

GET INVOLVED

PROUD2BME.ORG/ONCAMPUS

HOW TO SPREAD BODY POSITIVITY IN YOUR COMMUNITY



Photo courtesy of Jessica Bermudez



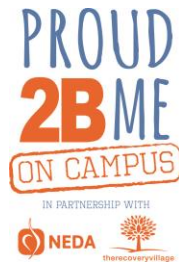
IN PARTNERSHIP WITH



Use this guide for great ideas
to spread body positivity and
promote eating disorder awareness
on your campus or in your community!

Developed in partnership with





Eating disorders are a growing epidemic on college campuses. The National Eating Disorders Association surveyed 165 colleges and universities for our *Collegiate Survey Project* and found that more resources are needed to educate, screen, refer and treat college students who struggle with eating disorders or body image-related issues. That's why we've launched *Proud2Bme On Campus*, a national initiative to bring students, faculty, and campus services together in the fight against eating disorders. We know that with early detection, intervention and awareness, we can make a difference. These awesome activities will help you raise awareness and promote positivity in your community!

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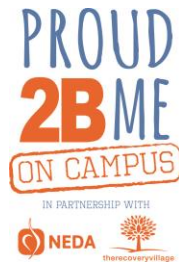
Learn more at Proud2Bme.org/OnCampus



Students at California State University, Northridge partnered with the National Eating Disorders Association to help launch Proud2Bme On Campus.

Now it's your turn... join the campaign and use your voice to inspire and empower authentic and diverse body shapes and sizes in the digital media culture that make you Proud2Bme.





TAKE A COMPLIMENT

This activity is designed to spread body positivity around campus or in your school community. The idea is to create a flyer with tear-off tabs that feature positive body affirmations and post the flyers on public bulletin boards, entrances to buildings and classrooms, inside food courts, near vending machines, at the campus gym or student recreation center, and other highly visible spaces where students are most likely to see them. Check the back of this guide for sample flyers to use at your school. Make sure to pre-cut the tabs so that students can tear them off easily. Remember: *A little compliment can go a long way!*

HOW-TO GUIDELINES

1. Use Microsoft Word to create the flyer. Open the word document and select “Page layout.” Under “Orientation,” select “Landscape.” Under “Columns,” select Two.
2. In the *left column*, use a 14-point font to type affirmations. Skip a line between affirmations. For example, type “You’re Amazing!” Skip a line by hitting “Enter” twice. Then type “Love every inch of your body!” Type as many affirmations as will fit in the left column – stop when you run out of space and go on to the right column.
3. In the *right column*, type a catchy title in at least 48-point font to grab a passerby’s attention. Select “insert,” then “textbox.” Use a “simple textbox” to type the title, the words *TAKE ONE*, and the Proud2Bme website for more information. Rotate the textbox to center it in the right column.
4. Print and photocopy a bunch to post around campus. Use scissors to cut between the tabs for easy tear-off. Create several different flyers with variations on the affirmations.
5. Additional guidelines for creating the flyer are available online. Here’s one to check out: http://www.ehow.com/how_6216052_make-flyer-tear-off-tabs.html





Photo courtesy of Jessica Boyer



Photo courtesy of Staff

More positive body affirmations:

Love every inch of your body!

You're amazing!

We define who we are!

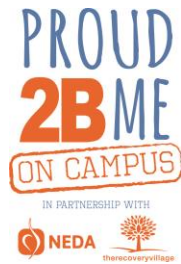
I love my body - not an unrealistic ideal advertisers profit from

Digitally altered images = distorted perceptions of beauty

Photoshopping beauty is like trying to fix Mona Lisa's smile. Don't mess up a masterpiece.

Mirror, mirror on the wall, distorted images aren't real at all

To love, accept, and RESPECT your body, break away from what media say we have to look like -- we define who we are.



PASS IT FORWARD

Inspire students, faculty, and staff to pay someone a compliment. Create a business-size card or bookmark with an inspirational quote about body confidence and self-acceptance. During the day, wherever you happen to be on campus, pass it forward. Give one to the student sitting next to you in class, the person standing in line behind you at the bookstore or food court, the cashier at the register, the librarian at the helpdesk, or the office assistant in a campus department. Complimenting someone when they least expect it can put a smile on their face (and yours) and brighten their day! And passing it forward can have a ripple effect throughout the community.

HOW-TO GUIDELINES

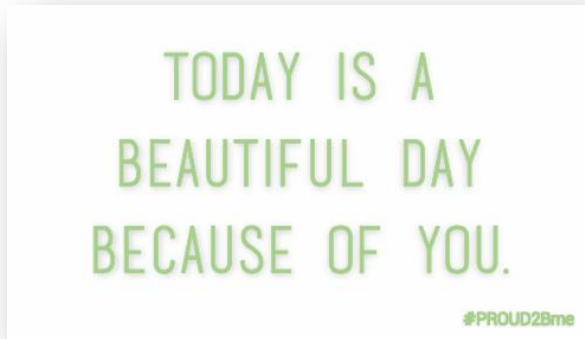
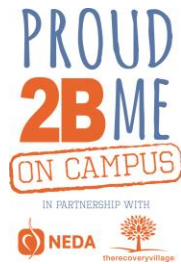
1. Select an inspirational quote to share with others that reinforce body positivity and promote healthy body esteem. Feel free to use the one we chose: "Today is a beautiful day because of you."
2. Use Microsoft Word to create a custom card or bookmark. Open word document and select "file." On the dropdown menu, select "new." In the "search office.com for templates" search bar, type "business card" or "bookmark" and select a template.
3. Use the template to create the compliment cards or bookmarks. Make sure to include Proud2Bme.org website for more information on each one.
4. Print, make copies, and pass it forward!
5. If you want to take it to the next level, tell your community members to take a picture of them with the compliment card, post it on Instagram with #Proud2BMeOnCampus, and pass the card along to a friend or stranger!



