGHT STIGMA



LEGAL LANDSCAPE CURRENTLY NO FEDERAL LAW PROHIBITING WEIGHT-BASED DISCRIMINATION

WEIGHT STIGMA IS COMMON FOR BOTH CHILDREN + ADULTS



ENGAGE TEACHERS

ANTI-HUNTING POLICY

EDUCATION MATTERS!

HAVING RESEARCH CAN HAVE A MEANINGFUL POLICY IMPACT!

IT'S IMPORTANT TO STUDY THE EFFECTIVENESS & IMPACT OF POLICY

WEIGHT VICTIMIZATION ACROSS SEXUAL IDENTITIES



WE NEED MORE POLICY RESEARCH & DIALOGUE

BRING DIVERSE GROUPS TOGETHER

BREAKING THE NEWS 75% CLEFT LIPS DIAGNOSED BEFORE BIRTH

INVESTIGATING PARENTS' EXPERIENCE

TERMINATION NOT APPROPRIATE! COMMS TRAINING USEFUL!

STRANGE BUT BEAUTIFUL

CFA AFFECTS APPEARANCE & FUNCTION



"HE'S A BEAUTIFUL BOY, HIS FACE GETS MORE SYMMETRICAL AS HE AGES"

PARENTS FIND IT HARD TO EXPRESS HOW THEY FEEL

APPEARANCE RELATED CONVERSATIONS

WE NEED TO HELP PARENTS FOR POST-SURGERY EXPERIENCE

TREATMENT CHOICE

ASSENT NOT CONSENT

A SHARED DECISION MAKING FOR ADOLESCENTS WITH CLEFTLIP INVOLVING YOUNG PEOPLE

HAVING A VOICE WE WANT A GOOD LEVEL OF INVOLVEMENT! THERE ARE OPPORTUNITIES TO IMPROVE THIS PROCESS

OPENING A PANDORA'S BOX

DATA EARLIER AGE

HEALTH PROF. WHO PROVIDE CARE TO THOSE WITH APPEARANCE ISSUES

LOOK AT A MUCH EARLIER AGE

WHY AM I DIFFERENT? LET'S BE MORE PREVENTATIVE!

PSYCHOSOCIAL & EDUCATIONAL OUTCOMES

STRUCTURED INTERVIEWS

STRUCTURED INTERVIEWS

SOCIETAL VIEWS CHILD'S LIFE SUPPORT

9-13 YRS OLD

PARENTS + PROFS - ALL WANTED MORE TRAINING & INFO ON TOPIC

STRUCTURED INTERVIEWS + CLEAR PATHWAYS DIVERSITY OF VIEWS