Picture this
how body dissatisfaction is growing among Australian young people:

Body dissatisfaction is one of the highest risk factors for the development of disordered eating and eating disorders.¹

1 in 4 girls and 1 in 10 boys had consciously restricted their food intake to control their weight.³

Just under half of girls aged 15 – 19 reported being extremely or very concerned about body image.⁴

1 in 2 girls and 1 in 5 boys said they’d been afraid of gaining weight in the last four weeks.²

Eating disorders cause more deaths each year than the national road toll.⁵

We urgently need to reach more young people, more schools and more parents. By putting evidence-based resources in people’s hands they can say and do the right things to support body confidence. They can help to stop our kids sliding into serious mental health issues.

Helen Bird, Manager,
Butterfly Education Services