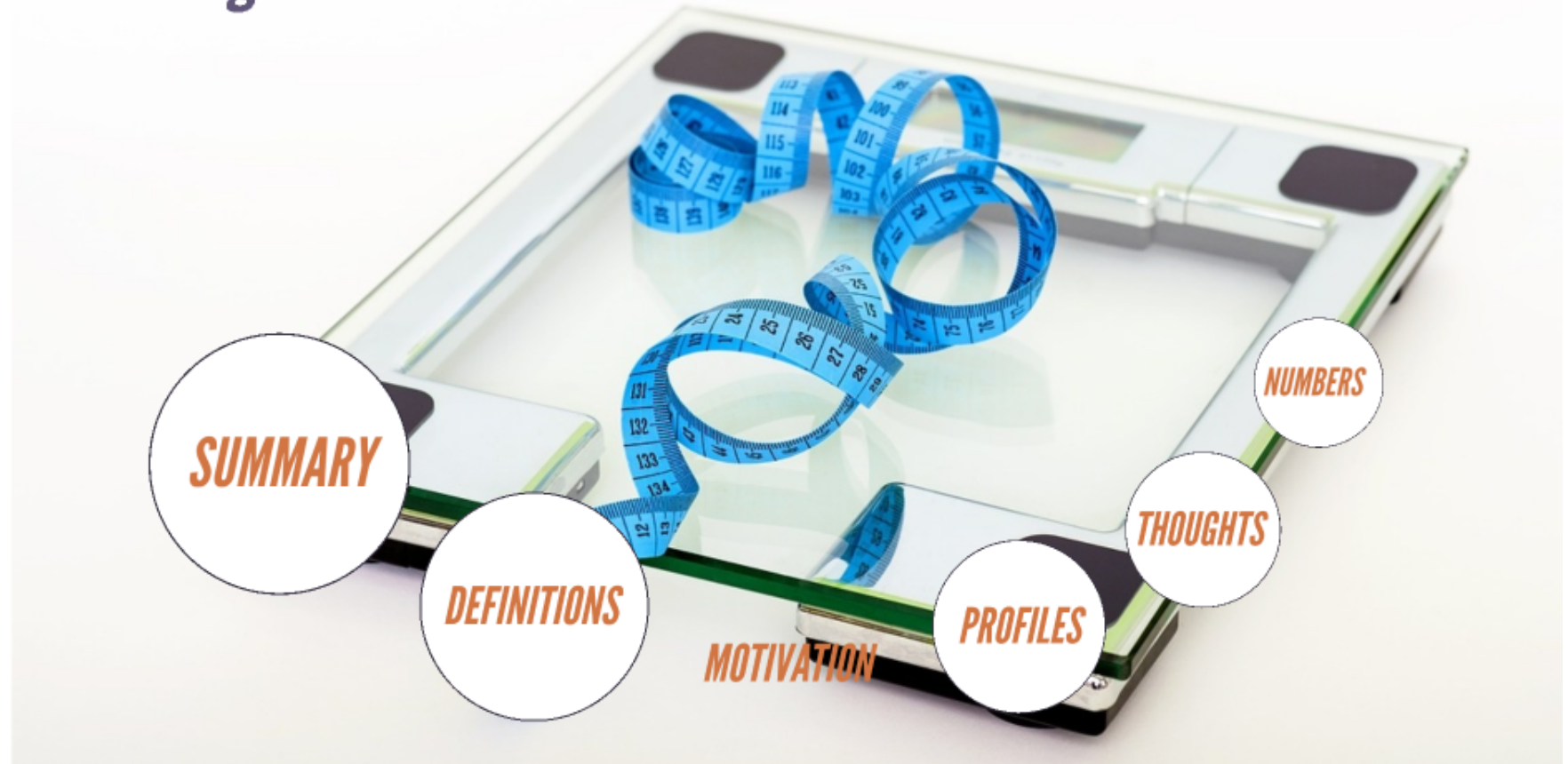


Deception Before the Scale- *The Thoughts Behind the Number*



SUMMARY

DEFINITIONS

BODY IMAGE
SELF -IMAGE
HEALTH
MENTAL HEALTH

MOTIVATION

FOR PARTICIPATION

PERCEPTION

OF HEALTH
THE NUMBERS
THE PRACTICES

DECEPTION

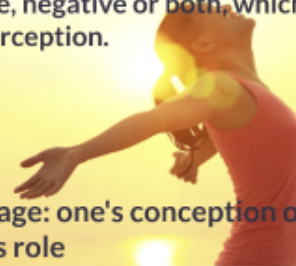
TO THE SUFFERER
TO THOSE AROUND THEM

WHAT CAN WE DO?

DEFINITIONS

Research shows that physical appearance has been the greatest predictor of self-esteem.

Body image is a person's perception of their physical self and the thoughts and feelings, positive, negative or both, which result from that perception.



Self Image: one's conception of oneself or of one's role

MENTAL

HEALTH

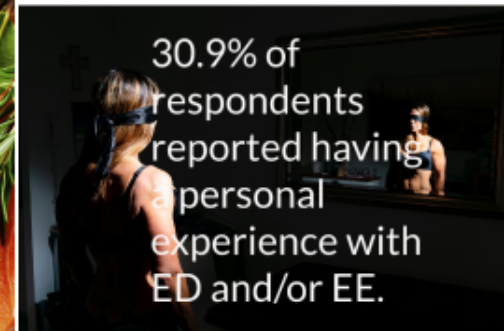
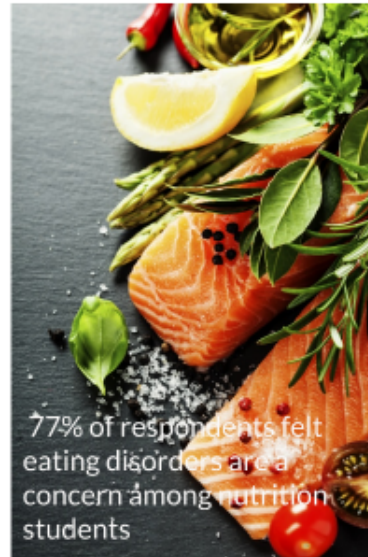
a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.

"State of complete physical, mental, and social well being, and not merely the absence of disease or infirmity."



MOTIVATION

For Participation



CONSUMERS



Females aged 18-24 have the highest participation (32.3%), followed by males of the same age bracket (25.5%).

