



EVERY BODY IS MEANT TO MOVE

A CRITICAL NEED

Negative body image has grown to near epidemic proportions in the past 20 years, with as many as 60% of adults in national studies reporting that they don't like the way their bodies look. In fact, body dissatisfaction has become so ubiquitous that Americans spend \$40 billion dollars a year for weight loss programs and products alone.

To compound the effects of negative body image, a new analysis of data from the National Health and Nutrition Examination Survey reports that sedentary lifestyle and not caloric intake may be to blame for increased obesity in the United States. By analyzing data from the last 20 years, researchers from Stanford discovered that the number of women who reported no physical activity jumped from 19.1% to 51.7% in 2010, with the most dramatic rise found among young women ages 18 - 39. But this is not the first study to have drawn similar conclusions: Lack of leisure-time physical activity is definitively linked to increased obesity, particularly in young women, reports the American Journal of Medicine.

A CRITICAL TIME

Pervasive Body Dissatisfaction

In a 2012 study by East Carolina State University, high school students reported alarming statistics:

- 44% of teens indicated they regularly skip meals as a tactic for controlling weight
- 65% say they are afraid of gaining weight
- 31% admit they would like surgery to fix a body part that makes them feel insecure about their appearance
- 20% say their rarely or never happy with how they look

Obesity at an All-Time High

Adolescents age 12 - 19 years old who are obese increased from 5% in 1980 to 21% in 2012, with more than one-third of adolescents now overweight or obese, according the Center for Disease Control.

Physical Activity on a Sharp Decline

Less than 3 in 10 high school students get at least 60 minutes of physical activity every day (the recommended amount of activity suggested by the World Health Organization, the American Heart Association and the Center for Disease Control.)

The evidence of double digit declines in levels of physical activity as teens transition into adulthood is undisputed, according to a 2007 study from the Journal of Physical Activity and Health. These lower levels of physical activity coupled with trends toward greater caloric intake have contributed to the growing number of young adults who are overweight in the United States.



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A NEW APPROACH

Focus on Action. Not Appearance.

Leading researchers found conclusively in a study published in the *Journal of Health Psychology* that exercise buffed up the way people see their bodies regardless of the actual physical changes. “There are psychological benefits to even a little exercise that allows people to experience greater improvements with body image,” reported the survey. Additionally, a recent study in *Women’s Health* magazine reported that “talking about exercise orients women to thinking about what their bodies can *do* rather than focusing on what their bodies *look* like.”

Change What They See.

The cultural ideal of the thin and toned physique for young women is socially powerful and ever present within the media and popular culture. This beauty ideal is pervasive and near impossible to meet, and teenage girls appear to be one of the most vulnerable groups as they tend to ignore their physical abilities and focus on appearance as evidence of worthiness. The consequence: Lowered self-esteem and increased risk for psychiatric disorders, including eating disorders.

As young women age from 14 – 22, body dissatisfaction increased from 28% among 14 year olds to 40.3% in 22 year olds. However, girls who are able to reject today’s cultural values of beauty and replace those values with a more realistic cross-section of women’s everyday bodies are not prone to eating disorders or body dissatisfaction, according to a study conducted at the NYU School of Medicine.

Endorphins, Come Out to Play.

Thirty minutes of moderate exercise is enough to release the beta-endorphins that increase feelings of well-being and to lower levels of cortisol, the hormones associated with stress and anxiety. Researchers from Nova Southern University concluded that low to moderate aerobic activity produced positive results in mood improvement and psychological functioning.

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The leading objective of the Movemeant Foundation is to be a catalyst for creating a new era of healthy, strong and empowered young women. By recognizing the critical needs of our society, we are developing an innovative, three-prong approach that utilizes advocacy and awareness for positive body image, peer-based mentorship and role models, and grants that make physical movement a reality.

Headquartered in San Francisco, Movemeant relies on a funding base that includes forward thinking corporations, socially-responsible partners and individual donors. We are actively seeking financial partners for our first set of advocacy and awareness programs, *Dare to Bare*. Full sponsorship benefits packages are available upon request and as a 501(c)(3), all contributions are tax-deductible.

Join us in our movement.