

Perceptions of Body Image and Food Choices Among Rural and Urban Baby Boomer Women

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Outline

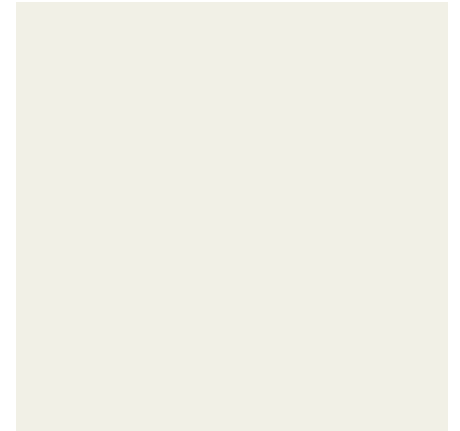
- Background
- Study Rationale
- Research Objectives
- Methodology
- Implications
- Take Away Points
- Acknowledgements



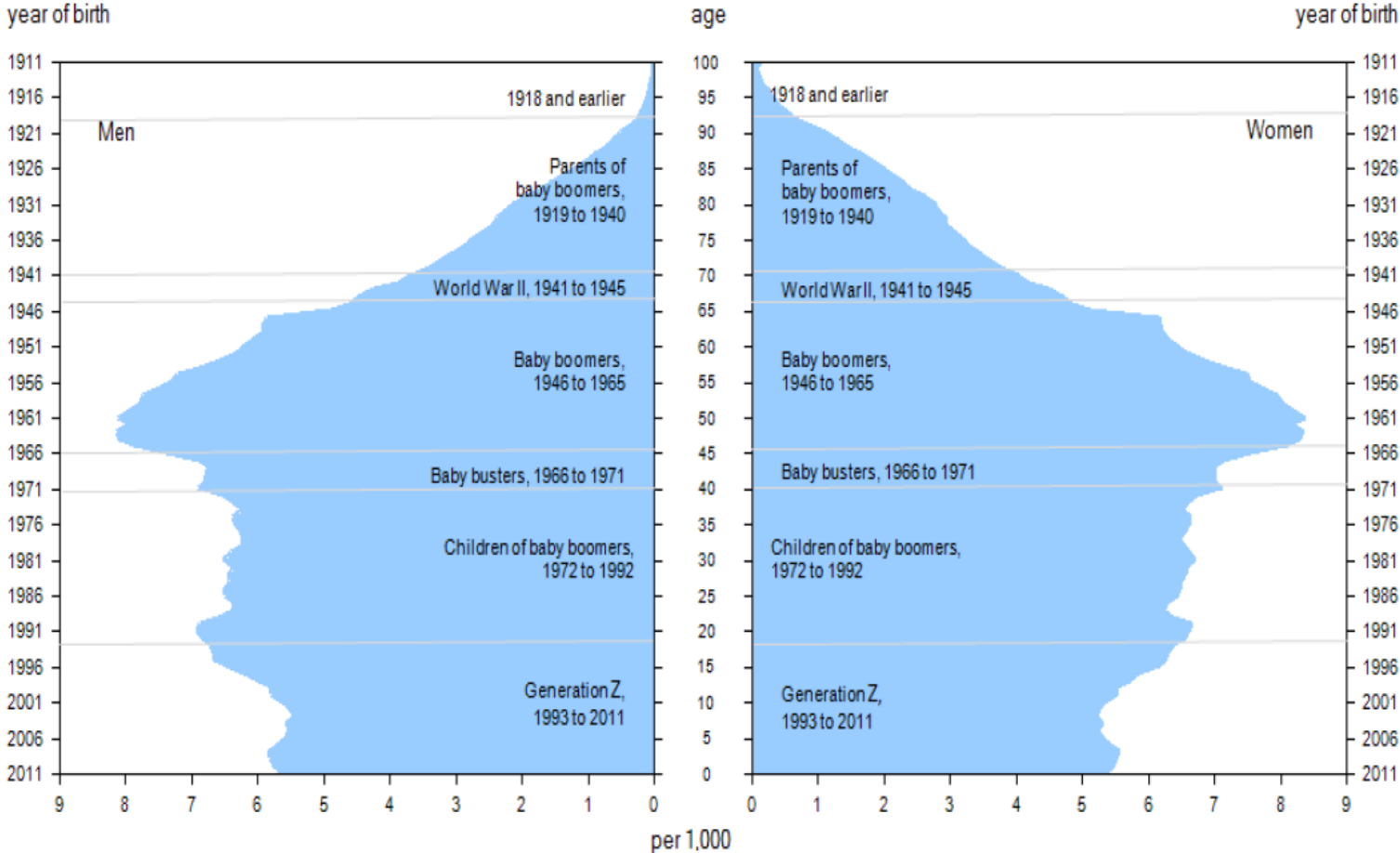


“It is in and through our bodies that we most immediately experience the social and physical realities of growing older”

