

Lesson 9 – Mind Over Media



Goals and Objectives:

1. Understand that false images of body perfection are promoted in the media.
2. Learn to challenge assumptions about body shapes and sizes.
3. Develop skills to be critical of messages that focus on unrealistic body images as symbols of success and happiness.

Handouts:

Audience Notes (*create from Lesson 9 Slides*)

10 Appearance Assumptions (*handout 9:1*)

Living in a Healthy Body: A New Look at Health & Weight (*handout from other source*)

Your Identity – More Than Your Looks (*handout 9:2*)

OYOL Labels (*Lesson 9 handouts folder*)

Quick Thoughts (*Lesson 9 handouts folder*)

Materials:

Sign-in Sheet

Name Tags

Behind Closed Doors videotape

Sealed envelopes with *10 Appearance Assumptions* worksheets completed in lesson 1

Several popular fashion magazines (*male- and female-oriented*)

Portable stereo and music

Flip chart or board and markers or chalk (*optional: write the WOW on board*)

Computer, Projector, Screen, TV

Extension Cords

Feedback sheets from previous lesson

Words of Wisdom: WOW

“I went to high school with a girl who . . . has bulimia. . . . I just think it’s so sad that our society is so focused on how our bodies look that people will do anything to have the body that they think they should have. . . . It just saddens my heart to know that there are girls who hurt themselves to look the way that they think they should.”

*Female, early 20’s
Let their voices be heard ©*

Outline:

5 minutes – Welcome and Review

10 minutes – Appearance Assumptions

5 minutes – Journaling

5 minutes – Physical Activity Break: Name Game

20 minutes – **Behind Closed Doors** video clip and Mind Over Media

5 minutes – On Your Own Learning (OYOL)

2 minutes – Wrap-up

Facilitator Notes	Facilitator's Message
 <p>Distribute <i>Audience Notes</i>.</p> <p>Optional: Post <i>Class Guidelines</i>.</p>	<p>Sign-In</p> <p><i>As participants arrive, have them sign in and pick up their name tags and Audience Notes. Play some nice background music.</i></p>
 <p>A New You: Health for Every Body</p> <p>Lesson 9: Mind Over Media</p>  <p>Let group respond.</p>  <p>Let group share & pass around what they found.</p>  <p>Accept Respect Value Yourself and Others</p>	<p>Slide 1 and Slide 2: Welcome and Review</p> <p>Welcome to our ninth session of A New You: Health for Every Body.</p> <p>How are you coming with your goals? After our physical activity sessions, did some of you revise or change a physical activity goal?</p> <p>Does anyone have any comments or questions? <i>(Address any concerns, confusion or comments from previous session evaluations.)</i></p> <p>For the OYOL (On Your Own Learning) you tried taking after-meal walks and recording in your journal how you felt before and after. Would anyone like to share their experience?</p> <p>Did anyone note interesting media messages that focused on unrealistic body images as symbols of success and happiness?</p> <p style="text-align: center;">●.....●</p> <p>Turn to a neighbor and share one source of body images messages we see and hear daily. <i>(Allow time for interaction.)</i></p> <p>Acceptance of and respect for our body and the bodies of others can be challenging. Our appearance-focused society places a different value not only on people who are fat, but also people who are too short, too tall, too flat-chested, not muscular enough, too big-nosed – anything that does not match “the ideal.”</p> <p>But it is worth the effort to gain appreciation for our own body and the bodies of others. It is much easier to take good care of something that or someone who is valued, accepted and respected.</p>



Distribute blank *10 Appearance Assumptions* and *Living in a Healthy Body* booklet.



Distribute the worksheets completed during the first session.



Slide 3 and Slide 4: Appearance Assumptions

In some ways, learning to respect and accept ourselves and others is difficult because it requires a shift or change in the messages we send ourselves. Some of us have internal messages like this:

“When I become thin and fit, then I can accept and respect myself.”

This message is reinforced by external images like the billboard on page four of **Living in a Healthy Body**. This message is saying, “look this way and you will be happy.” It is similar to trying to get to the horizon – it is always just that far away, no matter how hard you try.

An internal message of self-acceptance sounds like this:

“I accept and respect myself; therefore, I will take care of myself. I will eat well and live actively.”

The billboard on the back cover of the **Living in a Healthy Body** booklet has this kind of message. This external message is more realistic and achievable, and it is the basis for good health.

Internal messages are often based upon assumptions or beliefs we take as true without proof. They can be powerful filters for how we interpret reality. Assumptions shape our thoughts and feelings and appear to be true even though they may not be.

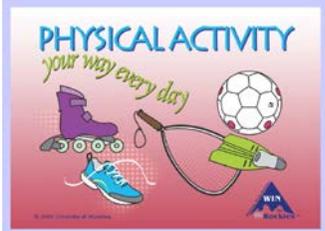
Please take a few minutes to complete the **10 Appearance Assumptions** handout. *(While they complete this, distribute envelopes with their worksheet from the first session.)*

Negative body-image assumptions adversely influence self-acceptance and respect for body-size diversity. This tool is the same one you completed in the first session. It comes from **The Body Image Workbook** by Thomas F. Cash, a psychologist. The tool explores the relationship between appearance assumptions and body image.



