

It's time to **Get REAL!** about media's influence on body image and eating disorders.

Me & My BMI: The Body Media Image (BMI) Project at California State University, Northridge invites you to use our toolkit and help students **Get REAL!** about their bodies! **Get REAL!** is a community engagement campaign of **The BMI Project** developed by college students to help their peers counteract media messages that can lead to body dysmorphia and disordered eating.

The National Eating Disorder Association (NEDA) estimates that 1 in 5 college students experience eating disorders. Even if you don't have eating disorder symptoms, you probably know someone who does – 40% of Americans do.

Eating disorders result from a combination of factors, and media are one of them. It's hard to escape media images and messages that normalize unrealistic body ideals and reinforce unhealthy standards for weight, diet, and fitness.

Most of us don't know how to protect our self-esteem and body image from media's narrow definitions of beauty that pressure both women and men to achieve a certain ideal body shape and size. What we see in the media culture can make us believe that reshaping ourselves with diet aids, supplements, and surgeries can lead to happiness and success.

The BMI Project Toolkit is designed to develop critical thinking skills about the role media play in eating disorders. When you use our resources, please credit **Me & My BMI: The Body Media Image Project at California State University Northridge**. You can access our webzine, video, and more at: http://www.csun.edu/counseling/peer/jade_bmi.htm

- **REAL Magazine**, a webzine written and produced by college students
- **Media Static**, a closed-captioned video spotlighting college students from diverse backgrounds talking about their body image
- **NO Photoshopping Bookmark** highlighting altered images that create an illusion of perfection
- **Get REAL! Campaign Flyer** developed for a campus-wide NEDA Essay Contest encouraging students to think critically and speak out about advertising images
- **TalkBack! Postcards** featuring **Get REAL!** essay contest winners criticizing advertisers for perpetuating unhealthy body images or praising them for promoting healthy ones
- **Me and My Body Media Image: The BMI Project Brochure** describing the project

Eating disorders are a life-threatening mental illness – we can never do enough to prevent them. We encourage you to join us in the fight to combat unhealthy media messages and spread the word about our resources.

Sincerely,

Me & My BMI: The Body Media Image Project

PS We'd love to hear how you use our media toolkit!

Contact us at: jade@csun.edu or bobbie.eisenstock@csun.edu