Hello!

The average British woman worries about the size and shape of her body

**EVERY 15 MINUTES**

- more than men think about sex (every 20 minutes).
Group agreement:
Creating a safe space with respect
Please write:

1. Three things about that person that you love

2. One event that cemented your friendship
Leech therapy will have absolutely no effect on your cold.

Until there's a cure, there's Beechams.
MAN AND VAN
07507462627
Shoes are boring.

We wear sneakers.

Converse.com
Christopher Shoes

QUALITY "EXTRA WIDE" VELCRO SLIPPERS

- Item No. L514 (Ladies)
  - Black, Blue, Wine, Green, or Plain Black.
  - Nylon Uppers
  - Sizes 3 to 8
  - £12.99

- Item No. L515 (Ladies)
  - Black, Blue, Wine or Green.
  - Nylon Uppers
  - Sizes 3 to 8
  - £13.99

- Item No. L513 (Ladies)
  - Blue or Wine
  - Textile Uppers
  - Sizes 3 to 8
  - £12.99

- Item No. L517 (Ladies)
  - Plum or Navy
  - Velcro Uppers
  - Thermal Lined
  - Sizes 3 to 8
  - £14.99

- Item No. L516 (Ladies)
  - Navy
  - Cotton Uppers
  - Sizes 3 to 8
  - £12.99

- Item No. L595 (Ladies)
  - Black
  - Softie PU Uppers
  - Sizes 3 to 8
  - £15.99

- Item No. MS220 (Mens)
  - Brown or Navy
  - Nylon Uppers
  - Sizes 5 to 13
  - £13.99

- Item No. MS236 (Mens)
  - Brown or Navy
  - Nylon Uppers
  - Sizes 6 to 13
  - £12.99

- Item No. MS279 (Mens)
  - Black
  - Aquatex Uppers
  - Sizes 3 to 12
  - £15.99

*122 Kingston Road  63 High Street*  
*Portsmouth  Cosham*  
*www.ChristopherShoes.co.uk*  
*023 92660525*
MAN AND VAN
07507462627
What is this creating?
Please draw the ideal man/woman you aspire to (with annotations).
How does this ideal make you feel?
• Labour in, profit out
• Profit most important aspect
• Creates a class system
• Results in overproduction
- Economies of scale
- Paradox of capitalism
- Not sharing the market
Content people make bad consumers so Capitalism needs you to feel inadequate
Where do these ideas come from? What is shaping our concept of a ‘good body’?
Religion

- The earth-bound body
- Sins of the flesh
- Body as female
Neoliberalism

- State rolled back, intervention frowned upon
- The market fixes everything
- Everyone has an equal chance of success
• Individual responsibility
• Success/failure due to own choices
• Self-discipline, self-reliance and the individual are valorised
• Body becomes a project to demonstrate good consumption
• Vulnerability and needing help viewed as failure
Weight and Health

The Obesity Paradox...
There is a relationship between weight and health but it is not as straightforward as we might imagine.
Overweight and mortality

- NHANES I – III (US)
  - 571,042 person years follow-up
  - Excess cause-specific deaths for 2004:
    - No association between OW and CVD mortality
    - No association with cancer mortality for either OW or OB
    - No association between OB and non-cancer non-CVD mortality; OW protective

Overweight and mortality

- National Population Health Survey (Canada)
  - 11,326 men and women; follow-up > 12 years
  - Risk of ACM lowest in OW
  - No elevated risk over broad range of BMI (18.5 to 34.9)

Wei et al: the graph that changed my life

<table>
<thead>
<tr>
<th>Fitness vs. Fatness: Relative Risk of All-Cause Mortality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal weight and fit</td>
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<tr>
<td>Normal weight and unfit</td>
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<tr>
<td>Overweight and fit</td>
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<tr>
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<tr>
<td>Obese and fit</td>
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</tbody>
</table>

Mathesan et al.

Lifestyle matters

- NHANES III
  - N=11,761
  - Mean follow-up 170 months
  - Outcome ACM
- Healthy habits:
  - 5+ F&V daily
  - Regular exercise
  - Alcohol in moderation
  - Not smoking
Pick a habit, any habit

<table>
<thead>
<tr>
<th>All Cause Mortality (Hazard Ratio)</th>
<th>0 habits</th>
<th>1 habit</th>
</tr>
</thead>
<tbody>
<tr>
<td>NW</td>
<td>2.2</td>
<td>2.7</td>
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<tr>
<td>OW</td>
<td>3.7</td>
<td>2.5</td>
</tr>
<tr>
<td>OB</td>
<td>6.7</td>
<td>3.3</td>
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</tbody>
</table>
Lifestyle matters, weight doesn’t

All Cause Mortality (Hazard Ratio)

- NW
- OW
- OB

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<td>1.01</td>
<td>1.11</td>
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</table>
How can we explain the link?