Photo courtesy of Molly Hannelly



Photo courtesy of Jessica Boyer



COMPLIMENT CARD EXAMPLE

FRONT OF CARD



BACK OF CARD

More inspirational quotes about body image:

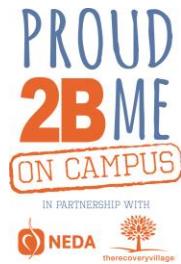
“Imperfection is beauty. . .” - Marilyn Monroe

“You are imperfect, permanently and inevitably flawed. And you are beautiful.” - Amy Bloom

“Step Away from the Mean Girls and say bye-bye to feeling bad about your looks. Are you ready to stop colluding with a culture that makes so many of us feel physically inadequate? Say goodbye to your inner critic, and take the pledge to be kinder to yourself and others.” - Oprah Winfrey

“To lose confidence in one’s body is to lose confidence in oneself.” - Simone de Beauvoir

“A cultural fixation on female thinness is not an obsession about female beauty but an obsession about female obedience.” - Naomi Wolf



PROUD2BME STICKERS

Stickers are great for bringing awareness to your event and the fight to combat eating disorders. Hand out stickers to students after they participate in your activity. Encourage them to display the stickers on their backpacks or binders to show their support for your message. If you have giveaways, decorate them with stickers to spread body positivity. Stickers are also an easy way to create buzz about your event and get people talking about these issues!

HOW-TO GUIDELINES

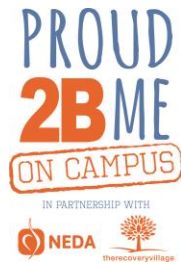
1. Contact info@proud2bme.org to order Proud2Bme stickers OR create your own custom stickers.
2. For creating custom stickers, purchase blank labels and use a Microsoft Word template. Open the word document and select “file.” On the dropdown menu, select “new.” In the “search office.com for templates” search bar, type “stickers” and select a template.
3. Use the template to design your sticker. Make sure to include Proud2Bme.org website for more information on each one.
4. Print, make copies, and pass them out. Encourage students to stick it on their jackets, backpacks or binders to show their support.



Photo courtesy of Staff



Photo courtesy of Cheyenne Chavez



MY DIGITAL BODY IMAGE

With every mouse-click or screen-touch, we leave behind a digital trail of what we do, where we go, and who we know in the digital world. This trail creates a digital footprint that grows larger every time we post, pin, tweet, and search online. Create a poster-size “digital footprint” to spotlight what our virtual identity tells about our body image by inviting students to write their favorite online activity in the footprint.

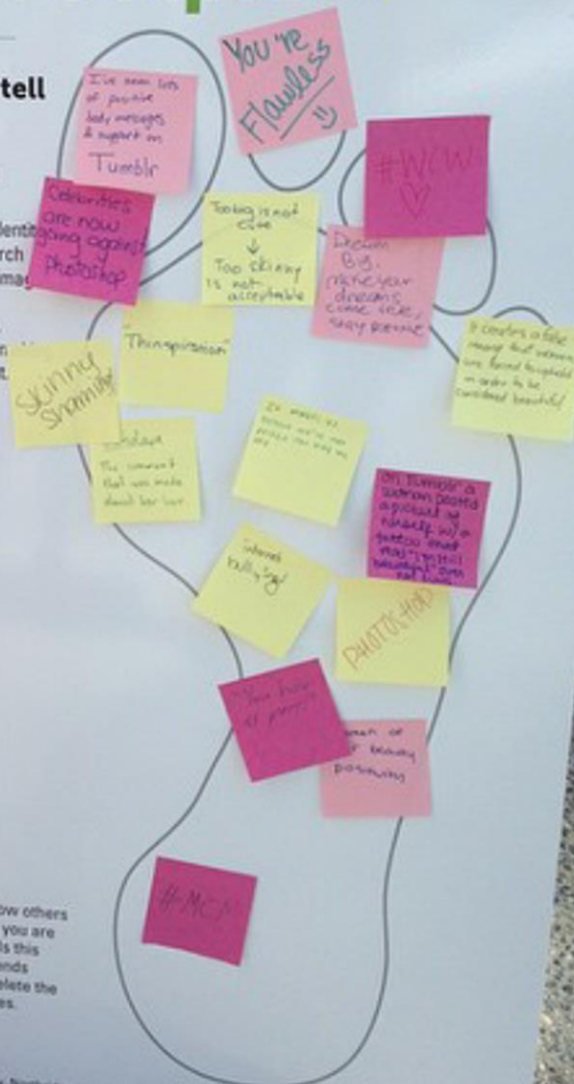
This activity provides a visual of positive and negative body messaging we expose ourselves to 24/7 that can affect our thoughts, beliefs, and behaviors about our bodies. How many of us regularly visit websites that promote healthy body esteem? Or download apps to monitor food and exercise routines? Or digitally retouch selfies before we post? What messages about body image do we send when we like or hashtag a comment or photo? Perhaps it will get us to think before we post!

