

## Many kids are dissatisfied with their bodies, and society's body appearance ideals are highly unrealistic.

Body image is really important for self-esteem, which is crucial to a young person's development, and disorders linked to poor body image can result in serious mental and physical health issues.

### Get involved

- Tune into kids' lives (ask about friends, school, and feelings).
- Nurture a positive self-image.
- Step in when kids need support



Children as young as 5 express dissatisfaction with their bodies.



More than half of girls and 1/3 of boys as young as 6 to 8 feel their ideal body is thinner than their current body size.

## Body image concerns start earlier than you think; even preschoolers learn that society judges people by how they look.

Ideas and habits formed young last a lifetime.

### Start early

- Emphasize health not weight.
- Teach appreciation for all types of people.
- Focus on talents and strengths.

## You are your child's first teacher.

You have a lot of power to shape their attitudes, values, and behavior.

### Ban "fat talk"

- Say why you appreciate your own body.
- Watch your comments about other people's bodies and appearance.
- Be active and eat well for health, not size.



5- to 8-year-olds who think their moms are dissatisfied with their bodies are more likely to feel dissatisfied with their own bodies.

## Boys have issues with body image too.

Boys' own body concerns and risky behaviors can go unnoticed, and their role in supporting healthy attitudes among girls is vital.

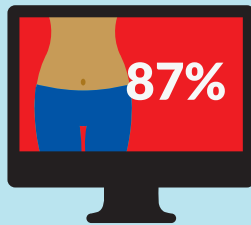
### Pay attention to your son, too

- Listen for negative body talk.
- Look for dramatic weight loss or gain.
- Check the messages from coaches, peers, and online forums about weight, exercise, and muscle-building.



Measurements of toy male action figures exceed even that of the biggest bodybuilders.

## Unrealistic, sexualized, and stereotypical images and messages about bodies and gender are rampant on the media your kid consumes.

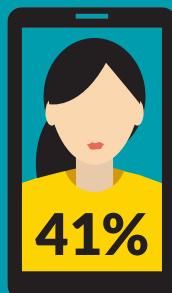


of female TV characters aged 10 to 17 are below average in weight.

Media is influential – if all your child sees are unrealistic body types she'll come to believe they're the ideal.

### Immunize your child

- Choose quality media with diverse characters.
- Question assumptions about appearance.
- Challenge stereotypes about gender, body types, abilities.



of teen girls say they use social media to "make themselves look cooler."

## Teens feel pressure to look good and cool online, but also feel social media helps their friendships and connections.

Kids live in a constant feedback loop of criticism and connection that moves quickly and is difficult to escape.

### Be a social media supporter

- Help teens find supportive online communities.
- Encourage social media breaks when online drama heats up.
- Ask teens how online feedback makes them feel.