(Clarke & Korotchenko, 2011, p. 495)



Generations in Canada



(Statistics Canada, 2011)



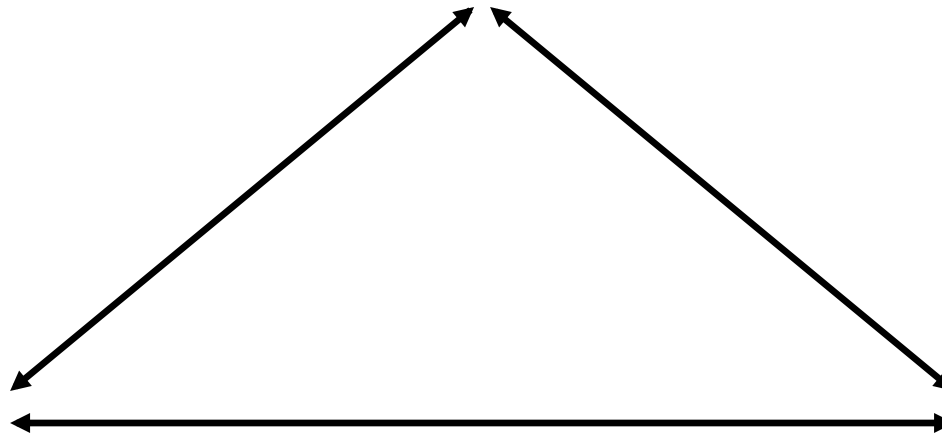
Body Image



**Baby Boomer
Women**



**Food Choices
& Attitudes**



Baby Boomer Women

- Born between 1946 and 1965 (currently 49-68 years)
- Largest demographic group - 1/3 population
(Statistics Canada, 2011)
- ↑ relative income and education
- ↑ media exposure
- Health and youth important
- Distinct attitudes and experiences
- Experiencing age-related changes
- Implications for health care and food



(Pak & Kambil, 2006; Weiss, 2002; Lipschultz et al., 2007; Traynor, 2009; Thornhill, 2006; Frey & DeVol, 2000)

Food Choices & Behaviours

- Consumers becoming more conscious of food choices
 - ↑ preoccupation with health, beauty and thinness
 - ↑ awareness of chronic disease and aging prevention
- Values:
 - Health, taste, convenience
 - Longevity, body shape/weight, disease prevention
 - Local, organic, functional foods
 - Weight-loss and Anti-aging foods/products
- Certain characteristics influence food choice
 - e.g., age, gender, education, income