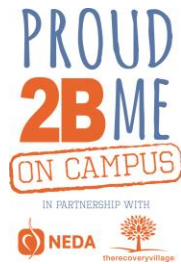
HOW-TO GUIDELINES

1. Use the digital footprint in NEDA’s *Get REAL! Digital Media Literacy Toolkit*. You’ll find it on page 4 of the toolkit at: <http://www.nationaleatingdisorders.org/sites/default/files/Toolkits/GetRealToolkit.pdf>
2. Enlarge the digital footprint page to create a poster-size version and attach it to poster board.
3. Display the Digital Footprint in a place where students tend to hang out on campus or use it for a class activity. Ask students to reflect on what they do online that relates to their body image and write it in the footprint or on a Post-it and attach it inside the footprint: favorite websites or apps, what they “like,” groups they join, events they attend, who they follow on social media, where they shop, products they buy, photos they post, movies, TV shows or videos they watch, games they play, recent searches, interests or hobbies listed on a profile, ads that pop up on their pages, etc.
4. Make body image-related traces of digital trails more visible with different color markers or Post-its. Use one color to signify positive body image and another to denote negative body image. Instruct students to use the color that best characterizes their contribution to the digital footprint. For example: use yellow for positive body image, and green for negative body image.
5. Ask students to reflect on the color-coded digital footprint and talk about it on social media.



Get REAL! about Media and Body Image | California State University, Northridge | National Eating Disorders Association





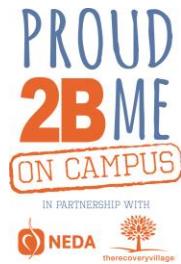
NO-FILTER SELFIES

A picture of yourself taken without a filter in today's social media world can almost be taboo. So many of us feel uncomfortable posting or being tagged in photos that are not digitally retouched in order to achieve a more "ideal" you. No-Filter Selfies bring us back to an age before Instagram filters and editing software. This activity is all about taking pictures with an old-school Polaroid camera and writing what we love about ourselves to celebrate our natural bodies without alteration. It's a way to find our "unedited beauty" and be more accepting and confident with our bodies just the way they are.

HOW-TO GUIDELINES

1. Set up a bulletin board in a public, open space on campus where students hang out or frequently pass by on their way to class, the library, the dorm, food court or gym.
2. Invite students to have their photo taken with a Polaroid camera. Ask them what they love about themselves and take a picture that captures it: their eyes, smile, dimple, confidence, energy, etc.
3. Take the Polaroid, wait for it to develop, and hand the student a marker to write a comment in the white space below the photo to express his/her body confidence: "I love my _____ because _____." Tack the photo to the bulletin board.
4. Make sure to have enough film, sharpies or other markers, and tacks to pin the photos to the board. If you cannot locate a Polaroid camera or do not have a budget to purchase film, an option is to use a smartphone and upload photos to Instagram using #Proud2BmeOnCampus.
5. Schedule 2 or 3 students to work the board: one to take photographs and the others to assist students with markers to write their messages and tack them to the board. If using smartphones, make sure students supervising the activity have smartphones to take the photo and upload it online.
6. Check whether or not you need students to sign consent forms to release their photos for you to use.





STORYTELLING BOOTH

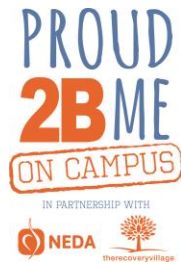
Tell a story about body image. Create a storytelling booth on campus for students to share experiences that affect body confidence, self-acceptance, and self-esteem – it can be about themselves, a friend, family member or someone they may not even know but their story touched them in some way. The storytelling process can provide new insight into a situation, help someone understand their own personal experience, or inspire others to share their story or take action. The format can vary from one person telling a story, to two or three people having a conversation, to an interview during which one person asks questions.

HOW-TO GUIDELINES

Before Filming:

1. Rent or borrow a high-resolution video camera. Check with your school's IT services (Instructional Technology), student government or clubs to obtain a camera on-loan, or find a student who owns a video camera to volunteer to record the stories.
2. Reserve a location and schedule a date and time for filming. Make sure the room has the proper background, lighting, and acoustics for recording.
3. Recruit students interested in sharing a story and confirm specific time slots. Create a sign-up sheet with times, names, and contact numbers or emails. Schedule the participants in 15-minute intervals to allow ample time for filming.
4. Prepare a tip sheet with story ideas and storytelling guidelines. Instruct students to limit their story to two minutes and practice speaking slowly and clearly. Ask them to read [*NEDA's Guidelines for Sharing Your Story Responsibly*](#) and the *Storytelling Booth Tip Sheet* on the next page.
5. Photocopy video release forms for each student to sign at the filming. Most colleges and universities have a standard release form. If your school does not have a form, create one.





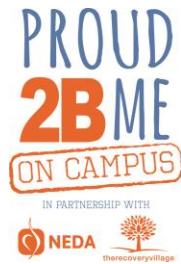
Day of Filming:

1. Schedule 3 to 4 volunteers to assist with the filming. Designate a specific responsibility for each student: contact participants to confirm their scheduled time, check in students upon their arrival and sign the release forms, direct students where to go and prompt them during the video as needed, and assist the videographer.
2. Make sure all participants sign release forms.
3. Stay on schedule!



After Filming:

Contact info@proud2bme.org with link or file to access your video.



STORYTELLING BOOTH TIP SHEET

Everyone has a story... what's yours? Tell a story about body image. Pick an experience that is important to you. It can be about yourself, a friend or family member, someone you read about online, or a body-related issue you have a strong opinion that you want to share. Use the categories and questions below to think about what you want to say. Remember:

- Be yourself.
- Speak slowly and clearly.
- Limit your story to 2 minutes or less.
- Practice before you come to the storytelling booth.