Cash analyzed this tool with several hundred responses. While this is a small sample, his findings are worth noting. Cash found that 75 percent of people who agreed with the assumptions – called assumers – tended to have a negative assessment of their overall looks. People who disagreed with the assumptions – called doubters – usually had a positive view of their appearance and seldom had a negative body image.

Open the sealed envelope with the worksheet you completed at the start of our first session. Compare your responses.

 	<p>Journaling</p> <p>Take out your journals and record your reaction to the 10 Appearance Assumptions worksheet. How did the two worksheets compare?</p> <p><i>(Play some soothing background music and allow about 3 minutes for journaling.)</i></p>
 	<p>Slide 5: Activity Break – Name Game</p> <p>One big step towards accepting and respecting yourself is to see your own talents and uniqueness. For most of us, our names are fairly unique.</p> <ol style="list-style-type: none"> 1. Please stand and locate a partner <i>(or groups of 3)</i>. 2. Most of you know the “YMCA” dance where you make the letters using your body. Take turns spelling out your whole name using your whole body. Try including your legs. Say the letters aloud as you make them. Some letters may work best with two people working together. 3. After you have each spelled out your name, spell out your partner’s name.

Media messages make it difficult for me to be satisfied with my appearance.



Show entire video
Behind Closed Doors.

About 8 minutes long.



Let group respond.

Slide 6: Behind Closed Doors Videotape

Can assumptions be effectively challenged? Americans are exposed to at least 300 ads every day. Are these images real people? We are going to watch a video called **Behind Closed Doors**. Joan Lunden hosts this program about how fashion photographs are created.

(Show entire video.)

In the video, what were the three methods used to create the illusions?

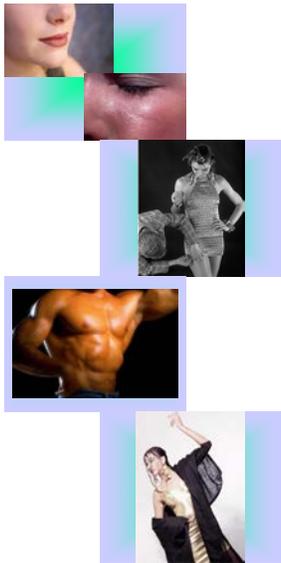
1. Clothes radically refitted with tape, pins or clamps.
2. Models physically reshaped using tape, pads, shapers and cinchers.
3. Models and clothing electronically retouched – inches and wrinkles removed.

How does this information influence the assumption that media messages make it difficult for us to be satisfied with our appearance? The purpose of advertisements is to sell a product. The beauty industry works hard to create dissatisfaction with our appearance so we will buy their product and then, supposedly, look like the models in their ads.



Distribute fashion magazines to groups.

Alternative:



Let group(s) respond.

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In groups of 2 or 3, find a photograph in one of these magazines that you think has been somehow altered using one or more of the methods we saw in the video. After a few minutes, we will ask your group to share your observations.

(Alternative: You can use slides 7 through 11 and discuss these photographs as a group.)

Refer again to your **10 Appearance Assumptions** tool. Are there some assumptions that you are starting to think of in a different way? This is the first step towards challenging your assumptions and moving towards more positive self-acceptance and acceptance of others.



Distribute *OYOL Labels* for Lesson 9.

Distribute *Your Identity – More Than Your Looks*.



On Your Own Learning
OYOL

1. Look for diversity in TV bodies
2. Complete worksheet
3. Increase 3 daily walks to 10-minutes -- forever

Slide 7: On Your Own Learning (OYOL)

1. Today we have looked primarily at print media. Television also provides many visual images. During the next week, if you watch television or go to a movie, note the following: How much diversity in body shapes and sizes do you see compared to the diversity in the general public?

2. Please take a few minutes to complete this worksheet, **Your Identity – More Than Your Looks**. If there are some items not listed, add them in the blank spaces.

3. Increase your three daily walks to 10 minutes each. This adds up to 30 minutes per day! When feasible, walk a little longer. Continue this for the rest of your life!

 <p>Distribute evaluations. Collect name tags.</p>  <p>Adapted from <i>A New You: Living in A Healthy Body</i> developed by Outreach and Extension at University of Missouri, Lincoln University</p> <p>Adaptation & revisions by Mary Kay Wardlaw Project Education Specialist WIN the Rockies</p> 	<p>Slide 8: Wrap-Up</p> <p>Thank you for joining our class today. Please complete the evaluations and leave your name tags. We will see you next week.</p>
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References and Additional Resources:

“Behind Closed Doors IV with Joan Lunden.” Video. LMNO Productions, NewLife Entertainment, 1996. Remuda Ranch Programs 800-445-1900.

Cash, Thomas. *The Body Image Workbook: An 8-Step Program for Learning to Like Your Looks*. Oakland, California: New Harbinger Publications, 1997.

Holmes, Betty, Suzanne Pelican and Fred Vanden Heede. *Let their voices be heard: Quotations from life stories related to physical activity, food and eating, and body image*. Laramie, Wyoming: Wellness IN the Rockies, University of Wyoming, 2004.

The StayWell Company. *Living In A Healthy Body: A New Look at Health & Weight*. San Bruno, California, 1999. 800-333-3032.

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