**Body Positive? (Dessert)**

The goal of this assignment is to critically examine a body positivity campaign and its impact. Encourage students to first read the dessert portion of Chapter 11.

This assignment lends well to a think-pair-share format discussed in the ancillaries for Chapter 7, in which students first consider the prompts alone, then in a dyad or small group, and eventually report out to the class.   
<https://ablconnect.harvard.edu/pair-and-share-research>

Encourage students to identify an ad campaign that promotes inclusivity across sizes, though it is not necessary the ad campaign directly addresses body positivity.

1. Think: Students (independently) identify an ad campaign and reflect on the prompt: In what ways is this advertisement inclusive? Be sure to brainstorm beyond size and shape, including gender, race/ethnicity, standards of beauty, ableism, etc. Alternately, social media accounts can be explored.
2. Pair: Students join with a peer (or two) to research the potential impact of this campaign.
   * How do we determine if efforts toward body positivity are successful? Encourage students to use resources such as those linked below.
   * Why are efforts on body positivity focused on appearance? Are there other ways to promote size inclusivity?
3. Share: Students identify a poignant example from their group to report out to the full class.
4. After each pair or group shares, consider opening the initial questions back to discussion. Explore the causes and consequences of standards of beauty and self-evaluation.

**Related references:**

Association for size diversity and health: <https://asdah.org>

Cohen, R. et al. (2019), ‘#bodypositivity: A content analysis of body positive accounts on Instagram’, *Body Image,* 29: 47-57.

Mull, A. (2018, June 5), ‘Body positivity is a scam’, *Vox*, retrieved from <https://www.vox.com/2018/6/5/17236212/body-positivity-scam-dove-campaign-ads>

Stewart, S-J.F. & J. Ogden (2019), ‘The role of BMI group on the impact of weight bias versus body positivity terminology on behavioral intentions and beliefs: An experimental study’, *Frontiers in Psychology,* 10: 634.

Your Fat Friend (2019 December 2), ‘5 questions to ask instead of ‘is this really body positive?’, and other articles, *Medium,* retrieved from <https://humanparts.medium.com/five-questions-to-ask-instead-of-is-this-really-body-positive-6769d8fd635b>

Your Fat Friend (2020, January 29), ‘When clothing is more than fashion’ and other articles, *Medium,* retrieved from <https://medium.com/@thefatshadow/when-clothing-is-more-than-fashion-75c14b835b1a>