Body Image

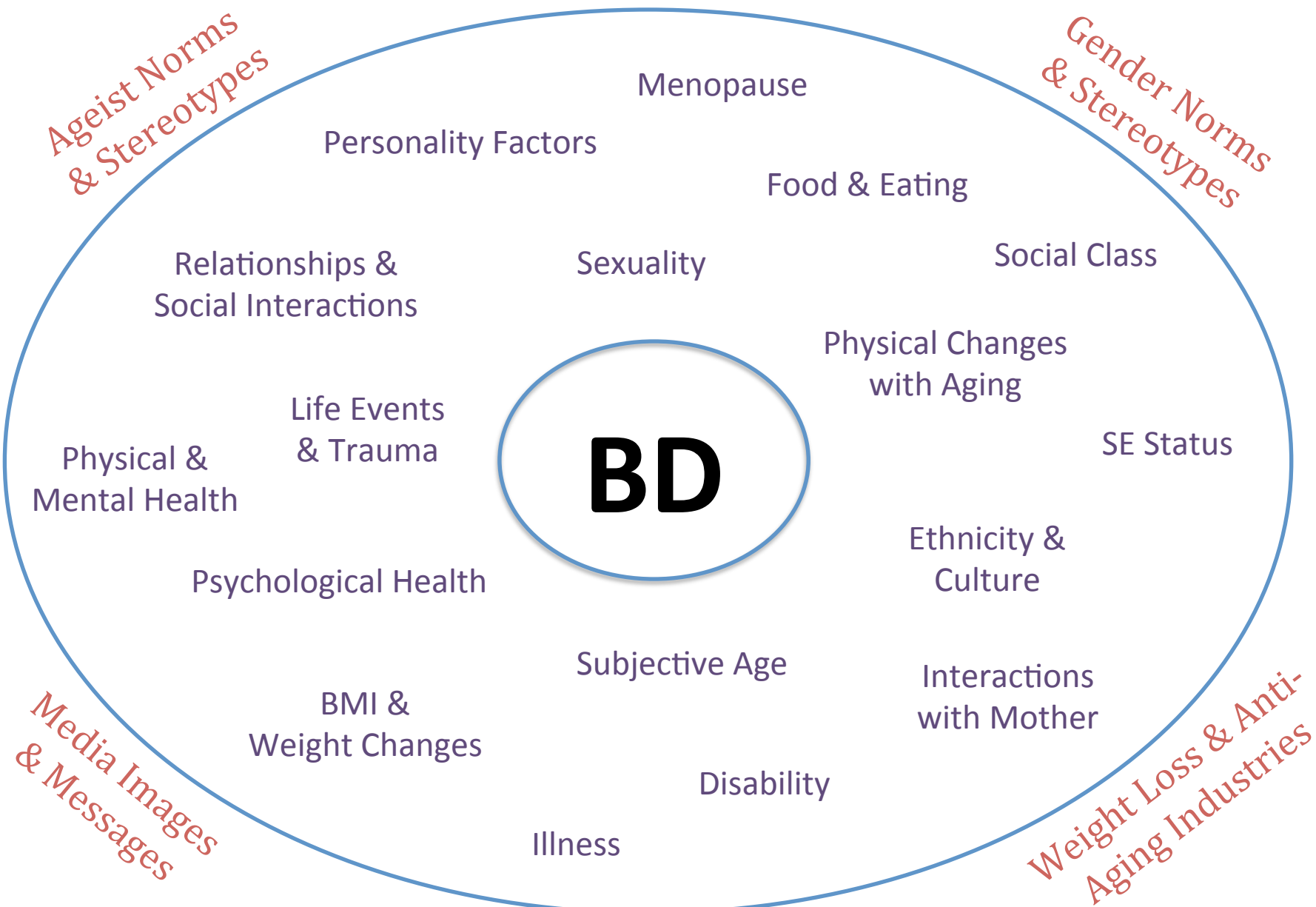


- Perceptions and attitudes towards the body (Liechty, 2012)
- How we see ourselves and how we feel about what we see (Kim & Lennon, 2007)
- Dynamic and multi-dimensional (Cash & Henry, 1995)
- Plays an important role in the lives of women (Liechty & Yarnal, 2010; Slevin, 2010)
 - Emotions, beliefs, goals, self-identity, behaviour
- Many factors shape the way in which women perceive their bodies as they age (Peat, Peyerl & Muehlenkamp, 2008; Chrisler & Ghiz, 1993; Ferraro et al., 2008)

Body Dissatisfaction (BD)



- Negative subjective evaluation of appearance (Stice & Shaw, 2002)
 - Discrepancy between one's perceived (current) and ideal (Furnham & Boughton, 1995)
- Persists throughout the lifespan (Lewis & Cachelin, 2001)
 - 60 – 80% of middle-aged and older women express BD (Mangweth-Matzek et al., 2006; McLaren & Kuh, 2004)
- Highly prevalent in Western culture
 - Described as 'normative' and 'necessary' (Mangweth-Matzek et al., 2006; Rodin, Silberstein & Striegel-Moore, 1984)



BD

Menopause

Personality Factors

Food & Eating

Relationships & Social Interactions

Sexuality

Social Class

Physical Changes with Aging

SE Status

Life Events & Trauma

Physical & Mental Health

Ethnicity & Culture

Psychological Health

Subjective Age

Interactions with Mother

BMI & Weight Changes

Disability

Illness

Ageist Norms & Stereotypes

Gender Norms & Stereotypes

Media Images & Messages

Weight Loss & Anti-Aging Industries

Nutrition & Health Consequences

- **BD has been associated with:**
 - Emotional disturbances (Ackard et al., 2002)
 - Negative affect (Stice & Shaw, 2002)
 - Psychological distress (Markey, 2005)
 - Depression (Paquette & Raine, 2004; Gadalla, 2008)
 - Poor self-esteem (Webster & Tiggemann, 2003)
 - Anxiety and mood disorders (Gadalla, 2008)
 - Lower self-reported happiness (Stokes et al., 2003)
 - Lower overall quality of life (McLaren & Kuh, 2004)



Nutrition & Health Consequences (cont'd)

- **Dangers of Dieting:**

- Dismal success rate (weight re-gain)

- Psychological implications

- Negative self-talk, dichotomous ('all-or-nothing' thinking)
- 'Cheating' diet results in profound guilt and shame

