

EVERY ACTION COUNTS TO BE A POSITIVE ROLE MODEL!

Positive body image modelling and weight stigma prevention

Acting as a positive role model does not mean being perfect.

Being a positive role model means being aware of the image you project. It is therefore important to take the time to question your own attitudes, beliefs and prejudices.

Deconstructing beliefs and prejudices are not necessarily easy, as they are often rooted in our childhood..

Here are some ideas of small and big changes you can make to make a difference.

Pick whichever ones resonate with you and that you are comfortable with.

WITH MYSELF

Question myself in regard to my relationships with my own body, with food and with physical activity.

Become more aware of my own thoughts and comments about weight and physical appearance, whether they are directed at others or myself and that they are positive or negative.

Be kind to my own body.

Question society's prejudices against fat people.*

Recognize that society promotes a single model of beauty and that it is not representative of the population.

Remember Identify that the reasons I love the people around me are rarely based on physical appearance or weight.

Identify my own gender stereotypes (e.g., believing that boys are better at sports).

Learn more about body image and weight stigma (e.g., training, workshops, reading materials).

* This term is used as a descriptive qualifier to designate size without pejorative connotations. We recognize, however, that some people may not be comfortable using it.



WITH MY CLIENTS



Value, include and **respect** all people, regardless of weight.

Talk about food and physical activity in a positive way by focusing on the pleasure and well-being they provide..

Contribute to the development of the food and culinary skills of my customers.

(e.g., organize a tasting, do a cooking workshop).

Encourage listening to the needs of the body of my customers (e.g., hunger, thirst, satiety, need to move, fatigue).



Develop my clients' critical thinking about the cult of thinness and the single model of beauty

(e.g., organize a workshop, discuss hot topics)..

Educate my clients about the strategies used in the fashion industry, the media, advertising and social networks to perfect bodies (e.g., Photoshop, Instagram filters).

Emphasize each person's qualities and strengths that are not related to their appearance.



Value what the body can accomplish and express

(e.g., moving, getting around, having fun, relaxing, helping others, feeling pleasure, discovering new talents).

Normalize the diversity of body types that naturally exist in society and the uniqueness of each body

(e.g., offering inspiring models, encouraging respect and openness to difference).

Eliminate materials that depict stereotypical and unrealistic models of beauty from my environment.



WITH MY COLLEAGUES

Ask my co-workers to let me know when I overemphasize other people's appearance.

Educate my colleagues about the negative consequences of weight-related comments and compliments when I witness such situations.

Challenge preconceived ideas related to weight when the opportunity arises.

Introduce the [*Grossophobie et image corporelle : S'outiller pour mieux intervenir*](#) toolkit.

Show colleagues and management the [*For an inclusive and weight-friendly workplace*](#) model resolution and suggest its adoption.

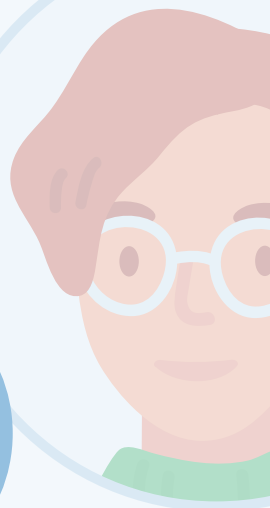
CAREFUL! EXAMPLES OF ACTIONS TO AVOID :

- Commenting on appearance and weight
- Tolerating or trivializing teasing about weight or appearance
- Associating eating habits and physical activity with weight control
- Systematically associating weight and health

Through little and big actions, let's contribute to the development of a positive body image and reduce the stigma around weight!

For other resources, check out the complete toolkit!

Click here



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