

1

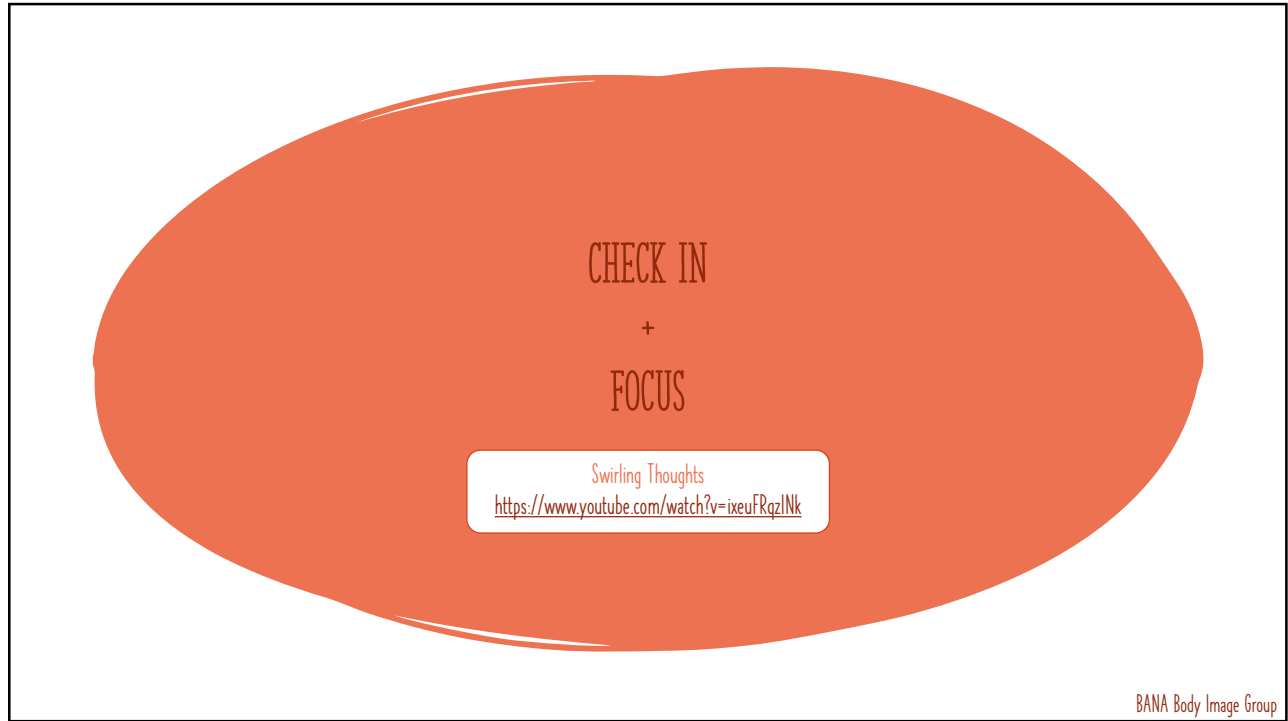
An illustration of a brain with a human face inside it. The brain is drawn with red, curly lines. The face is also drawn with red lines, showing eyes, a nose, and a mouth. Below the brain, the text "NO WRONG WAY TO HAVE A BODY" is written in a red, hand-drawn font. The words "NO WRONG WAY" are on the top line, and "TO HAVE A BODY" is on the bottom line, with small red lines above and below the second line.