- Eating is un-enjoyable, emotional, stressful

- Stress of constant restriction (↑ cortisol)



- **Nutritional Deficiencies**

- Affects physical and physiological health

- Reduced quality of life

Nutrition & Health Consequences (cont'd)

- **Consequences of yo-yo dieting/weight cycling**
 - ↑ Body weight (BMI)
 - ↑ Blood cholesterol
 - ↓ Lean body mass
 - ↑ Waist-to-hip ratio
 - ↓ Bone density
 - Hypertension, heart disease
 - Impaired glucose regulation
 - ↑ Mortality risk
 - ↓ Basal metabolic rate



Socio-Cultural Environment

- Roles and expectations of women are evolving
- Food systems are becoming more complex and opaque (Rangel, Dukeshire & MacDonald, 2012)
- Diet and weight loss industries growing every year (Paquette & Raine, 2004)



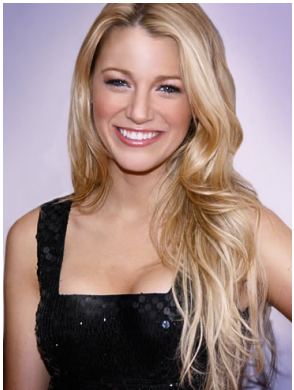
Socio-Cultural Environment (cont'd)

- The ideal female body is...
 - Narrowly-defined
 - Increasingly thin
 - Associated with positive characteristics
 - Young in appearance and spirit
 - Subject to the 'Double Standard of Aging'
 - Entirely modifiable
 - Within reach given the right amount of time, effort & money
 - Unrealistic for most women

(Rangel et al., 2012; Paquette & Raine, 2004; Fey-Yensan, McCormick & English, 2002; Saucier, 2004)

Socio-cultural Environment

- The ideal female body is...
 - **Narrowly-defined**



Socio-cultural Environment

- The ideal female body is...
 - Narrowly-defined
 - **Increasingly thin**

INCREASINGLY THIN...



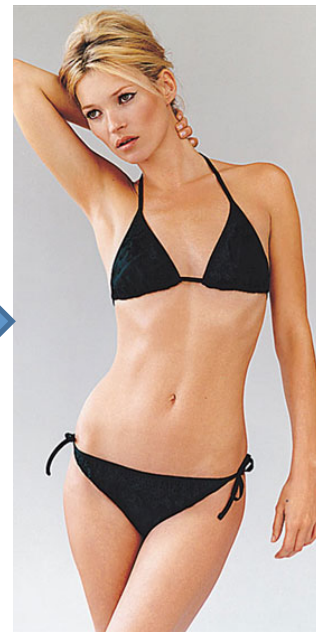
1639
Rubens
Painting



1950's
Marilyn
Monroe



1980's
Cindy
Crawford



1990's
Kate Moss



2000's
Gisele
Bundchen

Socio-cultural Environment

- The ideal female body is...
 - Narrowly-defined
 - Increasingly thin
 - **Associated with positive intrinsic characteristics**



= beautiful, successful, smart, happy, healthy, in control

ugly, lazy, stupid, unhappy, unhealthy, out-of-control

=



Socially-Ingrained Stereotypes

Socio-cultural Environment

- The ideal female body is...
 - Narrowly-defined
 - Increasingly thin
 - Associated with positive characteristics
 - **Young in appearance and spirit**



“Twiggy”

*Started modeling
at age 16 (1965)*



Daphne Groeneveld
*in Vogue Cadeaux
ad. Age 16 (2010)*



Dakota Fanning
*Marc Jacobs ad.
Age 17 (2011)*



Emma Watson
*Burberry ad.
Age 20 (2010)*

Socio-cultural Environment

- The ideal female body is...
 - Narrowly-defined
 - Increasingly thin
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 - Young in appearance and spirit
 - **Subject to the 'Double Standard of Aging'** (Rangel et al., 2012)



Double Standard of Aging

Socio-cultural Environment

- The ideal female body is...
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 - Subject to the 'Double Standard of Aging'
 - **Entirely modifiable**
 - **Within reach given the right amount of time, effort & money**

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REVITALIZES SKIN

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- VOL. 3: Home Workout Secrets Revealed!
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BIKINI BODY DETOX

Beat belly bloat, drop pounds FAST

Blast fat and boredom The 30-minute cardio plan you'll LOVE, p. 30

SEXY SURFER MARISA MILLER "The B firming moves I swear by"

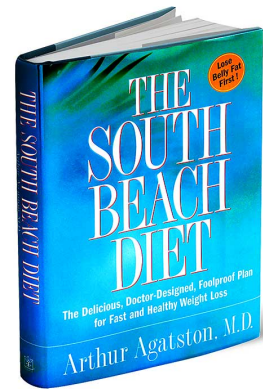
RESULTS IN JUST 1 MONTH

SCULPT EVERY INCH

Get flat abs, a toned butt & jiggle-free arms! BONUS! FREE WORKOUT CARDS

EXACTLY WHAT TO EAT BEFORE EXERCISE, p. 28

PLUS! Tasty ice cream treats—150 calories or less



The Anti-Aging Solution

5 Simple Steps to Looking and Feeling Young

Actually repair your DNA!

