

Body Image and Behavior Change:

Shifting the Narrative for Enhanced Client Wellness

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Body Image as defined by New Oxford American Dictionary:

The subjective picture or mental image of one's own body.

Body Image as defined by Frontiers in Psychology (frontiersin.org)

The multifaceted psychological experience of embodiment that encompasses one's body-related self-perceptions and self-attitudes, including thoughts, beliefs, feelings and behaviors.

Biggest Contributors to Body Image Issues (as listed on womenshealth.gov)

1. Being teased or bullied as a child for how you looked
2. Being told you're ugly/fat/thin or having other aspects of your appearance criticized.
3. Seeing images or messages in the media that make you feel bad about how you look.

Our contributions to Body Image Issues:

1. Our Story.
2. Our Start Date.
3. Our Bias.
4. Our Broadcast

The Numbers: A Review and the Story of the 98:

Imbalanced But Not Invisible:

1. 25-40% =
2. 25% =
3. 90% =

How Wellness Professionals Co-Sign the Culture:

Hiding and Hindering, Redefining “positive”:

Reinforcing Healthy Body Image for Self (as listed on conehealth.com)

1. Appreciate
2. Think critically
3. Counterbalance

Reinforcing Healthy Body Image for Our Clients:

1. Take The Charge
2. W.A.I.T.
3. Listen
4. Follow
5. Acknowledge
6. Offer
7. Accept

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