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Making a real life difference.
Our Eyes Are Broken…

1954 2014
This presentation will discuss body image in the public eye and how it contributes to eating disorder behaviors.

We will examine the impact of media, culture and the digital age on shaping how we see ourselves and our bodies.

And what we can do to stop it.
Setting the Scene…

The Problem?

Genetics load the gun, environment pulls the trigger.

Our culture creates a triggering environment for those with a biological predisposition to developing eating disorders by glamorizing thinness and perpetuating images of one ideal body-type which is unrealistic, unattainable for most, and a misrepresentation of health.
Setting the Scene…

• 42% of 1st-3rd grade girls want to be thinner (Collins, 1991, National Eating Disorders Association)

• 35% of “normal dieters” progress to pathological dieting – 25% of those progress to eating disorders (Shissslak, Crago, & Estes, 1995)

• One in FIVE women will struggle with an eating disorder in their lifetime. (National Eating Disorders Association)
Today we will discuss…

1. What elements of culture affect body-image and perpetuate eating disorders?

2. How do we treat those struggling?

3. How can we use the culture for good?
1. The Digital Age

“Photo-shopping” & edited images a constant bombardment

- Ads
- Magazines
- Television & Film
AMA Condemns ‘Photoshopping’
AMA Condemns ‘Photoshopping’

REAL

Photoshopped
AMA Condemns ‘Photoshopping’

Hyper-photoshopped
AMA Condemns ‘Photoshopping’

What do we know?

– Alterations contribute to unrealistic expectations of appropriate body image – especially among impressionable children and adolescents.
– A large body of literature links exposure to media-propagated images of unrealistic body image to eating disorders and other child and adolescent health problems.

Non-Photoshopped Movie Stars with EDs

February 4, 1983

Heart attack at 32 kills pop superstar

KAREN CARPENTER
The singer who slimmed herself to death

When Karen Carpenter sang about love, the whole world listened. Thanks to her golden voice, the Carpenters—her twin sister, Richard—sold 60 million records in the space of 10 years. But her glittering career had a tragic ending. Karen was 32 years old when her heart gave out.

Karen, 32, who had suffered from the illness of anorexia nervosa, was found dead in her home in Los Angeles on February 4, 1983. The Carpenters were scheduled to tour later that year, but the concert was canceled after Richard was found dead in his hotel room a few days later.

The Carpenters were known for their harmonies and their catchy pop songs. Karen, the younger sister, had a perfect soprano voice, while Richard, the older sister, sang in the background. Their music was a hit in the 60s and 70s, and they sold over 60 million records worldwide.

Karen's voice was described as having a ethereal quality, and her music was a hit in the 60s and 70s. Despite her success, Karen struggled with anorexia nervosa, a eating disorder that caused her to lose weight to an unhealthy degree.

Karen's death shocked the music world, and her legacy continues to inspire and influence new generations of musicians. Her story is a reminder of the importance of mental health and the need to support those who struggle with eating disorders.
1. The Digital Age

Dangers of Social Media

– College women spend 2-4 hours per day on Facebook (Sharon H. Thompson and Eric Lougheed, College Student Journal Journal, March 2010, Vol. 46 Issue 1, p.88-98, 11p)

– Social media can be a trigger for negative body-image, poor self-esteem and eating disorders
1. The Digital Age

Dangers of Social Media

– “Females who base their self-worth on their appearance tend to share more photos online...and use Facebook as a platform to compete for attention”

(Michael Stefanone, PhD, Univ. of Buffalo, Cyberpsychology, Behavior and Social Networking Journal)
1. The Digital Age

Dangers of Social Media

• More invasive trigger, constant and instant access, 24/7
• Easier to post anonymous comments, risk of bullying
  – 20% of college females say looking at Facebook makes them feel stressed
  – 47% of females say “sometimes they feel addicted to Facebook”

1. The “Obesity” Epidemic

- Overreaction
- “Fear” Culture re: Fat & Weight Loss
- Physicians encouraging slim body ideal as a picture of health
- “Fit-spo”
2. How Do We Treat?

