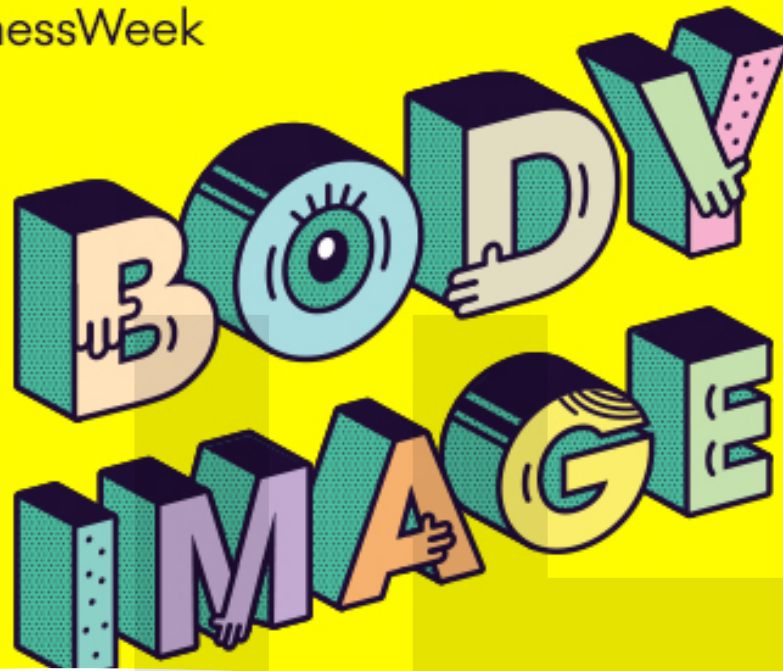


#MentalHealthAwarenessWeek

13-19 May 2019



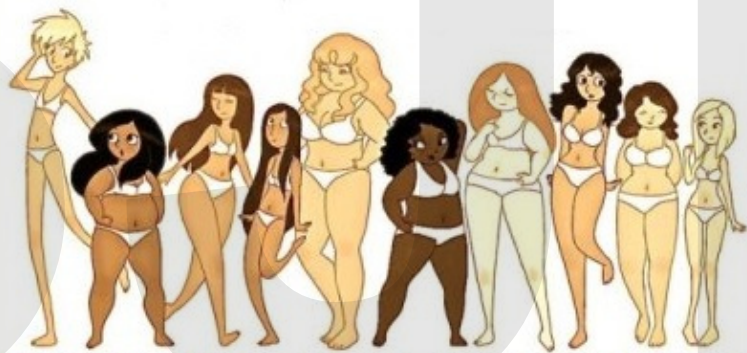
Mental
Health
Foundation



**Mental
Health
Week
2019**

- Body Image

Mental Health Week 2019



BEAUTY COMES IN ALL SHAPES AND SIZES

- **Mental health awareness week** starts every year on the second Monday in May – in **2019** from 13 – 19 May. It's organised by the **Mental Health** Foundation, and focuses on a major issue each year.
- Mental Health Awareness Week is the UK's national week to raise awareness of mental health and mental health problems and inspire action to promote the message of good mental health for all.
- The annual topics are specifically chosen as they have a major influence or impact on everyone's lives.
- This year the theme is '**Body Image**'.
- '**Body image**' is a term that can be used to describe how we think and feel about our bodies.



Body Image

- Our thoughts and feelings about our bodies can impact us throughout our lives, affecting the way we feel about ourselves and our mental health and wellbeing.
- Having body image concerns is a relatively common experience and is not a mental health problem in itself; however, it can be a risk factor for mental health problems.
- Research has found that higher body dissatisfaction is associated with a poorer quality of life, psychological distress and the risk of unhealthy eating behaviours and eating disorders.

