
-20 years ago, models weighed 8% less than the average woman. Now, they weigh 23% less than the average woman.

-Young girls are more afraid of getting fat than they are of nuclear war or cancer

-The average American fashion model is 5'11" and weighs 117 pounds; the average woman is 5'4" and weighs 140.

-After viewing images of fashion models, 7 of 10 women were more depressed and angry about their bodies than prior to viewing them.



The choice is ours...

The future does not
have to be this way...

Mission Statement

The Pat Walker Health Center, University Health Services provides professional and comprehensive medical care, mental health care, health education, and health promotion for a diverse community of students, faculty, and staff. We, the University Health Services Staff of the Pat Walker Health Center, have a commitment to physical, mental, spiritual, social, and emotional health, the highest standards of quality, and appreciation of the value of each individual. Through these endeavors we support the educational mission of the University of Arkansas and the growth of each individual.

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Accredited by
**Accreditation Association
for Ambulatory Health Care**

*A Member of
the Division of Student Affairs*



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Many of us struggle with the way we look and perceive ourselves. The goal of the *Love Yourself from the Inside Out* project is to help young women around our campus to look deeper within themselves and others to see that beauty lies within.

There is so much more to being beautiful than achieving the ideal body that is portrayed in the media. True beauty lies within our hearts and spirits and shines through our smiles. Knowing this allows us to experience more beauty in the world that we ever thought existed.

We believe that by challenging the media messages that make body dissatisfaction a cultural norm - we can help ourselves to truly appreciate our bodies no matter what our size or shape.

Our bodies are magnificent, extraordinary creations and we wish to arise a deeper appreciation and self-love among today's women.



To create a flawless image of this 'beautiful ideal', the media uses techniques such as camera angle and airbrushing. Photos of their models are edited to make the body appear thinner. Skin is airbrushed so it looks flawless and without blemish.

It's safe to say that nobody really looks like the models in the magazines and on the billboards, not even the models themselves!

Don't be fooled by the media. The media attempts to create the ideal body. While it is beneficial for the fashion and dieting industries, it is gravely detrimental to the emotional, physical and social well-being of women across the globe.

10 Ways to Enhance Body Image

1. Think positively: think of what you *love* about your body instead of what you don't like.
2. Resist the pressure to strive for a perfect body and *strive* to be comfortable in your body- it will bring you confidence.
3. Be skeptical of media messages.
4. Find and *engage* in some sort of physical activity that you enjoy.
5. *Focus* on living a fulfilling and wholesome life. Do things that bring you joy.
6. Don't punish your body by playing mind games with food. Eat healthy but don't obsess.
7. Focus on *who you are*, not just on what your body looks like. What are your dreams, gifts and talents?
8. *Speak* lovingly and positively to yourself. Look for the good and praise it.
9. Pamper your body.
10. Take *pleasure* in just being alive. Be grateful for all you have, for your opportunities and for your great experiences.