Suggested Storytelling Categories and Questions:

Body Images in the Media

- Out of all the media you use – magazines, TV, movies, music, video games, social media such as Facebook, Twitter, Instagram, Pinterest, Tumblr – which one would you say best represents body shapes and sizes? Which one is the worst offender? Why?
- What is a specific example of an advertisement, character in a TV show or movie, celebrity or performer who represents positive and real body image(s)? Negative or unrealistic body image(s)?

Media's Influence on Body Image

- Do you think media affect people's body image? In what ways?
- Do media affect your body image? Do you think that media affect other people's self-image? Your friends or family members? Why or why not? What indication(s) do you have?
- Can you spot Photoshopping? When you use media, do you realize when a model or celebrity in an ad is digitally retouched? What about a photo in a magazine or on social media? How can you tell? Is there something that gives it away? How do you feel about it? What do you think should be done about digitally altering bodies to fit a certain "ideal" cultural standard?

Selfies

- When you take a selfie, what is your deliberating process before you share it?
- Do you realize when a selfie is filtered? If so, how do you feel about it?

Fashion/Clothes Shopping

- Do you choose clothes based on your body shape? Are there certain clothes you avoid? Why?
- How does advertising affect your choices? How do media or celebrities affect your decisions?
- When you go shopping, what kinds of experiences do you encounter when dealing with sizes?

Body Confidence

- How do you feel about your body? What concerns you? What gives you body confidence?
- When are you most comfortable in your own skin?
- What is one thing you would never change about yourself?
- Do you compare yourself to celebrities? Why or why not?
- Do you know other people who compare themselves? What do they talk about or actions do they take?
- If money was not an issue, would you change something about your body? What would you change? Would you use plastic surgery or diet aids or something else?

Relationships

- Was body image a prevalent topic in your home while growing up? If so, in what way?
- Have you ever felt left out because of your appearance? How far have you gone to fit in?
- What would you tell your "high school self" about your body image? What do you know now that you didn't know then that affects how you feel about your body?

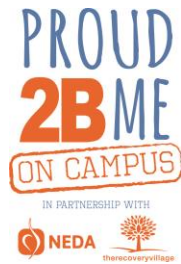
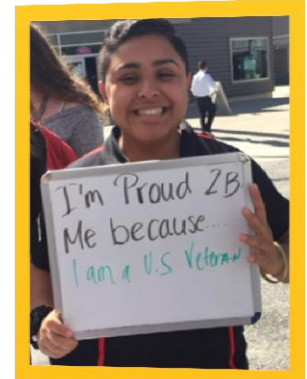
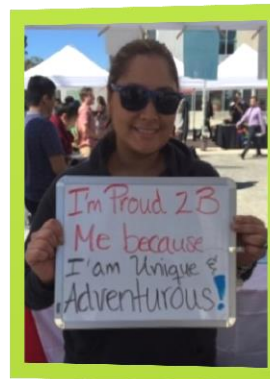
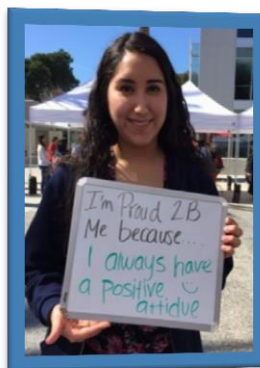


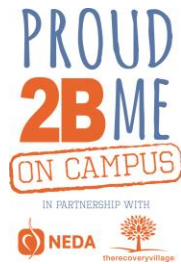
PHOTO BOOTH

It's picture time! Find a place on campus that's central — student or rec center, quad, outside the library, bookstore or food court — and set up a photo booth to celebrate body positivity and self-love. All it takes is a dry erase board, markers, and a smartphone.

HOW-TO GUIDELINES

1. Get several dry erase boards, different color dry erase markers, and dry erasers.
2. Create an Instagram account with the name Proud2Bme_[name of university, high school, middle school or group]. For example, Proud2bme_CSUN. You can check them out on Instagram for an example of how to do the project.
3. Create a sign to attract students into the “booth.” Contact info@proud2bme.org for free tabling materials, including brochures, highlighters, and notebooks.
4. Ask students to fill in the blank: “I’m Proud2Bme because _____.” You can also use your creativity to create a variation on the theme of self-love and self-acceptance.
5. Take photos with your smartphone and post them to your group’s Instagram account using #Proud2BmeOnCampus.
6. Ask students for their Instagram handles to tag them!





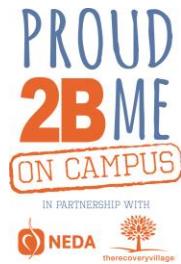
MIRRORLESS MONDAY

This activity is about creating a day in which students do not worry about their appearances. The goal of the event is to relieve some of the pressure that we may experience in our daily routine, take away attention from how we look and place more attention on how we feel, and increase positivity by having students and faculty leave positive messages for one another. Check the back of this guide for a sample flyer to use at your school. Remember: *Trust us, you look great just the way you are!*