Body Image

Thoughts and feelings can be complex, questions to understand our bodies can include;

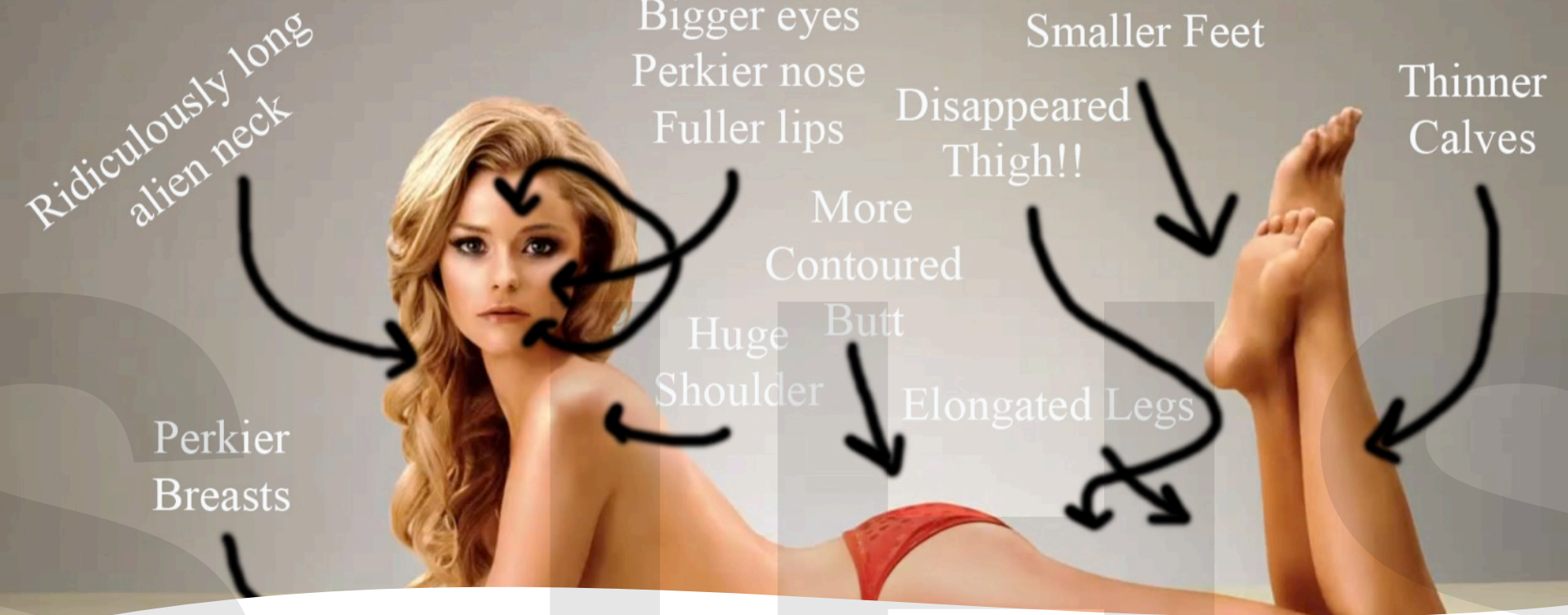
- how do we view our bodies and how accurate is this perception?
- how satisfied are we with our bodies and appearance?
- how much do we value what other people think about our bodies and appearance?
- How do other people's opinions about our appearance affect our feelings about ourselves.?
- Often, when we talk about '**poor body image**', we are referring to a feeling of being unsatisfied with our body – either because of appearance, or the way it functions. This is described as '**body dissatisfaction**'.
- Body image and appreciation is relevant across our lives from youth through to later life.



Body Image

- Body satisfaction and appreciation has been linked to better overall wellbeing and fewer unhealthy dieting behaviours. Though feeling unsatisfied with our bodies and appearance is often more common among young women, body image concerns are relevant from childhood through to later life and affect both women and men.
- While women and girls are often more likely to report being unsatisfied with their bodies, men and boys are also affected by body image concerns.





Body Image

- What causes body image concerns?
- The way in which our experiences and environment affect our body image will be different for everyone. However, research suggests that body image can be influenced by:
 - our relationships with our family and friends
 - how our family and peers feel and speak about bodies and appearance
 - exposure to images of idealised or unrealistic bodies through media or social media
 - pressure to look a certain way or to match an 'ideal' body type



Body Image

- The next few slides give us sharp evidence of how young people like you across the UK feel about Body Image.
- New online surveys were conducted by the Mental Health Foundation with YouGov in March 2019 of Almost 5 thousand UK adults 18+ and 2 thousand GB teenagers (aged 13-19).
- The results highlighted.....

