

I am Media Smart

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

Information for Eating Disorder 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.

The program is a unique, large scale approach to reducing the burden of eating disorders in Australia. As such, the research is suitable across the spectrum of body image concerns – from those with mild concerns through to those experiencing a clinical eating disorder.

What can Media Smart do for young people?

Media Smart has been very effective with 18-25 year-old women, where it: reduced eating disorder (ED) onset by 66% (in those not meeting diagnosis at baseline) and increased remission rates by 75% (in those meeting diagnosis at baseline) relative to controls at 12-month follow-up; lowered six ED risk factors; and reduce the risk of a range of comorbid symptoms (e.g., depressive symptoms; thoughts about self-harm). Significantly higher remission rates were found relative to controls in both those also participating in face-to-face treatment, and those who were not. Thus the findings indicated the program showed evidence of both a preventative and treatment effect.

Based on these encouraging findings, a grant from Australian Rotary Health has been received to extend the research to a wider audience (all genders and broader age range) and to test out differing rates of delivery of Media Smart (weekly vs user chooses own rate).

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
- Media Smart does not discuss eating disorders and individuals have no contact with other participants.
- The program was developed based on our internationally-regarded Media Smart school curriculum.
- The study is approved by the Flinders University Social and Behavioural Research Ethics Committee

How can my service help?

- Sharing the study information with those on your wait lists
- Please promote the research by fixing this [flyer](#) in your waiting room (QR code included)
- Please mentioning the study to patients in the 13-25 age-range
- Sharing on social media or on other online platforms

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

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

<https://news.flinders.edu.au/blog/2020/10/14/media-smart-tackles-social-media-pressures/>

- Please share with any other networks of relevance (e.g., schools, universities, TAFE, health networks etc)

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