HOW-TO GUIDELINES

Planning and Logistics

1. Contact your school's Administration and Custodial or Maintenance Department to find out if you are allowed to cover bathroom mirrors. Once you receive permission, let Maintenance know the date and time Mirrorless Monday is scheduled. Then they'll know what to expect and will not accidentally remove the mirror coverings. This initial contact is critical since some schools may consider mirror coverings a safety concern.
2. Ask Maintenance to give you a list of bathroom mirrors that can be covered (some buildings may have different restrictions). Make sure to find out if you need to remove the mirror coverings after the event.
3. Count the bathroom mirrors you plan to cover and make a list of their locations and estimated sizes.
4. Determine the amount of materials you will need to cover all the mirrors. Materials include:
 - ✓ Tape that has been approved by your institution and will not pull paint off the walls (usually blue painter's masking tape)
 - ✓ Scissors
 - ✓ Regular clear tape
 - ✓ Printed sheets of paper with the instructions
 - ✓ Different colored markers
 - ✓ Large roll paper that can be cut to fit different size mirrors
5. Create toolkits using a box or bag with a handle to easily carry all the materials listed above that are used to cover the mirrors. The total number of toolkits will depend on the number of student volunteer groups. Prepare a toolkit for each group.
6. Purchase your materials from an online or local retailer. Place your order early to make sure the materials arrive in time for the event. One month prior to the event for online orders and two weeks for in-store purchases is usually enough time. Always leave more time just in case something goes wrong.

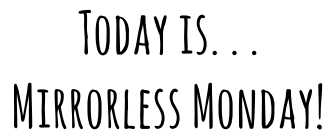


Organize Volunteers

1. Recruit volunteers for your event. The number of volunteers you need will depend on the number of bathroom mirrors you plan to cover. Put the word out for both male and female students who can cover the mirrors in the men's and women's bathrooms.
2. Divide the volunteers into small groups of 2-4 students, depending on the number of available bathroom mirrors. Assign a leader to each group who will share his/her contact information with group members in case an issue arises.
3. E-mail each volunteer at least one week prior to the event. Include set-up time, location to meet day of the event, and group to which they are assigned.
4. Print a list of bathrooms with specific building locations to give each group on the day of the event.
5. Prepare a toolkit for each group. Make sure there are enough materials to cover all assigned mirrors.
6. Determine a location to serve as a central command station for the day of the event. Select at least two people in advance to be available to answer questions and hand out additional materials as needed.

Set Up and Clean Up

1. Set up usually occurs the Sunday before Mirrorless Monday. This is why you want to make sure the custodial staff knows about the event so they do not tear down your mirror coverings Monday morning.
2. Conduct a brief training session at which you distribute the toolkits and demonstrate how to cover the mirrors. This will ensure that the approved materials are used.
3. Use the scissors to cut the large rolls of paper into a size that covers the entire mirror. Tape the paper over the mirror with the blue painter's masking tape. Then tape the instructions onto the covered mirror with regular clear tape.
4. Write messages with different colored markers about body positivity on the paper covering the mirrors. Leave a few markers on the sink so that people in your community can add their own positive messages.
5. Instruct the groups to meet back at the central command station after covering their assigned mirrors. If your budget allows, provide snacks for everyone who helps with the event to show your appreciation of their time and efforts.
6. Organize clean up. Depending on the logistics and rules at your school, you will likely be responsible for taking down all the bathroom coverings and disposing of the materials in an environmentally-friendly way, as well as cleaning up any mess that was created during the event. Either assign a group of volunteers to be the clean-up crew or instruct volunteers who covered the mirrors to also be in charge of cleaning up those same mirrors.



DON'T WORRY HOW YOU LOOK.

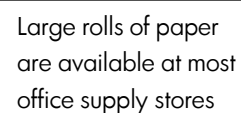
Celebrate your own inner awesomeness today,
and look beyond others' outer appearances
to find the positive qualities they possess.

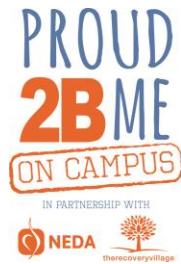












PROUD2BME 5 DAY PHOTO CHALLENGE

The 5 Day Photo Challenge is a social media campaign that you can use to infuse body positivity into your online community. It's a great way to showcase your personality and help make a difference in the way you see yourself as well as the way others see you. The idea is to take a different photo for every day of the challenge and share it on your social media using #Proud2Bme5Day. Encourage others to do the same by creating a shareable image to post in your community with the dates of the challenge and the photo prompts. Share your challenge widely on Instagram, Twitter, Tumblr, and other social media and make sure to include #Proud2Bme5Day. Here's the post we created:

PROUD2BME ON CAMPUS 5-DAY CHALLENGE!

Day 1: 4/27
NO-FILTER SELFIE

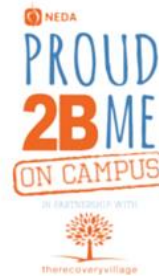
Day 2: 4/28
PASS IT FORWARD-TAKE A PHOTO WITH "IT'S A BEAUTIFUL DAY BECAUSE OF
YOU" WRITTEN ON PAPER, TAG A FRIEND OR LOVED ONE, AND CHALLENGE
THEM TO PASS IT ALONG.

Day 3: 4/29
OUTFIT YOU FEEL MOST CONFIDENT IN

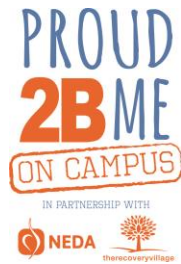
Day 4: 4/30
POST YOUR PASSION

Day 5: 5/01
ROLE MODEL

#PROUD2BME5DAY



PROUD2BME.ORG/5DAY



Take the 5 Day Photo Challenge! #Proud2Bme5Day

Day 1: We challenge people to take a no-filter selfie. In today's social media-driven culture, it's rare to see a photo unedited or without a filter. This activity encourages us to be more confident and accepting of our natural unedited beauty.