- HAVE A BETTER BODY
- REVERSE THE AGING PROCESS
- ENJOY YOUNGER-LOOKING SKIN

VINCENT GIAMPAPA, M.D., RONALD PERO, Ph.D., MARCIA ZIMMERMAN, C.N.

Foreword by Nicholas Perricone, M.D., author of The Perfection Prescription



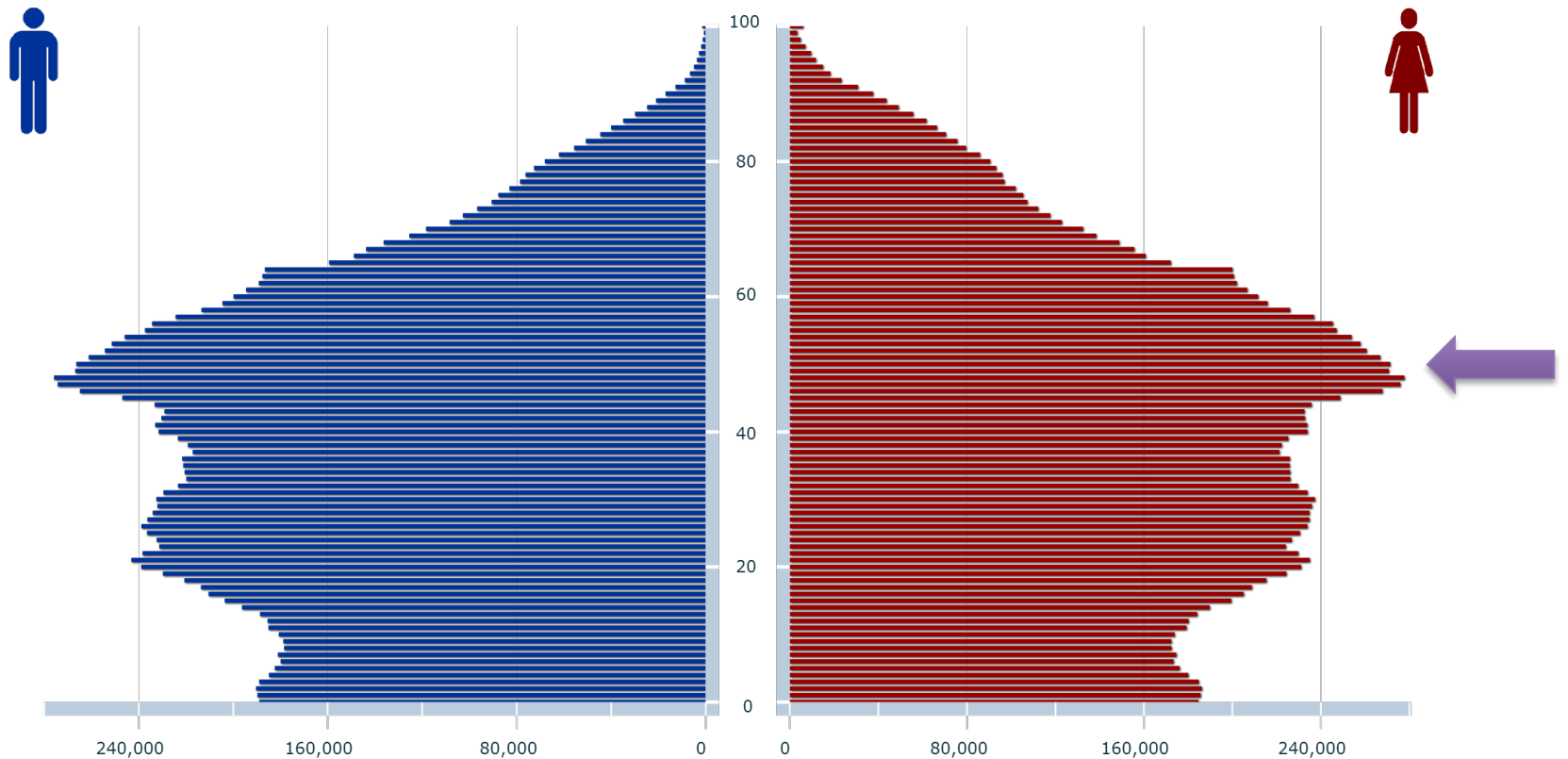
Socio-cultural Environment

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 - **Unrealistic for most women**

Reality Check:

The average female is...

