Body dissatisfaction is a significant issue:

- Body dissatisfaction is an important risk factor for negative physical, mental and social outcomes, including unhealthy dieting and muscle building behaviours, depression, anxiety, and eating disorders.
- Body dissatisfaction is repeatedly one of the top-ranked issues for young Australians.
- Body dissatisfaction is reported by approximately 50% of pre-adolescent girls and, increasingly, pre-adolescent boys are reporting a desire for a more lean and muscular body.
- In a recent survey conducted by Butterfly, 93% of adult respondents who reported developing body image concerns during their primary school years stated that their concerns got worse as they entered adolescence. Nearly 30% of survey respondents were diagnosed with an eating disorder.
- Stigmatising weight attitudes are forming from very early in childhood, which can lead to teasing about appearance and, in turn, the development of body dissatisfaction and unhealthy behaviours.
- Greater body concerns from ages 5 and 7 have been shown to predict dieting by age 9.
- By the time they reach adolescence, 1 in 6 girls have already employed at least one potentially dangerous method of weight reduction.

We can intervene early!

- Research highlights the need to foster a positive foundation for body satisfaction and healthy behaviours from childhood.
- Peers play an important role in shaping how children feel about their body and the body of others – that’s why primary schools are an important avenue for implementing body dissatisfaction and eating disorder prevention programs.
- Butterfly Body Bright aims to equip students with skills to feel confident in their body and build resilience to risk factors that contribute to body dissatisfaction and disordered eating.
- Butterfly Body Bright provides primary schools with the tools to promote body image within their existing infrastructure.