



MEDIA RELEASE  
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## Local Agencies weigh in on “FAT TALK”

October 20<sup>th</sup> – 26<sup>th</sup> is Fat Talk Free Week. You are invited to take the challenge **to end “fat talk” by thinking twice about using statements that are damaging to self-esteem and body image.** “Fat talk” isn’t about being overweight. It is the language that we use about ourselves and others when we talk about dieting, losing weight and appearance.

Think before using statements like “I’m so fat.” “I need to lose 10 pounds” and “She’s too fat to be wearing that swimsuit.” Statements that are considered fat talk don’t necessarily have to be negative; they reinforce the need to be thin – like: “You look great! Have you lost weight?”

It’s time to remove this Fat Talk from our conversations! Girls Incorporated of Upper Canada, in partnership with the Leeds, Grenville, and Lanark District Health Unit, ask everyone to accept this challenge to avoid negative language with ourselves and others regarding weight and appearance.

“When focus is put on weight or appearance, it is a problem because once someone believes the idea that they must be thin to be accepted in the world, they may do harmful things to their bodies such as diet, starve themselves or develop disordered eating to achieve an impossible beauty standard” says Meena Tipper, Registered Dietitian with the Health Unit. “When self-esteem and body image suffer, other risky behaviours can follow” adds Tipper.

**Take the Fat Talk Free Week challenge**, and take the focus away from fat, weight and appearance not just this week, but every day.

You can also check out the Girls Incorporated of Upper Canada Facebook Page as well as the website at [www.girlsinc-uppercanada.org](http://www.girlsinc-uppercanada.org) for daily tips and challenges so you and your family to participate daily during Fat Talk Free Week! Information is also available at [www.healthunit.org](http://www.healthunit.org).

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