Body Image

- While body image concerns affect both boys and girls, research suggested that girls are more likely to be dissatisfied with their appearance and their weight than boys.
- In the survey, 46% of girls reported that their body image causes them to worry 'often' or 'always' compared to 25% of boys





Body Image

- The survey showed that Young people say body image is a substantial concern, with 16–25-year-olds identifying it as the third biggest challenge currently causing potential harm to their wellbeing.
- Lack of employment opportunities and failure to succeed within the education system being the first two.



Body Image

- In young people, body dissatisfaction has been linked to risk-taking behaviours and mental health problems.
- One survey of UK adolescents by Be Real found that 36% agreed they would do 'whatever it took' to look good, with 57% saying they had considered going on a diet, and 10% saying they had considered cosmetic surgery.
- Among secondary school boys, 10% said they would consider taking steroids to achieve their goals .

Body Image

- Poor body image in young people may result in them not engaging in healthy behaviours.
- Some studies found that children with poorer body image are less likely to take part in physical activity;
- 36% of girls and 24% of boys report avoiding taking part in activities like physical education due to worries about their appearance.
- Among adolescents, research has found that those with greater body appreciation are less likely to diet or use alcohol or cigarettes .





Body Image

- One survey of 11–16-year-olds in the UK by Be Real (2 thousand plus young people) found that 79% said how they look is important to them, and over half (52%) often worry about how they look .
- 35% of 13-19 year olds said their body image causes them to 'often' or 'always' worry.



Body Image

- One common contributor to poor body image is feeling a pressure to live up to an 'ideal' body type or appearance and feeling shame or other uncomfortable emotions when we perceive ourselves as not meeting this 'standard.'
- This 'ideal' has been linked to body dissatisfaction, disordered eating and depressive symptoms in children and young people.
- These emotions were reflected in the Be Real survey, where 37% of young people said they felt upset, and 31% said they felt ashamed in relation to their body image.



Body Image

- This 'ideal' tends to be different between genders.
- Young women often report feeling a pressure to be thin, but to still maintain curves, whereas young men often report pressure to be tall and muscular .
- Children who rejected appearance-related ideals reported being more confident about their appearance and were least likely to report body image concerns.



Body Image

- One influence on body image is exposure to unrealistic 'ideal' bodies through film, television, magazines, advertising and social media.
- 25% of young people (13% of boys and 37% of girls) said celebrities have caused them to worry in relation to their body image, and 19% (10% of boys and 28% of girls) said TV shows caused them to worry in relation to their body image.

A vibrant, celebratory scene featuring three young people in the foreground. A man on the left wears sunglasses and a white t-shirt, a woman in the center wears a plaid shirt and a hat, and a woman on the right wears a plaid shirt and a white t-shirt. They all have their arms raised in the air. The background is filled with a shower of colorful confetti against a bright, sunny sky. Large, semi-transparent letters spelling 'REAL' are overlaid on the image.

Body Image

- As children grow older, their peers begin to play more of a role in reinforcing what an ideal body looks like. This can be through pressure from friends to feel accepted.
- In the Be Real survey, 40% of young people (37% of boys and 42% of girls) agreed that things their friends have said have caused them to worry in relation to their body image.
- 68% of boys cited friends as a source of pressure to look good.