These age and gender groups correspond for the age and gender of highest risk for the development of eating disorders

MISPERCEPTIONS

*DISORDERED
THOUGHTS*



Underweight - 93.8% likely or very likely

Normal weight - 51.7% unlikely or very unlikely

Overweight - 81.3% - likely or very likely

76.3% suspected a client or member to be experiencing an eating disorder yet only 25.1% felt confident to approach

MISPERCEPTIONS



"These walls are funny. At first you hate 'em, then you don't mine 'em and then you can't live without 'em."

THOUGHTS

BEHIND THE BEHAVIOURS

SOME THOUGHTS OF ANOREXIA NERVOSA



*Some Thoughts of
Binge Eating Disorder*

*Some Thoughts
of Bulimia*

THOUGHTS

The Ana Creed
Thin Commandments
Some 'Rules'

SOME THOUGHTS OF BINGE EATING DISORDER



Some thoughts of Bulimia

"A way to deal with feelings was not to feel"

"Check my stomach to make sure it is concave and pelvic bones highest point"

"I can't do anything right"

"Who are you trying to fool; you don;t know what you are doing"

"Anxiety washes over me- what now?"



Messages



Numbers

Conversation

NUMBERS



BODY WEIGHT, %BODY FAT, GIRTHS



MY FITNESS PAL / OTHER
TRACKING APPS



FITBITS, APPLE WATCH



A CONVERSATION