**AGENDA:**

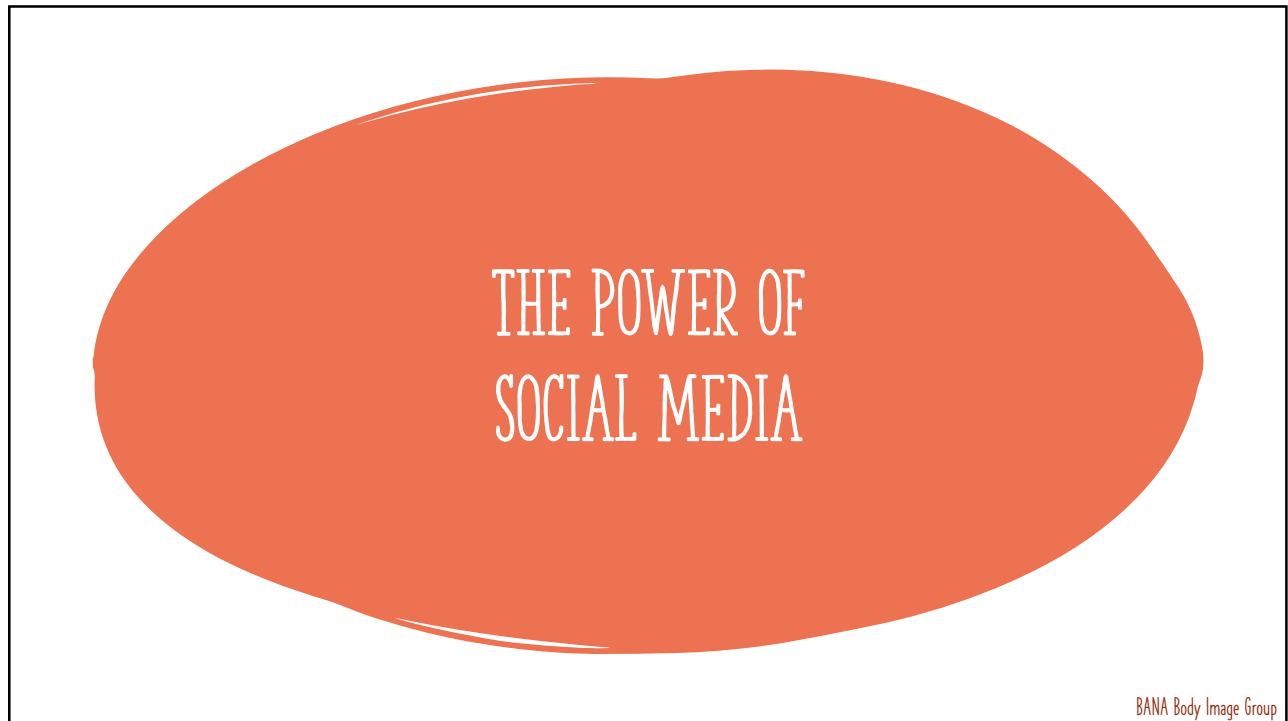
- Check In & Focus Activity
- Review Homework
- The Power of Social Media
- Building a Recovery Space
- Media Literacy
- Tips, SIFT Method & CRAAP Test
- Check Out & Grounding Activity

BANA Body Image Group

2



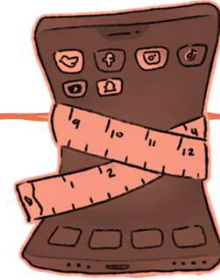
3



4

## THE SOCIAL MEDIA TAKEOVER

- Social media is more used than any other media as a mean of communication
- Apx. 90% of young people (ages 18-29) reported being active users & continuously exposed to varying content & images
- Social networking sites (SNS), such as Facebook or Instagram, have increased exposure to thin & fit ideals
- The most "dangerous" for mental health were Instagram, followed by Facebook & Twitter (also consider: mass rejection on dating apps; TikTok)
- Substantial studies have shown promotion of dieting - or even surgery - on social media are linked with economic interests
- Studies have concluded advertising of thin & muscular ideals impact young peoples' perceptions of their bodies (Aparicio-Martinez, 2019)
- Some argue influencers hold the key to decrease body dissatisfaction online - by utilizing their social power & platforms



BANA Body Image Group

5

## REFLECT:

Think about your social media feed:

- What kind of accounts/influencers do you follow?
- How do they present their bodies, or food?
- Are there spoken or unspoken messages around certain body types or foods as 'superior' or 'inferior'?



