



# Week Two: Body Image and Food Myths

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# Weekly Roundtable

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How was your week?

What is something fun you did ?

How were your journal reflections?

How did last week make you feel?

# Disclaimer

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This course is meant to help those who have struggled with body image acceptance, fear foods, social eating. We are here to celebrate what our bodies can do when we are well nourished and in alignment with our joy. In the presentations to come, we will discuss eating disorders and disordered eating. If this is triggering to you, please email us privately and we will discuss how to support you or refer you out.

This course is not meant to diagnose or treat anyone with an active eating disorder. It is meant to help who may have negative feelings around food and their body image. If this sounds like you, please refer out to a licensed eating disorder care team.

# Overview of Week 2

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- Body image/ different forms of body image
- Food myths and body image
- Body positives/neutrality
- Mindset / perspective shift from negative to positive or neutral stimuli
- Prompts and discussion

# Body Image

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Body image is a complex, multi faceted perspective an individual has on how they view their own physical body in the world.

Body Image can be positive, negative, or neutral depending on which aspect of body image you are referring to.

There are 4 aspects of Body Image: Perceptual, Cognitive, Affective, and Behavioral

# Perceptual Body Image

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Body image is how you perceive how your body appears physically

This is NOT a direct representation of how you actually look, if you have poor body image

Example: “Looking FAT” in the mirror but having very little physical body fat, perhaps an ESSENTIAL amount of fat.

# Behavioral Body Image

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The behaviors you engage in as a direct result of how you view your body

Example: I do not love my body so I do not consider the importance of nourishment, and I find myself avoiding eating.

OR

I do not like how I physically look, so I will isolate myself.

# Affective Body Image

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Affective body image is how you FEEL about your body image, and typically involves satisfaction/dissatisfaction, or feelings like happiness/disgust.

Example: I gained 5 lbs this month and I feel disgusting.... like I look bad, who would want me? Not me.

# Cognitive Body Image

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Cognitive body image is the way you think about your body. This type of body image leads to preoccupation and comparison with others involving body weight or size.

Example: Alex used to be “fat” but now she is skinny and all of the boys seem to like her. No boys talk to me. I wonder if it is because I am bigger than her.

# Body Image and Food Myths

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Food myths and body image tie in hand in hand!

Most people who turn to fad diets, cult diets, quick weight loss traps, food myths, and food abstaining behaviors often have poor body image in most, if not all 4 areas of body image

Think about it- if you viewed your body as “gross” or “disgusting”, psychologically, you would do anything you can to not feel that way

Hence, dieting exists.

# Body Image and Food Myths

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## Body image is just as much of a myth as a food myth or a fear food

It is a DEEPLY PSYCHOLOGICAL experience that involves believing in aspects that are simply not always true

We are more likely to believe something if we are exposed to it frequently: A mirror paired with unrealistic expectations of feminine/ masculine bodies pairs perfectly with the perceived “logic” that certain foods are “bad” or “good”

# Food Beliefs

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Food Beliefs encompass both individual and global or community ideas surrounding food

Food Beliefs are not limited to a food itself, and it can include the preparation method

Food Beliefs tend to be obsessive and contribute to only minute changes in the grand scheme of the diet

Example: Brown Rice is always better than white rice

# Common Food Beliefs

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Chicken is the best source of protein

Red meat is bad

Whole grain bread is so much better for you than white bread

Soy is trash

Vegetables should be eaten raw

# Do You have Any of These Beliefs Now?

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Chicken is the best source of protein

Red meat is bad

Whole grain bread is so much better for you than white bread

Soy is trash

Vegetables should be eaten raw

# Think About The Beliefs

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Where are they from?

Who thinks this way? Was it you or a parent/relative?

Do you think people/ influencers popularize these myths?

Have you ever read any scientific literature that supports these myths?

# Understanding Food Myths

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Understanding food myths are vital in improving your own relationship with foods.

If you can differentiate a food myth from a food reality, you will set yourself up for a healthier food/life balance

Know that we live in a capitalist society- so ripped guys on instagram may market a food myth for their own financial gain. They also may be promoting a supplement or product so be wary when reading social media gimmicks.