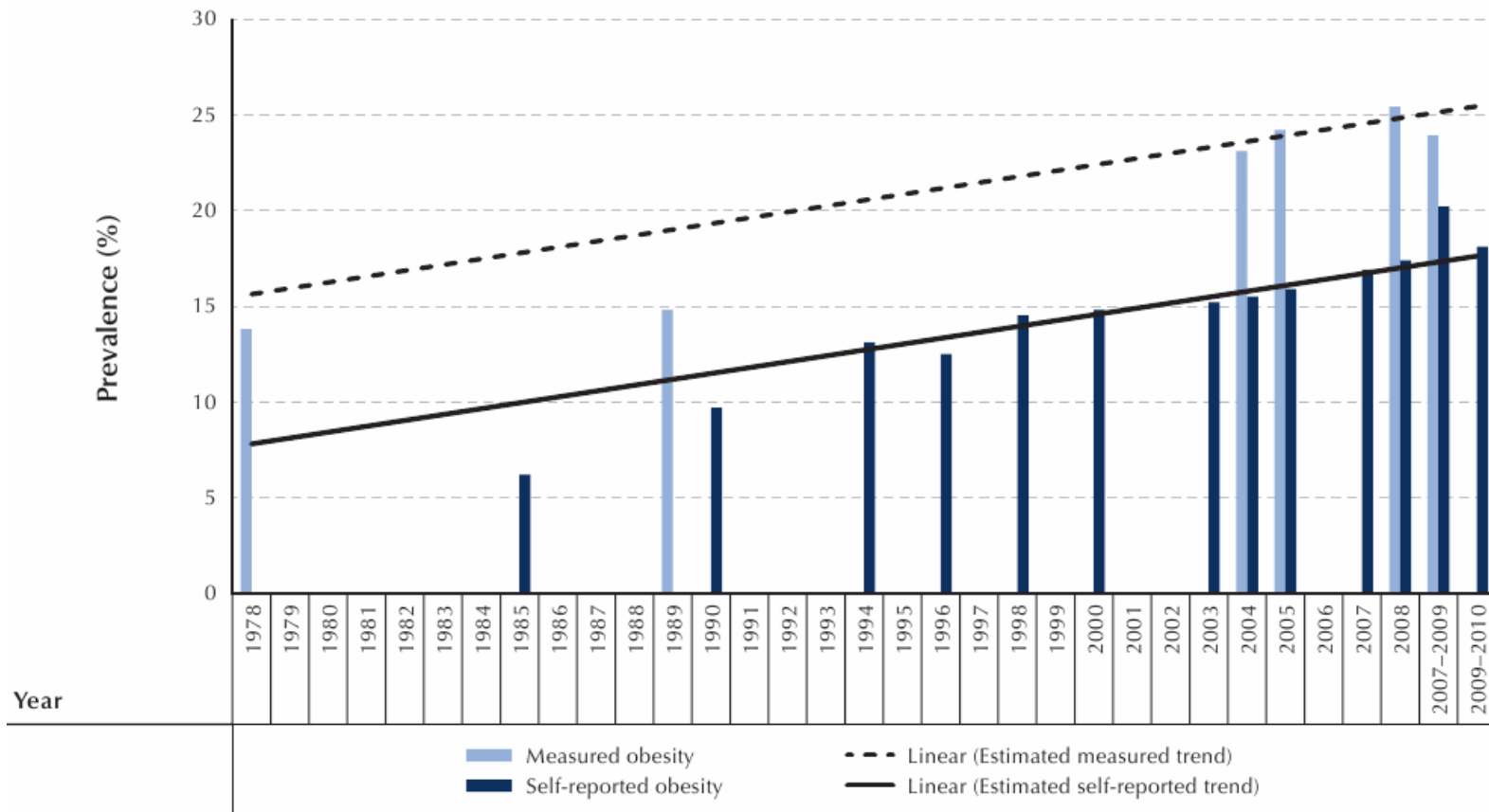
- Getting older (Health Canada, 2002)



(Statistics Canada, 2011)

Reality Check: The average female is...