BANA Body Image Group

6

## SOCIAL MEDIA & BODY IMAGE

Longstanding research has documented the impact of viewing traditional appearance-focused media on the development of body image concerns (Barlett et al., 2008, & Grabe et al., 2008 & Groesz et al., 2002)

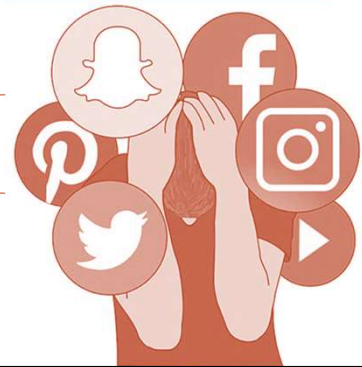
Research shows social media use is associated with increased body dissatisfaction & disordered eating (Holland & Tiggemann, 2016)

Body dissatisfaction may occur when a person is viewing & comparing themselves to social media images; reading appearance-related comments; & feeling they cannot live up to ideals presented (National Eating Disorder Collaboration, n.d.)

Portrays images that are filtered & edited, & tends to only show 'highlights' of a person's life

These images promote unrealistic appearance ideals that cannot be achieved in real life by most people

Careful consideration of how you use social media & the people you engage with is important in building & maintaining a healthier relationship with your body (National Eating Disorder Collaboration, n.d.)



BANA Body Image Group

7

## REPRESENTATION IN MEDIA & ONLINE



- Exposure to weight biased content, such as over-representing thin bodies, weight-related humour, & misinformation about fat folks & "obesity" reinforces negative attitudes & anti-fat bias (Rubino et al., 2020)
- Consuming media centered around diets & weight loss (ie: The Biggest Loser) also leads to an increase in anti-fat bias (Savoy & Boxer, 2020)
- In contrast, exposure to fat-positive content can cause a shift in anti-fat bias, making us more tolerant & comfortable (Burmeister et al., 2017; Frederick et al., 2016)
- Some research demonstrates that diversifying our social media feeds & the content we consume increases our understanding of body diversity & promotes more open-minded attitudes (Stein et al., 2023)
- Consider how your attitudes & beliefs may shift if you saw social media feeds normalizing folks with cellulite, belly rolls, scars, & more

BANA Body Image Group

8

# BUILDING A RECOVERY SPACE

BANA Body Image Group

9

## RECOVERY SPACE



The world around you that fostered the development, reinforcement or maintenance of your ED is an important thing to consider.

- Unsupportive spaces will likely host more triggers, which will make it more difficult to navigate your day-to-day recovery.

Think about what is included in "the world around you" that has an impact on how you feel towards food or your body.

- Where is there room to create change?
- Where can you build & foster a "recovery space"?

- 1 Content & Online
- 2 Physical Environment
- 3 Relationships & Supports

BANA Body Image Group


10

## RECOVERY SPACE: CONTENT & ONLINE

"What better way to encourage a negative relationship with your body & food than to be constantly inundated with pictures of people you don't look like (but "should"); exercise regimens you're not following; the "clean" & fancily plated foods you don't eat; & the extravagant homes, cars, accessories, & vacations you don't have?"  
*(Dalrymple, 2022)*

**CONSIDER:**

- accounts & influencers you follow
- books you read
- TV shows & movies you watch
- podcasts you listen to
- magazines you look at
- commercials & ads you are subjected to
- communities you engage with (their beliefs & values)
- statistics or "facts" you are told
- hearsay or anecdotal experiences you overhear



Curate your social media to be recovery-supportive, & the content you entertain to be informed & inclusive.

The more exposure you have to recovery-supportive content, the more "evidence" you will have to shift maladaptive beliefs.

BANA Body Image Group

11

## RECOVERY SPACE: CONTENT & ONLINE

## TIPS FOR SOCIALS:

---

Unfollow or "mute" accounts that make you feel negatively, you often compare to, or that reinforce negative messages about bodies or foods

---

Follow accounts that are more affirming, accepting and inclusive

---

Intentionally engage in recovery-supportive content (ie: listen to podcasts, assign yourself a chapter-a-week to read)

---

Turn off like-counts or comment sections

---

Be an online advocate (ie: post without edits, share information, contact stakeholders, post affirmations, affirm others without reference to appearance or food)