Day 2: Write *"Today is a beautiful day because of you"* on a piece of paper. Then take a photo, tag your friends and challenge them to do the same. Alternately, you can print out Compliment Cards (on page 4 of this guide), hand them out, and challenge people to take a photo with the card, tag your friends and challenge them to do the same.



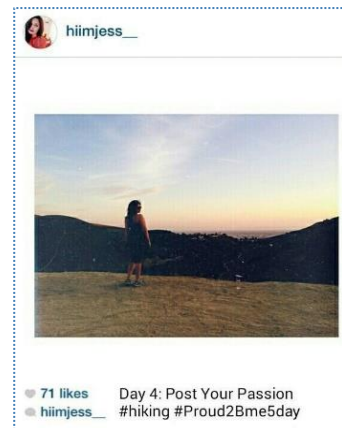
PROUD 2BME ON CAMPUS

IN PARTNERSHIP WITH
NEDA  

Day 3: It's all about expressing your self-confidence by posting a photo of yourself wearing the outfit that makes you feel most confident.

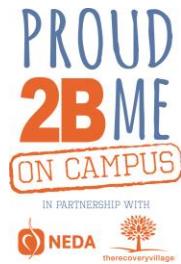


Day 4: Post your passion! Share a photo of you hiking, dancing, bicycling, playing an instrument, in your favorite yoga position or doing any hobby you're passionate about.



Day 5: For the 5th and final challenge, post a picture with someone who inspires you – someone who makes you Proud2Bme!



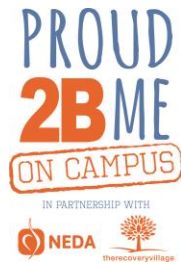


HOW TO START PROUD2BME IN YOUR COMMUNITY

Join the campaign to spread body positivity! Here are some tips to start Proud2Bme_ [your school name] and make a difference in your community.

1. E-mail info@proud2bme.org to schedule a call with our Youth Outreach Coordinator.
2. Check out some of our resources to start brainstorming:
 - ✓ For more event how-to guides, check out <http://proud2bme.org/content/how-guides>
 - ✓ Watch a video hangout of students at Proud2Bme_CSUN talking about getting involved: <http://youtu.be/f85DrFc1HRA> or search Youtube for Proud2BMe On Campus: Activism 101
 - ✓ Watch a webinar for student advocates: <http://proud2bme.org/content/webinar-student-advocates-proud2bme-campus>
3. Check into your school's resources available through your student government, clubs, and organizations, as well as faculty mentors, counselors, and administrators.
4. Identify people in your community who may be able to lend support or donate services such as printing, office supplies, publicity, giveaways, snacks, and speakers for an event.





TIPS TO MINIMIZE EATING DISORDER TRIGGERS

A trigger is an event either in someone's mind, like a thought, or externally, like a situation, that prompts the person to think or behave in a particular way. People with eating disorders, whether in recovery or not, may be triggered by internal or external stimuli to use eating disorder symptoms. The more practice the person has challenging the stimuli and using positive coping skills, the greater the chance that the person will fight urges and use their skills instead.

Some students may be susceptible to triggers. Utilize the following guidelines for your presentation and accompanying materials to minimize the possibilities of triggers during your event.

Avoid "talking numbers"

- Speaking about weight or measurements can be very triggering because each person has his or her ideal body weight and it is not appropriate to compare one person to another. Speak generically about weight by saying something like "she was underweight" or "he was above his ideal body weight" or "her weight was within healthy limits." Do not mention specific weights or measurements.
- Remember not to talk about calorie intake. Many people with eating disorders measure their success and self-worth by how many calories they take in. If someone with an eating disorder hears a particular calorie number, they might then measure themselves against this number. This can be very triggering.

Emphasize the effectiveness of proper treatment

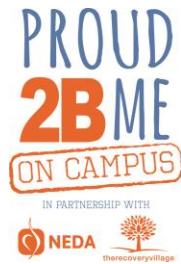
- The majority of those who overcome eating disorders do so with the ongoing help of a team of trained professionals potentially including medical doctors, psychiatrists, psychotherapists and nutritionists.
- *Explain that the incidence of recovery is significantly greater if an eating disorder is detected within the first year of onset.*

Emphasize the seriousness of eating disorders without portraying them as hopeless

- Always encourage people to seek help for themselves or loved ones who are suffering. Recovery is often a long and expensive process – but it is achievable and there are many options available. With treatment and support, those who are struggling can recover to live a healthy and fulfilling life.

Always provide a resource list

- Include contact numbers, addresses or web links to information and local and national treatment resources. Otherwise you risk raising fears and concerns without providing an outlet for support and vital help. The NEDA website and toll-free Information and Referral Helpline, 1-800-931-2237, provide extensive resources nationwide.



GET MEDIA LITERATE!

No matter which media we use, there is no escaping the onslaught of messages about our bodies – messages that tell us how we should look, act, and feel about ourselves and sell us ways to achieve the “ideal” body image. Some are created by the media industry, while others we create when we text, tweet, post, pin, like, and share online. One way to spread body positivity is to challenge messages that normalize unrealistic and unhealthy body standards for women and men. Get into the media literacy habit of asking five key questions about what you see, hear, read, and create in the digital media culture.

Who created the message and why?

