



The LIFEbeat Body Positivity Project

Exploring the Theme of Body Image in Adolescence



In Delivering the *Body Positivity Project* for Somerset Public Health, LIFEbeat worked with 313 young people across 4 schools, and 7 young people as part of a *Body Positivity Campaign Building Workshop*.

184 participants have contributed to baseline data on Body Image and Body Positivity and over 60 have participated in a survey exploring more detailed factors affecting body image.



73% of 184 young people surveyed stated that the way they look is either **quite important, very important or extremely important** to them.

Almost a quarter of the young people (23%) stated that they **never thought positively about their body.**

68% said that they thought negatively about their body quite often, very often or all the time.

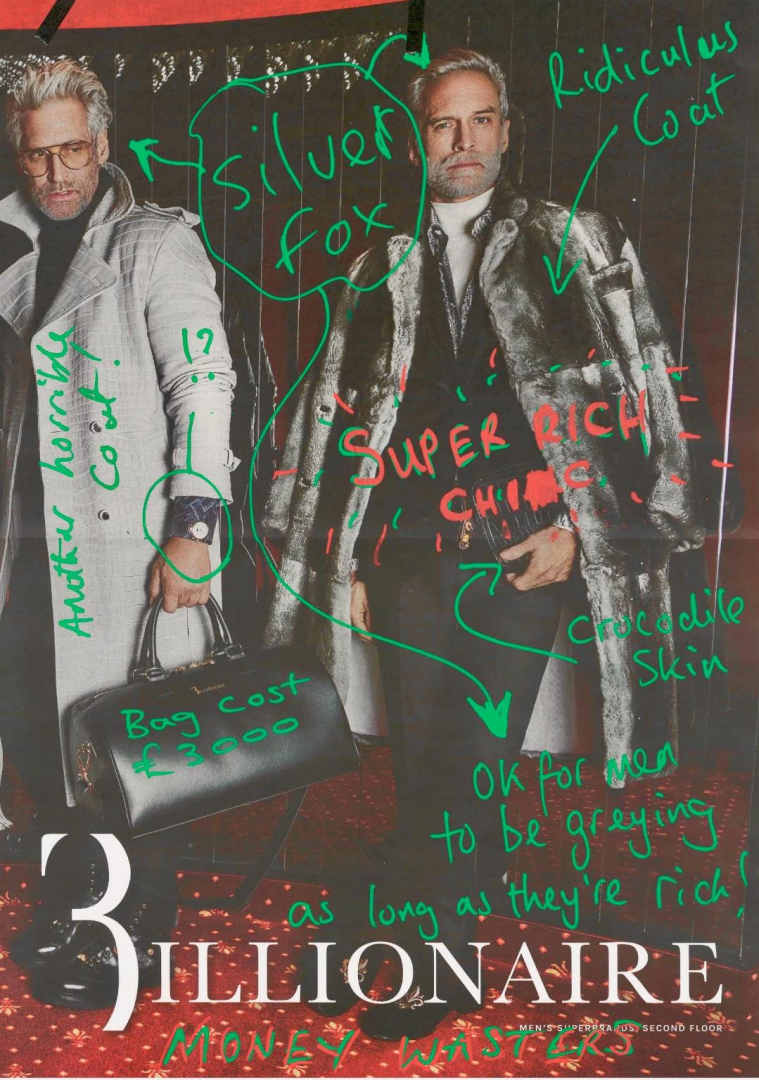
73% of the pupils we surveyed said they think about their body image, with **27%** saying that they never thought about their body image.





57% stated that they never talk to others about their body image.

Just under half said that they spoke with friends, with around 9% saying that they spoke with family. Just under 10% said that they spoke to friends and family.



57% of pupils we worked with said that the way they felt about their body affected the activities they took part in.

66% of young people indicated a desire for more opportunities to have discussions on body image with friends/classmates.

For the young people we surveyed, *Social Media* was named as having the **third greatest effect** on how they felt about the way they looked, with **10%** of responses.

Clothes accounted for **11%** of responses and *Other People / Peer Pressure / Friends* was the most significant factor, comprising **23%** of all responses.