---

Remember what you do not see, or is not posted

---

Consider potential editing behind what you are looking at

---

Research information that invalidates the current diet trends (ie: Google Scholar)

---


Look for exceptions to ED rules (ie: people in fat bodies who are quite healthy)

---

Ask yourself who stands to profit, or what groups were the intended

---

Look for changes in trends and standards over time, cultures or groups



BANA Body Image Group

12

## RECOVERY SPACE: CONTENT & ONLINE



## MANAGING 'META' ADS:

### Starting from Facebook:

- Menu >> Settings & Privacy >> Meta Accounts Centre

### Starting from Instagram:

- Menu >> Settings & Privacy >> Accounts Centre

### Once in Meta Accounts Center, it is the same for both platforms:

- Ad Preferences
- Ad Topics
- View & Manage Topics
- Select the topic & click "See Less", OR
- Use the search bar to search for topics like "body weight control" or "diets"

BANA Body Image Group

13

## GROUP ACTIVITY:

Examine the following images & notice:

- How you feel about yourself & your own body
- What comparisons you may be drawing
- How these comparisons impact your sense of worth

1



BANA Body Image Group

14

## GROUP ACTIVITY:

2



Examine the following images & notice:

- How you feel about yourself & your own body
- What comparisons you may be drawing
- How these comparisons impact your sense of worth

BANA Body Image Group

15

## GROUP ACTIVITY:

3



Examine the following images & notice:

- How you feel about yourself & your own body
- What comparisons you may be drawing
- How these comparisons impact your sense of worth

BANA Body Image Group

16



## GROUP ACTIVITY:

4



Examine the following images & notice:

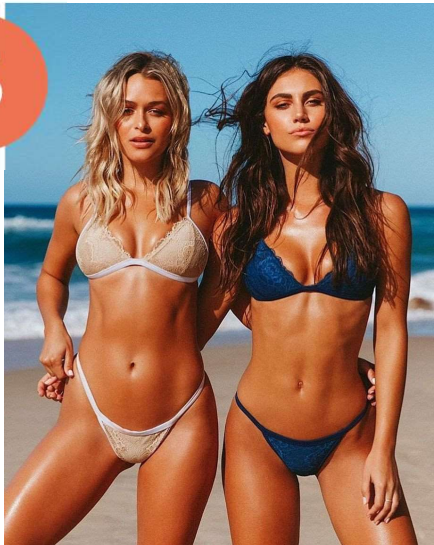
- How you feel about yourself & your own body
- What comparisons you may be drawing
- How these comparisons impact your sense of worth

BANA Body Image Group

17

## GROUP ACTIVITY:

5



Examine the following images & notice:

- How you feel about yourself & your own body
- What comparisons you may be drawing
- How these comparisons impact your sense of worth

BANA Body Image Group

18

## GROUP ACTIVITY:

6

Examine the following images & notice:

- How you feel about yourself & your own body
- What comparisons you may be drawing
- How these comparisons impact your sense of worth



BANA Body Image Group

19

## RECOVERY SPACE: PHYSICAL ENVIRONMENT

Think of it as an "escape capsule" where you can go to feel temporarily removed from societal pressures & judgements.



Many physical environments include images or messages that reinforce weight stigma & diet culture. We typically cannot control this, aside from one exception: our own space.

We can curate our own space to feel safe, affirming, & even subliminally reinforcing for recovery.

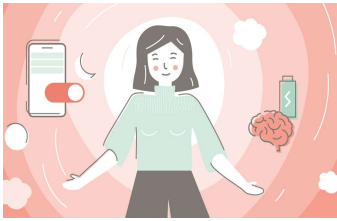
- tidy & clean
- candles & incense
- soft items, pillows & blankets
- smudge / burn sage
- altars, prayer rugs or books of prayer
- sacred/spiritual items
- devices to play soothing sounds or favorite music (if music, consider if lyrics reinforce negative or shaming messaging)
- resources or visuals in your preferred language
- twinkly lights or lighting aesthetics
- decor or nostalgic items that makes you smile
- plants or pets

make it a space  
you want to  
escape to

BANA Body Image Group

20

## RECOVERY SPACE: PHYSICAL ENVIRONMENT



BANA Body Image Group

## TIPS FOR ENVIRONMENT:

Obtain a private space – if that is not viable, try using room-dividers, curtains, or "map out a corner for yourself"