- Getting larger (Tjepkem, 2006)





Body dissatisfaction, concerns about aging, and food choices of baby boomer and older women in Manitoba

Catherine Marshall, MSc, RD

MSc Thesis 2014

Participant Characteristics

Categorical Variable	All (n=137) %	BB (n=68) %	OW (n=69) %
Residence			
Urban	47.4	48.5	46.4
Rural	52.6	51.5	53.6
Relationship Status			
With Partner ¹	68.6	76.5	60.9
Without Partner ²	31.4	23.5	39.1
# People in House			
1 (<i>self / live alone</i>)	29.6	22.1	37.3
2	54.8	48.5	61.2
≥ 3	15.6	29.4	1.5
Body Mass Index (BMI)			
Underweight	0.7	1.5	0.0
Normal Weight	26.5	26.9	26.1
Overweight	41.9	31.3	52.2
Obese	30.9	40.3	21.7
Self-rated Health			
Excellent	8.1	11.8	4.4
Very Good	43.4	39.7	47.1
Good	41.2	44.1	38.2
Fair	6.6	2.9	10.3
Poor	0.7	1.5	0

Relationship Status:

¹ engaged, married, common-law
² single, divorced, separated, or widowed

BMI Categories:

Underweight: < 18.5 kg/m²
Normal weight: 18.5 – 24.9 kg/m²
Overweight: 25.0 – 29.9 kg/m²
Obese: ≥ 30.0 kg/m²

BD & Aging






- 66% satisfied with overall appearance
- Only 41% satisfied with body weight
 - ↑ BMI associated with greater BD
- Almost all wanted to lose weight (8.8 kg on average)
 - ↑ BD assoc. with greater desired weight loss
- 54% had dieted within the past year
 - Dieting women had ↑ average BMI than non-dieters
- 21% had used a formal diet plan or program
 - E.g., Weight Watchers[®], Atkins[™], TOPS[®]

Group Differences

Baby Boomer Women

- ↑ average BMI
- ↑ weight dissatisfaction
- ↑ desired weight loss
- ↑ dieting
- ↑ diet plans and programs
- ↑ concerns re: aging appearance
- ↑ self-consciousness
- ↑ average daily stress
- ↑ consumption organic foods

Older Women

- ↓ average BMI
- ↓ weight dissatisfaction
- ↓ desired weight loss 
- ↓ dieting
- ↓ diet plans and programs 
- ↓ concerns re: aging appearance
- ↓ self-consciousness
- ↓ average daily stress
- ↓ consumption organic foods 

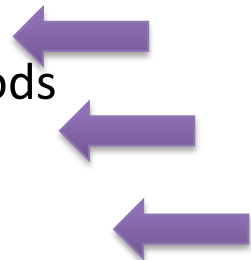
Group Differences

Urban Women

- ↑ weight dissatisfaction
- ↑ importance of appearance
- ↑ dieting
- ↑ diet plans and programs
- ↑ concerns re: aging appearance
- ↑ use of anti-aging products
- ↓ consumption local foods
- ↓ consumption organic foods
- ↑ consumption functional foods

Rural Women

- ↓ weight dissatisfaction
- ↓ importance of appearance
- ↓ dieting
- ↓ diet plans and programs
- ↓ concerns re: aging appearance
- ↓ use of anti-aging products
- ↑ consumption local foods
- ↑ consumption organic foods
- ↓ consumption functional foods



Focus Group Results

Major Themes:

- **Body Image & Aging:**
 - Body Perceptions
 - Aging Attitudes
 - Weight Loss & Dieting
 - Importance of Appearance
 - Body Work Practices
- **Food & Eating:**
 - Healthy Eating & Barriers
 - Food Choice Influences
 - Food Product Attitudes



Study Rationale

- More and more women unable to achieve society's narrowly defined standard of thinness and youth (Heinberg, Thompson & Stormer, 1996)
- BD and EDs among aging women are expected to increase (Gallada, 2008)
- Baby boomers (born 1946 – 1965) are an interesting, unique, and influential demographic group (Pak & Kambil, 2006; Lipschultz, Hilt & Reilly, 2007; Frey & DeVol, 2000)
 - Issues affecting the health and well-being of aging baby boomers are expected to place significant burden on the Canadian health care system in coming years (Cangelosi, 2011; Wang, Worsley & Cunningham, 2009)
- Limited research examining the body image and food choices of baby boomer women



Research Objectives

- 1) Examine body image perceptions, weight attitudes, and eating behaviors of baby boomer women residing in Manitoban rural and urban communities.
- 2) Examine how these factors influence food choices and preference for local, organic and functional food products.
- 3) Prepare and conduct workshops to educate registered dietitians about issues related to body image, food choices and counselling strategies for baby boomer women.