- Data – Rates of attrition, follow up rates, exclusions, confounding variables (physical activity levels)
- Weight cycling
- Weight stigma
- Social justice/SES
Data

- Confounding variables (PAL, diet)
- Researcher bias
- Weight cycling
- Weight stigma
Obesity, weight-cycling and mortality

- Framingham Heart Study
  - 5127 adults, biennial measurement, 32-year follow-up
  - Weight fluctuations resulted in increased ACM, CV mortality and CHD (morbidity)
  - RR of ACM due to weight fluctuations similar magnitude to risk associated with overweight, CVD or CHD

- NHANES
  - 8479 adults, 28-year follow-up, weight change measured at 5 time points
  - Weight fluctuation increased ACM (RR 1.83) and CM (1.86)
  - Weight loss increased ACM (RR 3.36) and CM (4.22)
  - Stable obesity did not increase risk ACM but RR 2.37 for CM

- ERFORT male cohort study (Germany)
  - 15 year follow-up for n=505; weight change measured at 3 time points
  - Increased RR ACM with weight fluctuation (1.86) and weight loss (1.81)
  - No increased risk with weight gain (1.15) or stable obesity (1.16)

Weight stigma

• A negative attitude towards obese individuals

• In education, in employment, in healthcare, in media

• Results in lower educational attainment, bullying, discrimination in the work place, poorer healthcare

• Poorer mental health, less likely to go to doctors, more likely to be misdiagnosed, more likely to binge eat, less likely to exercise

- Feeling fat is worse for your health than being fat
Obesity & morbidity: diabetes

- Disease most strongly associated with weight and fat distribution
- Canadian Community Health Study\(^1\)
  - Correlation with poverty and marginalisation higher than for weight, diet, or PAL (n=105,000)
  - Lowest SE group RR 1.72
  - Accounting for BMI, PAL, and education reduces risk by 6%
- Chronic inflammation associated with both obesity and T2DM
  - Approx 1/3 chronic Hep C develop DM; RA also at increased risk
- Insulin resistance due to underlying metabolic disturbance predisposes to fat gain, i.e. obesity may be early symptom of diabetes, not primary cause

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So why are we still so scared of fat?
Capitalist Neo-liberalism

- Consumer not a citizen
- Individualism, self-discipline
- Body as project – your body demonstrates your value
  - Deservingness
- Market fixes for everything
Ditching Dieting
“In sum, there is little support for the notion that diets lead to lasting weight loss or health benefits”

“At it’s best, dieting is a waste of time”
Sandra Aamodt
What does dieting give us?

• Most common outcome of conventional dieting behaviour is weight cycling

• An emphasis on weight control can promote eating disordered behaviours

• Many studies show that dieting behaviour is a strong predictor of weight gain

• Results in stigmatisation of fat which leads to more binge eating and less physical activity

• We don’t need to lose weight to improve health
These ideas about fat allow those in positions of power to justify their position of power and blame those who don’t share it.
Impact on a personal level?
What things do you to be more ideal?

What things do you not do because you feel imperfect?

Swim?
Speak up?
But it’s not just personal...
The Problem

Body Distortion

- 72% of all girls and 68% of all women avoid ordinary activities because they feel awful about their looks.
- Examples include:
  - 17% avoid giving an opinion;
  - 13% avoid going to the doctor;
  - 13% avoid going to school;
  - 8% avoid going to work;
  - 16% avoid going to a job interview.

By the time British girls reach the age of 11, at least one in three wanted to lose weight, which rises to two thirds by the age of 15.

According to the British Journal of Psychology, half of 3-6 year old girls in the UK report worry about being fat.

By the age of 7, 70% of girls in the UK want to be thinner. By the age of 9, half have been on a diet. For girls aged between 11 and 17, it’s their number one wish in life.

Sexualisation of Girls

Our culture’s obsession with youthfulness is reflected in today’s models. Most models are between 14 and 19 years of age. Others, such as Maddison Gabriel in 2007, are 12.

French Vogue features Thylane Blondeau, a 10 year-old child model in a controversial sexualized fashion spread.
How does it make you feel?

a) Fear of failing/being vulnerable
b) Feelings of shame
c) Isolation
What increases your chance of getting of cancer, infections and heart disease and causes a risk of death that is comparable to high cholesterol, high blood pressure and even smoking?
What can we do?
Please take out your coloured papers from earlier…
We are taught to be afraid to be imperfect, but that it’s impossible to be perfect, to compete and not cooperate, to be afraid to risk being vulnerable and ask for help, afraid to be individual but to consume to have a sense of identity.
So what can we do?
BE RESISTANT
BE RESILIENT
1. Create
2. Community
3. Compassion
CREATE

• An alternative to consumption
• Doing/being, not just looking
• Being vulnerable, risking failure
COMMUNITY
• Connection
• Communication
• Support
COMPASSION
• For yourself and others
• Questioning deservingness
• Appreciation/changing the focus
Kitten Block
What can be done differently?

Lean In Org & Getty Images
Infinitely better than the stock ‘women laughing with salad’ trope
So is getting out in the world, talking, making, doing.
“FEMINISM is not a dirty word. It does not mean you hate men, it does not mean you hate girls that have nice legs and a tan, and it does not mean you are a ‘bitch’ or ‘dyke’; it means you believe in equality.”

-Kate Nash
Our culture is US!
THANK YOU!!

For more info visit:

www.endangeredbodies.org

Facebook: AnyBodyUK

Twitter: @AnyBodyOrg