Remove unnecessary, decorative mirrors

Keep the scale (or other measuring instruments) out of sight or out of reach

Remove food, exercise equipment, or self-harm instruments from the space (or ask a loved one to do this for you)

Scan for posters, images or messages that are about food or body ideals & remove them

Post affirming quotes or reminders where you will regularly see them

Include diversity with visual representation (ie: body diversity, progress pride flag, images for groups you identify with, or meaningful symbols)

Have hard-copy recovery tools printed and available to use if needed

Closet clean-out: keep what fits & store/sell/donate what does not (keeping what doesn't fit in sight serves as daily trigger for self-shaming)

21

## RECOVERY SPACE: RELATIONSHIPS & SUPPORTS



BANA Body Image Group

Relationships can often be a trigger-point for body shame & dissatisfaction (ie: weight stigma, fat-shaming).  
Commonly, families, friends, romantic partners or colleagues can make it difficult to stay-the-course with body image work.

Research has shown:

- Individuals with a difficult familial/home life have higher rates of body dissatisfaction & Eds
- As interpersonal lives and relationships improve, so can the ED
- Tensions and difficulties within interpersonal relationships can intensify ED symptoms
- Body shaming and food-policing comments come most frequently from loved ones
- Individuals who have supportive relationships tend to have higher rates of recovery maintenance & lower rates of relapse.

In any relationship, you will only have 'half' the influence over interactions.

We cannot control other people; & even with influence, we cannot guarantee or dictate their emotions or reactions to us.

22

RECOVERY SPACE:  
RELATIONSHIPS  
& SUPPORTS



TIPS TO FOSTER SUPPORT FROM OTHERS:

Recognize that slip ups will happen & our loved-ones' changes will take time:

- Help loved ones build awareness over when they are being triggering (ie: use a code word or make funny sound in response to their comment to alert to the slip up)

Respond with curiosity rather than reactivity, as it encourages others to self-reflect

Share information & provide educative materials or resource options:

- When you learn something new, bring it to your loved ones and "teach it" (this will help you internalize it as well)
- Host an open discussion for everyone to reflect collectively (without forcing others to agree)

Develop "scripts" to use as a blanket response to unwelcome comments

Familiarize yourself with I-Statements & practice using them to express yourself assertively

Start a "challenge" to not talk negatively about bodies or foods

Give credit where credit is due and point out small wins - positive reinforcement helps shift behaviour

Advocate within your relationship spaces (ie: workplace) to be a "body inclusive" space & help make this happen (ie: break rooms free from diet talk)

Practice boundary setting & using the "broken record approach" when your boundaries are inevitably tested:

- Reinforcing your boundaries & following through with consequences is essential \*\*\*
- You can recognize they are coming from a good place, while still sharing why your perspective finds it harmful

BANA Body Image Group

MEDIA LITERACY

BANA Body Image Group

## MEDIA LITERACY



Repeated exposure to appearance ideals in media can increase body dissatisfaction, strengthen internalization of thin ideal, & encourage weight-loss practices.

- Someone's ability to critically access, analyze, evaluate & create media
- Those who are media literate will better understand & therefore challenge complex messages concealed within media mediums:
  - Aims to increase awareness that the messages & images in media don't always reflect reality
  - Aims to change the way individuals engage with & are impacted by media
  - Effective media literacy education empowers the development of critical thinking that supports consumers
- 'Media Literacy' as a new social determinant of health:
  - The social determinants became popularized before SM was established; however, new research indicates a push to consider the "infosphere" as a new social determinant of health
  - Misinformation recognized as a public health concern due to influence on responses to preventable diseases, promotion of EDs, discouragement from seeking medical care, etc...
  - "Infosphere" interacts with other determinants & studies show those with lower socioeconomic & education statuses are less likely to receive online literacy training; thus, more likely to trust dubious sources of health information online (ie: seeing Facebook post as 'credible' due to the amount of likes or shares)

BANA Body Image Group

25

## MEDIA LITERACY & BODY IMAGE



(McLean et al., 2018, & McLean et al., 2016)

"Exposure to these unachievable appearance ideals through the media & perceived pressure from the media to achieve them contribute to body dissatisfaction via two psychological processes: internalization of media appearance ideals & appearance-based social comparisons".

