

WHY IS BUTTERFLY BODY BRIGHT IMPORTANT?

Body dissatisfaction is a significant issue:

- Body dissatisfaction is an important risk factor for negative physical, mental and social outcomes, including unhealthy dieting and muscle building behaviours, depression, anxiety, and eating disorders.
- Body dissatisfaction is repeatedly one of the top-ranked issues for young Australians.
- Body dissatisfaction is reported by approximately 50% of pre-adolescent girls and, increasingly, pre-adolescent boys are reporting a desire for a more lean and muscular body.
- In a recent survey conducted by Butterfly, 93% of adult respondents who reported developing body image concerns during their primary school years stated that their concerns got worse as they entered adolescence. Nearly 30% of survey respondents were diagnosed with an eating disorder.
- Stigmatising weight attitudes are forming from very early in childhood, which can lead to teasing about appearance and, in turn, the development of body dissatisfaction and unhealthy behaviours.
- Greater body concerns from ages 5 and 7 have been shown to predict dieting by age 9.
- By the time they reach adolescence, 1 in 6 girls have already employed at least one potentially dangerous method of weight reduction.

We can intervene early!

- Research highlights the need to foster a positive foundation for body satisfaction and healthy behaviours from childhood.
- Peers play an important role in shaping how children feel about their body and the body of others – that's why primary schools are an important avenue for implementing body dissatisfaction and eating disorder prevention programs.
- Butterfly Body Bright aims to equip students with skills to feel confident in their body and build resilience to risk factors that contribute to body dissatisfaction and disordered eating.
- Butterfly Body Bright provides primary schools with the tools to promote body image within their existing infrastructure.

Butterfly Body Bright

Is for EVERY primary school,
Australia-wide.

Register your school, via the website, to receive the Butterfly Body Bright program, which has been mapped to Australian Health and Physical Education Curriculum (in addition to NSW, VIC and WA).

Butterfly Body Bright has been developed by the Prevention Services Team at Butterfly Foundation with the support of Australian body image, eating disorder, mental health and education experts as well as people with a lived experience.