

I am Media Smart

<https://mediasmart.flinders.edu.au>

Information for GP/Health Services

What is I am Media Smart?

A research trial of two versions of **Media Smart**, a fully online, free and confidential program to help 13-25 year-olds of any gender who wish to feel better about their body.

Is body image a problem in the patients I see?

- Yes, body image has been in the top 3 concerns of young Australians for over a decade (and often #1)
- 75% of adolescent girls and 50% of boys have poor body image, and a higher number of young adults
- Research indicates that many health providers do not screen body image or eating disorder symptoms and thus these problems often remain undetected

What does poor body image impact?

- Many think the only risk of poor body image are eating disorder symptoms
- But it is much broader than this. It is also linked to risk of depressive symptoms, anxiety, poor self-esteem, self-harm behaviours, substance use, sleep problems, unhelpful relationships with food and exercise, reduced academic/workplace performance and poorer social connections.
- Thus body image has a key impact across psychological, physical, social and academic domains.

What can Media Smart do for young people?

Media Smart has been very effective with 18-25 year-old women, where it: helped those with strong body image concerns and concerning eating symptoms as well as those with mild body image concerns and no eating symptoms; reduced the onset of depressive symptoms; increased quality of life and lowered a further 5 mental health risk factors. The findings were that positive that a Rotary Mental Health Grant was received to expand the program to be suitable for adolescents of any gender, and to reduce social media pressures.

What does the trial involve?

- Go to <https://mediasmart.flinders.edu.au> and read the study information
- 16-18 year-olds can directly consent to participate, 13-15 year-olds require parental consent (all online)
- Complete the online survey and then be randomly allocated to one of three groups:
 - Media Smart – Weekly: One module per week for 8 weeks
 - Media Smart – Flexible: The user can do the program at the rate they choose
 - Comparison group: A list of 10 tips to help improve body image
- After 8-weeks, participants complete the survey again. The survey is also repeated 6- and 12-months later. This enables us to understand the most effective way to deliver Media Smart
- A \$30 gift voucher will be sent to those who complete all 4 surveys as an appreciation for time
- The research is approved by the Flinders University Social and Behavioural Research Ethics Committee

How can my service help?

- Please promote the research by fixing this [flyer](#) in your waiting room
- Increase screening of body image symptoms in your patients. Further info [here](#)
- Online is particularly helpful to allow direct access to the weblink (newsletters/Apps/email)
- Sharing on social media

<https://twitter.com/Flinders/status/1316202726674620421>

<https://www.facebook.com/38691411169/posts/10158763750926170/>

You are worthwhile and worth taking care of. Start Now.