"Individuals who endorse media appearance ideals take on the media ideals as standards against which they judge themselves".

"Meta-analyses have confirmed that greater exposure to appearance-focused media in experimental & correlational studies is associated with higher levels of body dissatisfaction & disordered eating attitudes".

"The media literacy approach is based on the premise that enhancing critical processing of how & why the media present appearance ideals may reduce the perceived credibility of media messages, thereby reducing the persuasive influence of the media & hence preventing the development of body dissatisfaction".

"Critical processing of media images and messages, in relation to body dissatisfaction, includes a critique of appearance ideals".

"Thinking critically about the constructed nature of the media; for example, by considering the underlying meaning & purpose of media creators, the positive & negative influence of media content on different audiences, & the extent to which media are a true reflection of social reality, including whether they distort or omit relevant information".

(Primmack et al., 2006).

BANA Body Image Group

26

## EVALUATING RESEARCH:

Strategies to evaluate scientific research you see being shared (Harrison, 2023).



### Look for information regarding study design

- 'Double-blind' & 'randomized controlled' trials are generally best & aim to control biases
- Double-blind, randomized controlled trials decipher between results that are produced by the intervention vs. by the placebo/nocebo vs. by other confounding factors

### Be wary of self-reported data, as it is notoriously unreliable

- People often under or over report details to "look good" to researcher, or due to feelings of shame or embarrassment
- People may have a hard time accurately recalling details; this compromises their report

### Bias vs. Agenda:

- Instead of bias, it's agenda that should be primary concern for information evaluation
- Bias is about how people see things; agenda is about what a news or research organization is set up to do
- Agenda is more important in determining trustworthiness than personal biases the writers might have
- When approaching an organization or source, ask:
  - What is this group set up to do? Research? Political advocacy? Marketing?

### Know the difference between causation vs. correlation

BANA Body Image Group

27

## THE 'BEST' RESEARCH: WHAT TO LOOK FOR

- Research type:
  - Randomized Control Trials
  - Meta Analyses
  - Systematic Reviews
- Large sample size, with diverse populations
- Long-term follow up with outcomes
  - Years, not weeks or months
- Published in a high-quality journal & is "peer reviewed"
  - Indexed in PubMed
  - \*\*\*Not everything in PubMed is 'good science'; however, all good biomedical science is in PubMed
- Is \*not\* industry funded (or, it offers independent studies to corroborate findings)



BANA Body Image Group

28

## QUESTIONS TO ASK:

(Dalrymple, 2021)

### The Search:

- Is the wording you used "leading" or likely to filter information in a skewed way?
- Could your search be distorted by your device's cache/cookies/advertisements?
- What webpage are you searching on, and is it likely to pull credible sources?



### Author, Publishing Source, Editors:

- Is this a reputable or credible publisher/publication? Editor's credibility? Author's credibility?
- Do they publish a lot on this topic, have previous knowledge or experience, or disproportionately target certain messaging? Is it their niche?
- Are they biased? Do they have affiliations or private-interests with those involved in their messages, and who is profiting?
- Are they skilled or trained to interpret the information or data they are writing about?
- Is this a private or public source? Where does their money come from?
- Who made the decisions? Do messages go through a review and editing process? Was it reviewed by an ethics board?
- Is it an opinion piece, or is it evidence-based?
- Are there references listed? If so, are those quality references (you can do another review of these references)?
- What is the publishing date, & is it outdated? If there are research-findings referenced, when were those findings published?
- Who is held responsible for the information, or if misinformation is identified? Who is held accountable for any issues caused by the information?
- Is this the original source, or "an article of an article"

BANA Body Image Group

29

## QUESTIONS TO ASK:

(Dalrymple, 2021)

### Referenced Professionals:

- Do the professionals referenced have something to gain or profit?
- Are they qualified? What is their educational and occupational backgrounds?
- Is their profession regulated by a governing body/college? Is their title protected?
- Is this person held accountable for their statements, claims or recommendations?
- Are referenced-professionals biased due to affiliations or private-interests? Is this their niche topic?