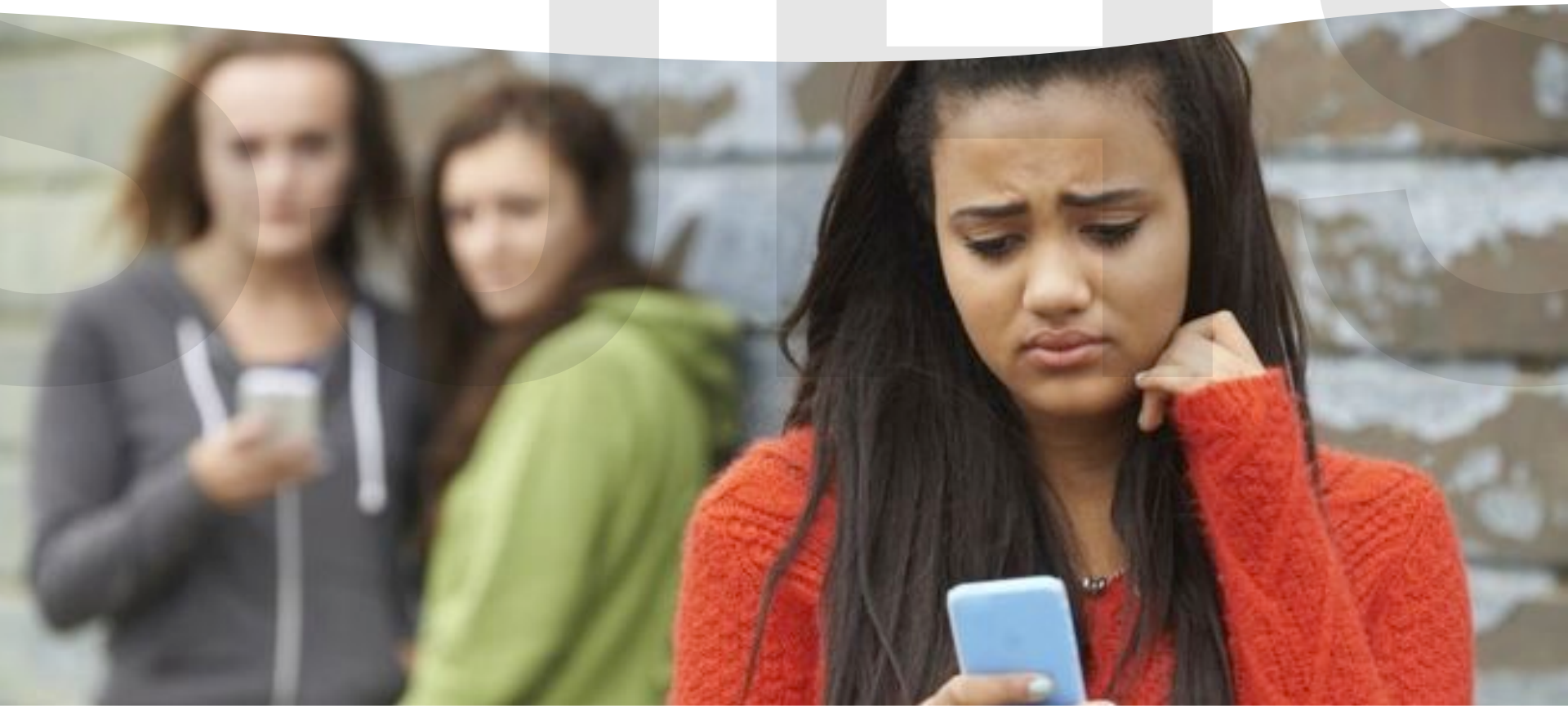
Body Image

- The ways in which adolescents' bodies change during puberty (a time of change in body height, weight and shape), and how this compares with their peers, will affect body image. This may especially be the case for girls who mature earlier .



Body Image

- The influence of peers can also be felt through bullying. The Be Real survey of UK 11–16-year-olds found that over half of young people had experienced appearance-based bullying, with 40% of those young people experiencing bullying at least once a week, and 54% saying the bullying had started by age 10 .
- Children who do not match body ideals may be more likely to be the target of bullying.





Body Image

- So what can we do?
- Clearly action is needed to build and promote positive body image and support good mental health and wellbeing in relation to our bodies.
- Everyone has a right to feel comfortable and confident in their own bodies.



#BeBodyKind

Mental Health Awareness Week 2019

May 13th - 19th



Body Image

- Post on social media a picture of a time or a place when you felt comfortable in your own skin – this could be now, five years ago or at the age of five. It can be a photo of yourself or something else that reminds you of a happy moment.

