



# EVERY BEAUTIFUL BODY DAY

RESOURCE GUIDE



## WELCOME TO YOUR EVERY BEAUTIFUL BODY DAY RESOURCE GUIDE.

We believe that pushing the conversation around inequality and representation to the forefront is the best way to incite change, and we're glad to have you on board. We hope you can use this tool kit to start a dialogue with your community and share your thoughts, feelings, and action plans around diversifying the types of bodies we see in the media.

To get your group started on **Every Beautiful Body Day**, here are some statistics to help you feel informed about the topic at hand.

67 % OF AMERICA WOMEN WEAR  
A SIZE 14 OR LARGER,<sup>1</sup> YET  
ONLY **2** % OF MAINSTREAM  
MEDIA IMAGES FEATURE  
PLUS-SIZE WOMEN.<sup>2</sup>

62%

OF MILLENNIAL WOMEN  
HAVE BEEN ON A DIET.



70%

OF THESE WOMEN STARTED  
THEIR FIRST DIET BEFORE  
THE AGE OF 13.<sup>3</sup>



Of the **679 models** featured on major fashion magazine covers in 2016, **only six wore a size 12 or above.**<sup>4</sup>

This year, of the **2,973 models** that walked in New York's spring runway shows, **only 16 were plus-sized.**<sup>5</sup>

# BODIES IN MEDIA



# PLUS-SIZE

DISCRIMINATION & UNCONSCIOUS

# BIAS



The effect of continually seeing just one “ideal” body type extends far beyond the world of fashion and media.

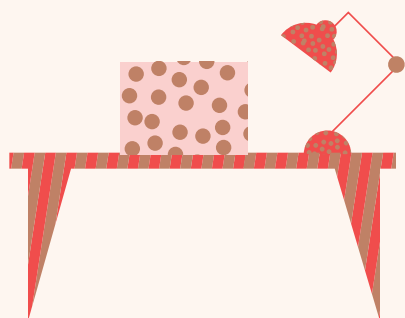
ONLY **7** % OF  
MILLENNIAL WOMEN  
FEEL TOTALLY HAPPY  
ABOUT THEIR BODIES.<sup>3</sup>

# WE SEE PLUS-SIZE DISCRIMINATION...



## in our legal system:

In studies examining weight in the courtroom, plus-size defendants are **often far more likely to be perceived as guilty** than their straight-size counterparts.<sup>7</sup> And plus-size plaintiffs are more likely to be found at fault.<sup>7</sup>



## in the workplace:

Studies show women who are plus-size earn an average of **\$9,000 less than straight-size women**. The heaviest women in one study earned **\$19,000 less than their straight-size peers**.<sup>8</sup>

There are no federal laws that prohibit employers from **discriminating based on weight**.<sup>9 & 10</sup>

Plus-size women tend to experience an even greater **gender pay gap**.<sup>8</sup>

Studies show that **plus-size workers are often incorrectly perceived** as less conscientious, less agreeable, less emotionally stable, less productive, lazy, and lacking in self-discipline.<sup>11</sup>



## in our shopping malls:

65% of women agree that **the retail industry ignores the needs of plus-size women**,<sup>12</sup> despite women's plus-size apparel being a \$20 billion market opportunity.<sup>13</sup>

Even amongst the closest of friends, taking on topics like weight, discrimination, and bias can feel sensitive and intimidating. Below, we've compiled a list of optional thought-starter questions and ice-breaker activities to get the dialogue going at your meet-up.

## ACTIVITIES:

Ask your friends to bring some fashion magazines to your event. As a group, flip through and take note of how many plus-size models you see. You can even use these images to create a collage or art project.

Arrange a field trip to a local mall or shopping area. Take stock of the advertisements, sizing options, and placement of plus-size clothing sections.

If you're bringing together a group of people who might not know each other, start by going around the circle and sharing your names, preferred language (gauge whether your group prefers terms like "plus," "fat," etc.), and any other relevant information. Take this time to remind your crew that active participation is by no means required. Some people are natural listeners.

# DISCUSSION QUESTIONS

- What are a few ways to build a more body-positive community where you live?
- What are some common phrases people should rethink if they want to be more body inclusive?
- Should we get rid of the word "plus-size?" If so, what other words feel more appropriate to you?
- How do you feel about shopping for clothing?
- What are tactful ways of addressing body-negative language in the workplace?
- Have you experienced other people's unconscious bias?
- How have you learned to correct this type of bias in your own thinking?
- When did you first notice a lack of plus-size representation on TV or in magazines?
- How many household plus-size celebrities can you name as a group?
- Who was the first plus-size celebrity you remember seeing?
- What's the best way to promote body positivity and inclusivity on a small scale?
- What's the best way to promote body positivity and inclusivity on a large scale?

# WHAT'S

Now that you've gotten some ideas flowing, we want to help you take action. Below, find a few action plans!

# NEXT?

## ACTIVATIONS:

1. Download a postcard from our 67% Project hub page (the same page from which you downloaded this resource guide) and tell your favorite media company or fashion brand that you'd like to see more representation from them.
2. Tweet at @Refinery29 and tell us your plans. We'd love to work together.
3. Engage with your social media circles. Snap a photo of your group and include the hashtag #SeeThe67.



## Sources:

1. Miller, Kelsey. "We Let You Down & We're Going To Fix It." Refinery29.com. Refinery29. 26 Sept. 2016. Web.
2. Dunn, Susan. Christel, Deborah. "Average American women's clothing size: comparing National Health and Nutritional Examination Surveys (1988-2010) to ASTM International Misses & Women's Plus Size clothing." International Journal of Fashion Design, Technology and Education. Volume 10. (2017) Pages 129-136. Web.
3. Bourdet, Kelly. "What Millennial Women REALLY Think About Their Bodies." Refinery29.com. Refinery29. 15 June 2015. Web.
4. Tai, Cordelia. "Here's One Good Thing About 2016: Magazine Covers Were More Diverse Than Ever (Report)." Thefashionspot.com. The Fashion Spot. 14 Dec. 2016. Web.

5. Tai, Cordelia. "Report: The Spring 2017 Runways Were the Most Diverse in History — Sort Of." Thefashionspot.com. The Fashion Spot. 14 Oct. 2016. Web.
6. Firger, Jessica. "For Runway Models, High Fashion Means A Dangerously Low BMI." Newsweek.com. Newsweek. 10 Feb. 2016. Web.
7. Brownell, KD. Levandoski, KA. Puhl, RM. Schvey, NA. "The influence of a defendant's body weight on perceptions of guilt." Obesity Research & Clinical Practice. Volume 8. (2014) Pages e599-e607. Web.
8. Cable, DM. Judge, TA. "When it comes to pay, do the thin win? The effect of weight on pay for men and women." Journal of Applied Psychology. (2011) Pages 95-112. Web.

9. Puhl, Rebecca. "Weight Discrimination: A Socially Acceptable Injustice." Obesityaction.com. Obesity Action Coalition. Web.
10. "Pre-Employment Inquiries and Height & Weight." Eeoc.gov. U.S. Equal Employment Opportunity Commission. Web.
11. <http://onlinelibrary.wiley.com/doi/10.1111/j.1744-6570.1999.tb00186.x/abstract>
12. Schlossberg, Mallory. "Retailers are missing out on a \$9 billion opportunity." Businessinsider.com. Business Insider. 20 Jul. 2015. Web.
13. Banjo, Shelly. Molla, Rani. "Retailers Ignore Most of America's Women." Bloomberg.com. Bloomberg. 10 May 2016. Web.