• Treating Negative Body-Image
• Treating Eating Disorders
• Teaching Media Literacy
2. How Do We Treat?

- Access to support groups and resources
- Identifying evaluation and exposure
- Mindfulness, therapy, experientials
2. How Do We Treat?

- Eating Disorders are highly complex mental illnesses which require a high level of physical, psychological, and nutritional therapy.
- Treatment and resources exist that can provide full and lasting recovery.
3. Redeeming Culture

– College Student Journal study finds 24% of college females feel Facebook helps to express feelings easier

– 16% say Facebook time helps them to feel excited and energized
3. Redeeming Culture

SOCIAL MEDIA FOR GOOD!

- Constant Access and Connection
  - Follow and post positivity
  - Expose body-image lies and negative media portrayals of women
  - Use re-tweets, shares, etc. to promote positivity, share resources
Take 45 seconds to watch this trailer from The Body Positive, a non-profit organization with a mission to transform individual and societal beliefs about weight, body image, and identity. The result is a growing national movement of healthy, confident individuals contributing to positive change in the world. They need donations and also invite you to submit your creative project to share your own beauty.

ThisIsBeauty Trailer

In early 2013, The Body Positive will launch This Is Beauty™, our social media campaign to transform how people see and express their own authentic beauty. T...
Dr. Kim Dennis shares the importance of modeling consistent joy, freedom, and sobriety, and the intersection of substance...inkd.in/z6pGNd

Exclusive Interview with Timberline Knolls Residential Treatment Center shar.es/6ICbx via @sharethis

Thank you @johannaskandel and the @allianceforEDA for an inspiring message today at IAEDP Winer celebration in Tampa—there is life after ED!
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<thead>
<tr>
<th>Eating Disorder Hope @EDhope</th>
<th>5 Dec</th>
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<tbody>
<tr>
<td>Eating Disorders Coalition News and Information: Parity for Behavioral Health Coverage Delayed by Lack of Federal Rules</td>
<td><a href="http://eatingdisorderscoalition.blogspot.com/2012/12/parity...">Link</a></td>
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<td>Timberline Knolls’ Medical Director and CEO Dr. Kim Dennis Discusses Substance Abuse and Eating Disorders</td>
<td><a href="http://hometestingblog.testcountry.com/?p=22970">Link</a></td>
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<td>National Eating Disorders Association:</td>
<td><a href="http://nedanationaleatingdisorders.org/site/Calendar...">Link</a></td>
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<td>The Death Zone--A Look at The Rise of Anorexia Nervosa in Men</td>
<td><a href="http://hivehealthmedia.com/the-death-zone...">Link</a></td>
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3. Redeeming Culture

SOCIAL MEDIA FOR GOOD! (Continued)

• Use Comments to build up others, but don't comment on appearance

• Supplement online communication with face-to-face interaction
3. Redeeming Culture

STRENGTH IN NUMBERS!

• Connect to support groups
• Online Communities
• Consumer & Advocacy Groups
• Get Active!
3. Redeeming the Culture

#TruthInAds

The Truth in Advertising Act:
Bipartisan bill requiring the DTC to study what steps can be taken to reduce the usage of “photo-shopped” models in advertising.
AMA Condemns ‘Photoshopping’ (Continued)

• The AMA adopted new policy to encourage advertising associations to work with public and private sector organizations concerned with child and adolescent health to develop guidelines for advertisements, especially those appearing in teen-oriented publications, that would discourage the altering of photographs in a manner that could promote unrealistic expectations of appropriate body image.
The Final Act…

Elements of the Media, Culture & Social Media can trigger negative body-image and eating disorders

Full recovery comes through treatment

We can redeem the culture and use it for good!
So Use Your Voice…

And be a part of changing the culture for our next generation
Additional References


Sources


Questions?
Thank you!

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For further information, contact:
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A residential treatment center located on 43 beautiful acres just outside Chicago, offering a nurturing environment of recovery for women ages 12 and older struggling to overcome eating disorders, substance abuse, mood disorders, trauma and co-occurring disorders.

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