### Information, Evidence & Content:

- Was the information or data developed/collected through public or private means?
  - Private typically has more sway over their research & findings (often reflecting biases), & may have interest-parties funding the research
  - Public typically funded through public money (ie: tax dollars) & findings submitted to an ethics board for review
- Is the information inconsistent with other known information on this topic?
- Does the information only argue one side to the story? Does it exclude discussion of exceptions or research limitations?
- Were there research participants involved? Was the sample representative of everyone in the general public, or only certain populations? Was the sample size large or small? Was the sample inclusive or diverse?
- Were measures or treatments used in the research, & were these tools/techniques empirically supported?
- Has there been any further research conducted to replicate findings? Find more sources to verify.

BANA Body Image Group

30



# TIPS:

- Search for the history of an image / find the photo in its original context
  - "How-To" video: → <https://www.youtube.com/watch?v=KXBDnDLZ2M4>
  - Reverse image search website → [TinEye.com](https://www.tinEye.com)
  - Right click on an image & select drop-down menu option "search Google for Image"
- Build a library of trusted sources that you can rely on to do the verification work on your behalf (ie: academic journals, Google Scholar, fact-checking sites)
  - [snopes.com](https://snopes.com)
  - [factscan.ca](https://factscan.ca)
  - [factcheck.org](https://factcheck.org)
  - [canadafactcheck.ca](https://canadafactcheck.ca)
- Critically analyze messages portrayed in the media; understand the role media plays in shaping our society views on beauty, health & appearance
  - Recognize unrealistic nature of media images & beauty standards (ie: manipulated, filtered & digitally enhanced); recognize bias & misinformation & the ways they can be manipulated
  - Identify how marketing & advertising works & uses persuasive techniques
  - Use evidence-based media literacy programs that aim to address these factors through education & awareness building
  - Develop media messages that are affirming & helpful

BANA Body Image Group

31

## SIFT

### Information Evaluation Habits

- STOP TO THINK**  
 Consider the website and its reputation, plus your purpose, feelings and cognitive biases.
- INVESTIGATE THE SOURCE**  
 Ask what it is, what you can find out about it, who the author is, and is it worth your time.
- FIND OTHER COVERAGE**  
 Consider whether other coverage is similar, if better or more-trusted sources are available, and whether experts agree.
- TRACE CLAIMS & QUOTES**  
 Explore whether the original source and context has been accurately presented.

UAB LIBRARIES  
The University of Alabama at Birmingham

C	<b>Currency:</b> When was it published? Is the information up-to-date?
R	<b>Relevance:</b> Does the information address your assignment question?
A	<b>Authority:</b> Is the author an expert in their field? Check their qualifications.
A	<b>Accuracy:</b> Is the info supported by evidence? References?
P	<b>Purpose:</b> Is the info designed to persuade or inform? Is it biased?

BANA Body Image Group

32



## PESTICIDE LINKED TO REPRODUCTIVE ISSUES FOUND IN CHEERIOS

### ACTIVITY: Analyze This

<https://www.youtube.com/watch?v=Y0ITkOvUqqM>



BANA Body Image Group

33

## HOMEWORK:



1) Weekly SMART Goal & Reflections


2) Select one resource from "Recovery Space Resources"

*If a podcast or book, please choose one episode/chapter.*

- Review the resource & make note of important points
- At next session's homework review, be prepared to quickly summarize to the group what you learned from your selected resource (*no more than 2-3 minutes*)

BANA Body Image Group

34



CHECK OUT  
+  
GROUNDING

Dr. Bando: Non-Judgemental Practice:  
<https://www.youtube.com/watch?v=zLb0vVcl4BU>

BANA Body Image Group