- Use the hashtags **#BeBodyKind** and **#MentalHealthAwarenessWeek**.
- Tag us **@mentalhealthfoundation** on Instagram and Facebook. We are **@mentalhealth** on Twitter.

WE'RE SUPPORTING

#MentalHealthAwarenessWeek

13 – 19 MAY 2019

Body
Image

- 2. Why not raise money through Facebook Donate during Mental Health Awareness Week?
- Visit facebook.com/fundraisers and follow the steps below:
- Click **Raise Money**.
- Select **Nonprofit/Charity**.
- Select **Mental Health Foundation**, choose a cover photo and fill in the fundraiser details.
- Click **Create**.



Body Image

- 3. If your body image is a significant cause of stress, or if you're being bullied about how your body looks, consider talking to a friend, a trusted adult or a health professional.

- **BULLYING IS NOT ACCEPTABLE**

- It's especially important to do this if you're feeling any pressure to make drastic decisions – for instance, having cosmetic surgery, starting extreme dieting or trying weight control drugs and supplements – or if you are having thoughts of harming yourself.

Body Image



- **4. Spring-clean your apps on your smartphone.**
- **What negative messages could they be giving you?**
- **Be aware of how you feel when using them and, if you find them stressful in relation to your body image, consider uninstalling them.**



Body Image

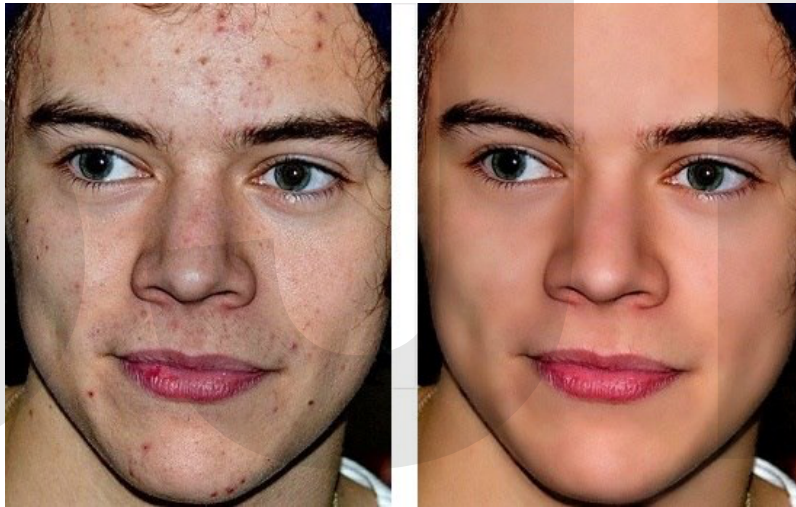
- 5. Look at the people in the accounts you're following on social media and be mindful of how you feel about your own body and appearance when you look at them.
- Consider muting or unfollowing accounts or hashtags that cause you to feel negatively about your body or appearance or encourage you to compare yourself unfavourably to others.
- Be considerate of the impact of your own posts on other people.



Body Image

- **6. Our language is important. In our daily lives, we can all be more aware of the ways in which we speak about our own and other people's bodies in casual conversations with friends and family.**
- **Make people feel special, use kind words, focus on positives and build people up.**

Body Image



- 7. If you see an advert in a magazine, on television, or online that you think presents an unhealthy body image, try and ignore the stereotypical or false message it gives.
- Try and remember how photos are air brushed, glamorised and ultimately trying to sell you something.
- Be you!

Body Image

- 8. At home, families can lead by example by modelling positive behaviour around body image, eating healthily and staying active.
- Be a great role model for other family members
- Check food labels
- Watch portions
- Get your family active
- Enjoy the outdoors
- Avoid too much snacking





Body Image

- **9. Find the best way that works for you to stay active.**
- A healthy amount of exercise every week can make us feel better about our bodies, encourage good mood and decrease stress. But don't overdo it. The best workout programmes are the ones you actually enjoy.
- You don't have to be sporty to enjoy being active.



Body Image

- 10. Be nice, tell someone how much you value them/love them, what a great friend they are or show a random act of kindness.
- Hugs are always good too!