- Who made the message? Who produced the TV show, movie or video? Developed the website? Created the ad? Composed the song? Wrote the article or blog? Posted the photo or video? Commented, tweeted, pinned, tagged or “liked” it?
- What’s the purpose? Is it to get you to buy a product or to do something? Did they want to inform you about an issue? Donate to a cause? Make you laugh? Share a story?
- Who paid for the message? Who profits from it? Which ads pop up while searching online?

What techniques are used to create the message?

- Where did you see, hear or read it – TV or movie, advertisement, music lyrics, magazine, newspaper, book, video game, website, e-mail, text, IM, Twitter, blog or other social media?
- What got your attention? What words or images are used? Colors or fonts? Layout and design? Headline or captions? Music or special effects? Celebrity endorsement? Hashtag? Filters? Meme?
- Was the image digitally retouched or altered in any way? Does the person really look like that in real life?

What is the meaning of the media message?

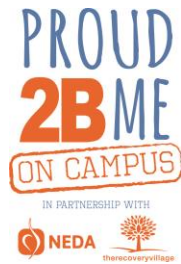
- What does the message say about people’s appearance? What value is placed on healthy weight or food choices? Is it clearly stated or implied by the words or images?
- What body shape and size does it suggest is desirable? What does it suggest to do to achieve that look?
- Is the information true and accurate? What’s left out or not said?

How might different people interpret the message or image?

- How might the message make someone feel about his or her body? Might it help or hurt their self-esteem?
- How might people who are not confident about their body image interpret the message? How might a person with food or weight issues understand it? What about someone with an eating disorder or in recovery?
- What attitudes, beliefs or expectations might it reinforce about different size people?

What does the message mean to you?

- How does the message make you feel about yourself and your body?
- Does the message make you want to change something about yourself – your looks, eating habits, exercise routine or even the way you use media? Is this positive or negative?
- If you could remake the message, what would you do to promote body positivity?



PROUD2BME_CSUN

How to Spread Body Positivity in Your Community is a step-by step guide for taking social action to build body confidence, combat disordered eating, and advocate for authentic and diverse body images in the emergent digital media culture. The guide was created by students at California State University, Northridge (CSUN) who are partnering with the National Eating Disorders Association to build a model program for Proud2Bme On Campus. Their mission is to help students across the country – in middle schools, high schools, and colleges and universities – to use their voices for personal and social change in their communities.

CSUN students who developed the guide participated in *Get REAL!* – a community service-learning project directed by Dr. Bobbie Eisenstock as part of her Women, Men and Media course in the Journalism Department. Students learn digital media literacy skills to think critically about the role media play in cultivating gender expectations and reinforcing stereotypes, analyze advertising, news, entertainment, and social media, reflect on their personal media experiences, and take social action to counteract stereotypes in the consumer culture and empower gender equality in society. More than 175 students participated in the project during fall 2014 and spring 2015 semesters. The activities in the guide are a product of their collaboration spearheaded by a team of innovative student leaders who brainstormed strategies and developed activities to inspire a celebration of our natural selves and to advocate for realistic and healthy body images. They are Proud2Bme_CSUN!

Student Leaders



LAUREN LLANOS
PROJECT MANAGER



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JASMIN GARCIA



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JORGE REYES



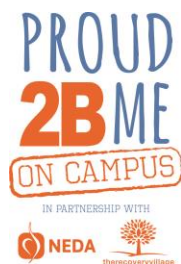
FRANNIE TULL



JACLYN WAWEE



LEXI WILSON



Proud2Bme_CSUN

Atkins, Jessica
 Bacon, Dulce
 Bancroft, Bethany
 Barrile, Nicholas
 Bedolla, Stephanie
 Ben-Shah, Rachel
 Bernal, Eduardo
 Castrejon, Ashley
 Chidbachian, Alexi
 Cox, Bryan
 De La Cruz, Dalilah
 De La Rosa, Alma
 Dieguez, Alicia
 Duncan, Jessica
 Earl, Kelsey
 Ford, Deztiny
 Golabian, Marguerite
 Gonzalez, Monica
 Gray, Kristen
 Hernandez, Samantha
 Herrera, Paul
 Hong, Jeremy
 Jauregui, Brandon
 Lewis, Elexis
 Magana, Elizabeth
 Marada, Jake
 Miller, Mimi
 Monterde, Christina
 Mutia, Lorenzo
 Nesbitt, Julie
 Ramirez, Karina
 Ray, Chanel
 Rivera, Cristina
 Rodriguez, Avery
 Saenz, Vanessa
 Saguna, Andreea
 Salinas, Lorena
 Tamayo, Everardo
 Torres, Martin
 Ures, Karissa
 Vergara, Cristian
 Williston, Ashly
 Wright, Brittany
 Workman, Mariam

Anzures, Garrett
 Arias, Irma
 Arteaga, Meliss
 Ashley, Sophia
 Bagingito, Carly
 Barajas, Brigitte
 Bijavica, Dzenita
 Bulbulian-Baxter, Daniel
 Chaj, Helen
 Choe, Lisa
 Clayton, Taylor
 Duckworth, Ryan
 Funaki, Tsubasa
 Gallardo, Brianna
 Gonzales, Desiree J
 Goulah-Pabst, Dorothy
 Hernandez, Guillermo
 Hogikyan, Carolyne
 Jauregui, Joshua
 Jimenez, Diana
 Jolls, Peter
 Kane, Caitlin
 Karibyan, Ani
 Kramer, Haley
 Krebs, Emily
 Liu, Angela
 Lopez, Grecia
 Luxenberg, Linda
 Macklin, Angelica
 Marquez, Diego
 Martirosyan, Tigran
 Montoya, Mariana
 Nakamura, Momoko
 Naselow, Chelsea
 Ojinnaka, Don
 Olson, Carli
 Paredes, Stephanie
 Park, Victor
 Pendleton, Danielle
 Ruiz, Klarissa
 Stewart, James
 Talavera, Ruby
 Tully, Jake
 Valdivia, Eduardo