Methodology

- Consists of two consecutive activities over a two year period:

Activity I: Body Image and Food Choice Survey

Activity II: Educational Workshops for Registered Dietitians

Activity I: Body Image and Food Choice Survey

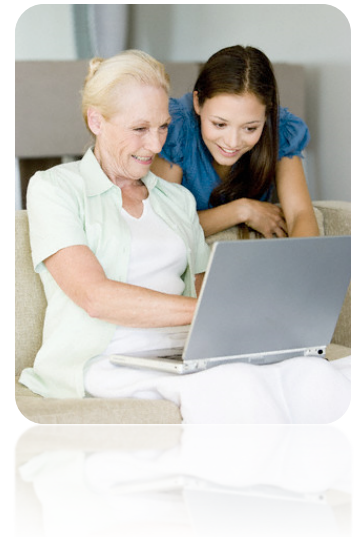
- Participants:
 - 900 baby boomer women within 4 strata
 - Rural: 225 aged 49-58; 225 aged 59-68
 - Urban: 225 aged 49-58; 225 aged 59-68
- Recruitment:
 - Client-focused research company in Winnipeg
 - Manitoba Women's Institute
- Survey:
 - Will examine body image, weight and food choices (pre-tested survey)
- Data Collection:
 - Will be administered online using Fluidsurveys™, a secure online data collection service

Activity II: Educational Workshops for Registered Dietitians

- Workshops:
 - Results from Activity will be used to develop and deliver two workshops by a registered dietitian in-person and via teleconference
- Participants:
 - Registered Dietitians located in rural and urban Manitoban communities
- Feedback Survey: Data will be collected and compiled for review

Implications

- **Health Care**
 - Awareness and sensitivity among professionals
 - Focus on healthy lifestyles; holistic care
- **Food Industry**
 - Re-evaluation of development and marketing strategies
- **Public Policy**
 - Education and media literacy
 - Community programs
 - Advocacy, campaigns
 - Policy development



Take Away Points



- BD persists throughout the life span
- Certain factors may be associated with the development of BD
- BD often leads to a variety of food and body behaviours
- These behaviours may negatively affect physical and psychological health, nutritional status, and overall quality of life
- The increasing prevalence of BD has important implications for health care, the food industry, and public policy

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- **Catherine Marshall MSc, RD**
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 - UM/SSHRC Research Grants Program
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 - Manitoba Food Processors Association (MFPA)
- **Canadian Foundation for Dietetic Research,
2014 Nutrition Research in Focus Program**



Body Image & BD

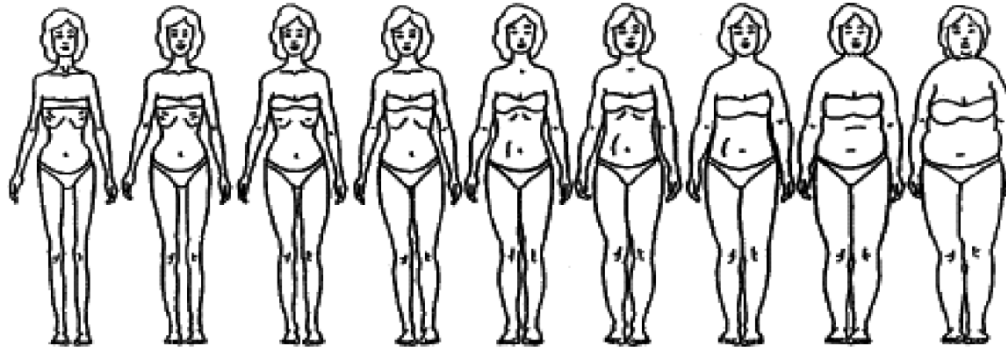


- Perceptions and attitudes toward the body
- How we see ourselves and how we *feel* about what we see
- Continuum
- Dynamic

Negative ←————→ Positive

Body Image & BD (cont'd)

- BD \approx Negative subjective evaluation of body/appearance
 - Discrepancy between perceived (actual) and desired body
- Normative discontent (Rodin, 1984)
- Intimately connected to food and eating
- Can be measured in many different ways



Implications



- **Health Professionals & Dietitians**
 - Awareness of BD, aging, food issues among older women
 - Education and training - appropriate counseling
 - Focus on healthy behaviour change
 - Individualized counseling - focus on barriers and goal setting
 - Reputable, evidence-based nutrition information
 - Familiarity with new food products
 - Role as a leader
- **Program Development**
 - Nutrition services and programs in rural areas

Implications (cont'd)



- **Local Food Industry**

- Develop food products for baby boomer women
- Improve product labelling

- **Future Research**

- Intervention research – focus on solutions and best practices with baby boomers