# Diet Trends and Digestibility

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Most individuals are willing to trust dietary advice from sources that are not scientifically adequate. This gives power to the source of the information, as well as it allows the myth to continue and spread through word of mouth marketing.

A study was done in Victoria, Australia on Social Media Content in 2015. This is what the study found:

# Diet Trends and Digestibility

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- ★ Participants : 1001 people, 72.2% female, Average Age ~21.06
- ★ The group completed a cross-sectional, 112-question online survey aimed at social media users aged between 15-29 years old
- ★ A total of 378 (37.76%) participants reported consuming at least 1 of the 3 types of health and fitness–related social media content: 308 (30.77%) fitspiration pages, 145 (14.49%) detox pages, and 235 (23.48%) diet/fitness plan pages.

# Diet Trends and Digestibility

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- ★ Nearly 90% of young adults have reported they would trust medical information found on social media.
- ★ Approximately 70% of participants who reported misusing detox/laxative teas or diet pills in the last 6 months consumed any (of these 4 forms) health and fitness-related social media content. These weight loss materials have been shown to have detrimental health effects and use actually predicts weight gain over time in adolescents.

# Food Beliefs: “Good and Bad Foods”

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View this from the perspective of an individual with poor body image or a poor relationship with foods:

List of “Good” Foods	List of “Bad” Foods
Veggies Raw Fruit Sometimes Chicken/Turkey Brown Rice Quinoa Whole Grains Almond Milk 1tbsp Peanut Butter	Fried Veggies Certain Fruits Red Beef White Rice White Bread Cereal/Refined Grains Whole Milk 2 tbsp Peanut Butter

# Food Beliefs: “Good and Bad Foods”

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View this from the perspective of an individual with an understanding of foods in the grand scheme of life:

List of Good Foods	List of Bad Foods
All Foods	No Foods

# Body Image: Turning Negatives Into Positives/Neutrality

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What if instead of worrying about what your body **looks like** to others, you looked within and searched for all of the amazing things your body **can do**?

You can jump, you can create art, you can embody music or dance. These are all blessings!

This mindset shift from half glass empty to half glass full can create a positive mindset surrounding body image.

We know this is a hard shift- so take whatever time you need to nurture this energetic change

# Body Image: Turning Negatives to Positives/Neutrality

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True beauty goes beyond visual beauty, remember:

Most “conventionally” sexy people have god awful people skills

Your personality and how you treat others is FAR more important than if your skin is tightly bound to your body

Time worrying about how you look could be spent developing skills or positive habits

Celebrate your health- there are others that have severe disabilities or physical reasons they cannot move. Be grateful that you have healthy organs, that you can access the internet, and support groups like this are available to you

# Body Image: Turning Negatives to Positives/Neutrality

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It may take time to build these skills, however there are techniques you can implement now:

View social media objectively instead of emotionally- is this person trying to promote a product or agenda?

Wear clothes and choose activities that make you feel great- bring up your strengths and OWN them. People will notice!

Do something nice for yourself- if you treat yourself like your self worth is high and that YOU DESERVE GOOD THINGS, you will be able to invite in positive thoughts and perceptions of yourself

# Body neutrality

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Going from 'I do not like my body' to 'I love my body' can be a stretch for most people at first. Body neutrality offers a space to observe without judgement and forced positivity.

You don't have to love your body at all times. But you don't have to think of everything it's not or everything it can't do all the time either.

It's about minimizing the negative, and appreciating your body for everything that it does do for you

It's about honoring and cherishing your body in a way that encourages you to take care of it without judgment.

It's about accepting that it's normal for a body to fluctuate !!!!

# What is EFT Tapping?

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Emotional Freedom Technique or EFT is a powerful way to deal with unresolved issues, transform your beliefs and reprogram your thoughts.

Stress is often stored in the body and requires intervention at the body level. EFT helps to engage the safety system in the body and brain before promoting a new way of thinking.

Decades of research at Harvard Medical school found that when various acu-points are stimulated, certain points almost instantly decrease the activation of the stress response in the brain.

