



Dissonance Eating Disorder Prevention

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Body image: Negative health consequences...

Depression

Suicidal ideation

Restrictive eating

Exercise avoidance

Anxiety

Eating disorders

Weight gain

Social avoidance

See the work of Eric Stice, Dianne Neumark-Stzainer, Allison Field, Susan Paxton, et al.



Cognitive Dissonance

- Inconsistent cognitions → cognitive dissonance
- Dissonance leads to change in attitudes and behaviours.

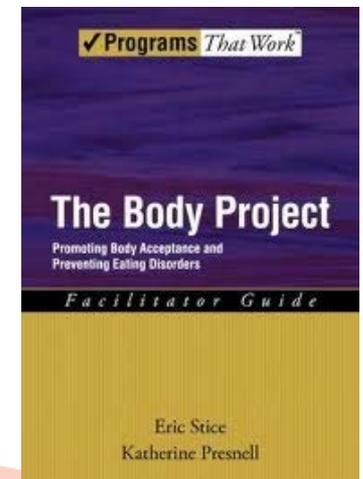
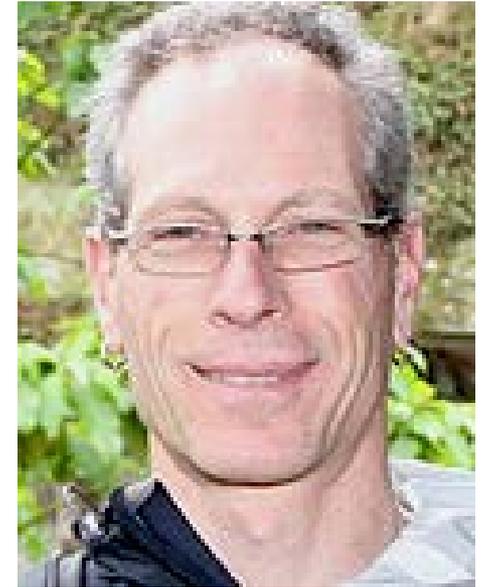
Dissonance-based eating disorder prevention

- Aims to reduce internalisation of the thin ideal
 - reduced body dissatisfaction, negative affect, ineffective dieting and ED symptoms.
- Argue and speak out against the ideal using verbal, written and behavioural exercises.
- Received empirical support in five independent labs (see Stice et al., 2008 for a review)

The Body Project

(Stice & Presnell, 2007)

- 4 hours
 - Interactive small group activities
 - Between-session homework
 - Motivational enhancement strategies
- Adolescents and university age women.
- Reduces Internalisation, negative affect, body dissatisfaction and bulimic pathology up to 3 years later.
- Reduced risk of onset for EDs to 6% (vs. 15%) (Stice et al., 2008)



Reflections: Body Image Program

(Becker & Stice, 2012)

- 2 x 2 hour, peer leaders
- Shows sustained effects up to 14 months follow-up (Becker et al. 2005, 2006, 2008, 2010)
- 50 campuses across the US



The Succeed Body Image Programme

Becker & Stice (2011)

- 2 x 2 hour, peer leaders
- 8 campuses across UK
- 2 secondary schools
- Sustained 6 months follow-up



(Halliwell & Diedrichs, 2014; Diedrichs et al. 2014)

Current project funded through HIT

Alysun Jones & STEPS team

- 4 hours (2x2 or 4x1) to be delivered across 5 schools to girls in years 10-13 (max 250 girls)
- Rolling delivery originally planned from April- November

Progress

- **actually delivery began June 2016** (40% sign up)
- **4 schools recruited for intervention September-November** (1 more needed)

Projection

- Intervention delivery completed by Jan 2017

Yoga and body image

Embodiment models

To date

- Immediate increases in body appreciation, body satisfaction, positive mood but not negative mood among young women

Next year

- Examine the longer term impact of tailored yoga course on body image and eating behaviours