

Bloggers collaborate with government to challenge negative body image

- Social media influencers to meet with the Government Equalities Office to give insights into body image issues
- Meeting comes as Government begins research to better understand the role it can play challenging negative conceptions
- Discussions and research to inform future Government campaign on body image

Body image has become a key concern for women and men of all ages with research suggesting that once established in early life, body dissatisfaction can continue into adulthood.

The rise in prominence of reality TV shows and the increased usage of social media have helped stoke the debate around the issue, with media interest also ramping up around several controversial advertising campaigns.

The GEO has recently commissioned research aiming to better understand the role Government can play in easing the concerns of those who feel unhappy with how they look.

Alongside this research, the GEO wants to hear from key influencers, who remain on the front line of the body image debate, to better understand their experiences and thoughts on the issue. The Minister for Women and Equalities, Penny Mordaunt, will also be in attendance for part of the discussion.

Those attending the event include:

- Kenny Ethan Jones
- Luke Cutforth
- Stevie Grice-Hart
- Katie Snooks
- Stephanie Yeboah
- Abby Russell
- Milly Smith
- Em Ford
- Michelle Elman
- Jada Sezer
- Harnaam Kaur
- Ashley James
- Megan Jayne Crabbe
- Katie Meehan

Further Information:

- The new research will explore the knowledge gap on how body image is experienced by different groups, including men and LGBT individuals, and will look at the relationship between body image and social media.
- Anybody and everybody is susceptible to poor body image across their

life. We cannot allow our ambitions to be restricted, current conceptions around body image must change so everyone can flourish and live fulfilling lives.

- The research, along with the views from the influencers, will be put towards a future government campaign on body image and inform further work to support young people on the wider life impact of body dissatisfaction.