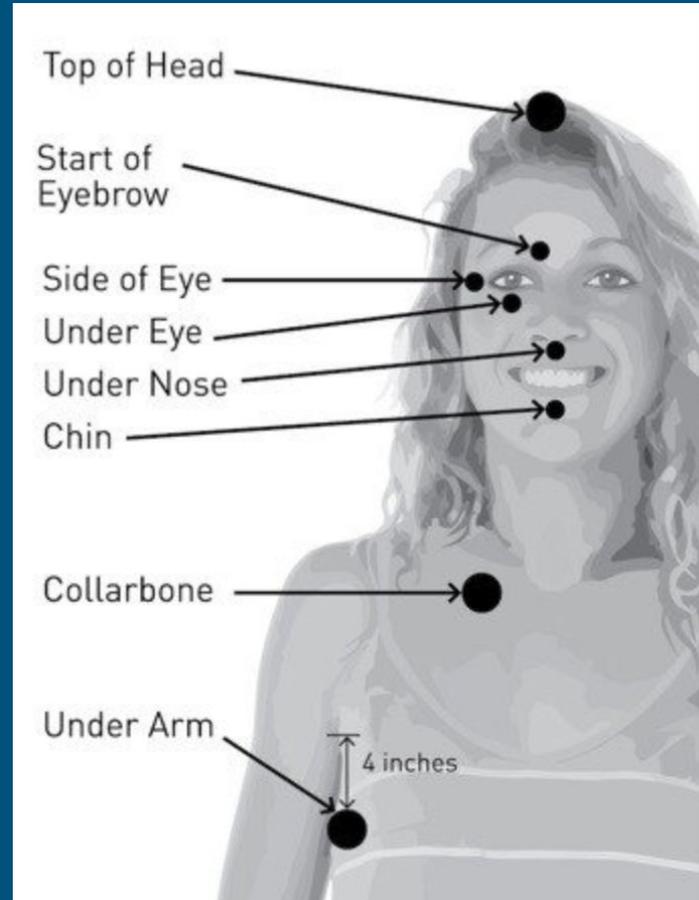
One study showed that 1 hour of tapping can reduce the stress hormone cortisol by 24% compared to both the control group and the talk therapy group.

# EFT Tapping Points

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EFT involves tapping on acu-points while focusing on a targeted emotion or problem.

It is a mind-body approach that directly intervenes at the body level, brain level, and emotional level.



# Let's Tap Together!

- Focus on a specific issue/thought.
- Repeat 3x “Even though I have this problem, I deeply + completely accept myself”.
- Constantly tap the Karate Chop Point!
- Tap about 5x on each point while repeating “this problem”

## EFT™ (Emotional Freedom Techniques) SHORTCUT TAPPING PROCEDURE

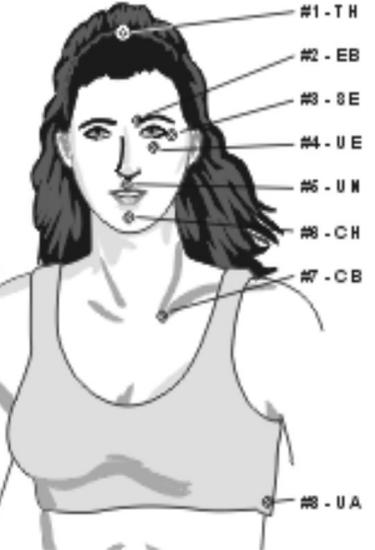
THE SETUP

- 1) Focus on a SPECIFIC Issue, and
- 2) Repeat Three Times:  
*“Even though I have this problem,  
I deeply & completely accept myself.”*
- 3) While continuously tapping the  
“Karate Chop” point.



THE SEQUENCE

- 4) Tap about 5X on each point  
while repeating “This Problem.”



- 5) Focus on the specific pain or soreness; re-rate the intensity. If not yet at a zero, apply the Tapping Procedure again.

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EFT developed by Gary Craig, [www.emofree.com](http://www.emofree.com)

While EFT has produced remarkable clinical results, it is still considered to be in the experimental stage and thus practitioners and the public must take complete responsibility for their use of it. EFT is not intended as a substitute for the medical.

Questions, Reflections, Thoughts, Stories?