Allen, Precious
 Ayapana, Deidrea
 Barott, Kelcy
 Casillas, Brianna
 Castaneda, Natalie
 Chandler, Alex
 Chavis, Jessica
 Dixon, Glenna
 Garcia, Giovanni
 Gilbert, Lauren
 Grimm, Valerie
 Guzman, Felipe
 Guzman, Jennifer
 Hannelly, Molly
 Haren, Jarvis
 Holland, Brooke
 Kang, Aiyi
 Kang, Ashley
 Lopez, Marleny
 Mangan, Kiaya
 Maravilla, Kevin
 McCune, Lauren
 Oropeza-Gil, Jacquelyn
 Pierce, Emily
 Pipersburgh, Paige
 Ramelb, Cinnamon
 Rodriguez, Beatriz
 Rodriguez, Edemy
 Rodriguez, Michele
 Rosellini, Amanda
 Ruffalo, Brianna
 Saldana, Grisel
 Sandoval, Elizabeth
 So, Yan Chit Jeffrey
 Thompson, Alena
 Vasquez, Luis
 Vaughn, Jasmine
 Walton, Anthony
 Williams, Jasmine
 Williams, Kourtney

Aguilar, Josue
 Allen, Krystal
 Anderson, Stephanie
 Arias, Yocasta
 Baffo, Lindsay
 Boyer, Jessica
 Canares, James
 Chavez, Cheyenne
 Cozzens, Taylor
 Edwards, Trevor
 Haggard, Kate
 Hajost, Adam
 Hansen, Robert
 Hill, Kialonia
 Howard, Dazhanæ
 Isrel, Aaliyah
 Jasem, Mashalle
 Jimenez, Natalie
 Johnson, Kathleen
 Kim, Taelim
 Kovacs, Steven
 Linehan, Amber
 Lopez, April
 Lopez, Lauren
 Lopez, Leslie
 Mason, Tamaræ
 Miyazaki, Kanako
 Mojica, Crystal
 Munoz, Daisy
 Portillo, Geraldina
 Roberts, Taylor
 Russell, Ashley
 Sade, Noreen
 Salcedo, Cindy
 Soriano, Maritza
 Tolentino, Flor
 Torres, Nicholas
 Vu, Nancy
 Wiederecht, Nicole

TODAY IS...

MIRRORLESS MONDAY!

Trust us, you look great!
Take a break from the mirror today
and be good to yourself and your body.

DON'T WORRY HOW YOU LOOK.

Know that you are so much more
than your appearance.

Celebrate your own inner awesomeness today,
and look beyond others' outer appearances
to find the positive qualities they possess.

Write something [positive](#) on the paper
and share your message on social media!



Proud2Bme_[Your Group's Name]



IN PARTNERSHIP WITH



www.Proud2BMe.com

I had **NO** idea...

A majority of college students know someone struggling with body image or an eating disorder

Please TAKE A COMPLIMENT!
You deserve one!

You deserve to be proud of you!

You have unique, beautiful qualities that everyone can see

You are strong enough to love yourself even when the media says you shouldn't

Every inch of your body deserves to be loved just the way it is

Your differences make the world a more beautiful, diverse place

You are good-looking because you look like yourself

Take care of your body.

It's the only place you have to live

Your curves are something to be proud of!

Your body is worth more than any digitally altered image because it is real

Your body deserves to be loved, accepted and respected

You are stronger and smarter than media messages



IN PARTNERSHIP WITH



www.Proud2Bme.org

I had **NO** idea...

Women aren't the only ones...men have body image issues too

Please TAKE A COMPLIMENT!
You deserve one!

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www.Proud2Bme.org

I had **NO** idea...

Media's picture-perfect
body images can hurt
your body confidence

Please TAKE A COMPLIMENT!
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everyone can see

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than media messages



IN PARTNERSHIP WITH



www.Proud2Bme.org

I had **NO** idea...

Negative thoughts about
your body can lead to
disordered eating habits...
stop them before they do!

Please TAKE A COMPLIMENT!
You deserve one!

You deserve to be proud of you!

You have unique, beautiful qualities that
everyone can see

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than media messages



IN PARTNERSHIP WITH



www.Proud2Bme.org

I had **NO** idea...

Eating disorders
can start from dieting
and the desire to
lose weight or bulk up

Please TAKE A COMPLIMENT!
You deserve one!

You deserve to be proud of you!

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everyone can see

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www.Proud2Bme.org

I had **NO** idea...

The majority of college students feel pressure to look like media's "ideal" body type

Please TAKE A COMPLIMENT!
You deserve one!

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You are stronger and smarter than media messages



IN PARTNERSHIP WITH



www.Proud2Bme.org

I had **NO** idea...

Body positivity
is a *choice*...
the *choice* is yours!

Please TAKE A COMPLIMENT!
You deserve one!

You deserve to be proud of you!

You have unique, beautiful qualities that everyone can see

You are strong enough to love yourself even when the media says you shouldn't

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ON CAMPUS

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NEDA



therecoveryvillage

CSUN

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE