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*Beauty
begins inside*

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PRESSURE ZONE

PRESSURE ZONE



Teens fight the forces trying to "shape" their minds and bodies.

BODY IMAGE



VHS

9195 158



PRESSURE ZONE

THEME: BODY IMAGE

OBJECTIVE

Pressure Zone aims to help adolescents realize that a healthy body is a beautiful body and that true beauty comes from feeling good about yourself.

BACKGROUND

Bodies come in many shapes and sizes. And all shapes and sizes can be beautiful. However, we live in an age that defines the thin body as physically attractive for women and the tall, muscular body as physically attractive for men. It was not always this way and is not the case in other countries. Over the last 30 years or so, the image of what our society dictates as a beautiful body, for women, clearly has become slimmer and slimmer. The image of perfection is now so slim that trying to emulate it can be severely damaging to the health of most women.

Society's image of "the body beautiful" is projected all around us — on television, in magazines, in films, on billboards. It has been calculated that an 18-year-old has seen 30,000 ads exhorting women to become slimmer and younger. Young men are also feeling the pressure. In recent years, the muscular bare male torso has become an advertising cliché.

Adolescents of both sexes tend to be dissatisfied and wish to change body parts, some for larger and others for smaller sizes. This wish, fed and exploited by certain commercial interests, can lead teens to manipulate their food intake.

Manipulating food intake to modify the body doesn't bring the expected results. Diets don't work. When the body doesn't get the energy it needs to function and the extra energy it needs to grow normally during adolescence, it has its own response; a response designed to



SOME USEFUL DEFINITIONS

Self-image or self-concept The way you see yourself, your characteristics and abilities, and how you evaluate yourself.

Body image How you feel about your body, how it looks to you and how you think it looks to others.

Self-esteem How you see your abilities and your worth as a person.

Reference: *Positive Self and Body Image: A Crucial Link.* Vitality Kit, Health Canada, 1995.

ACTIVITIES

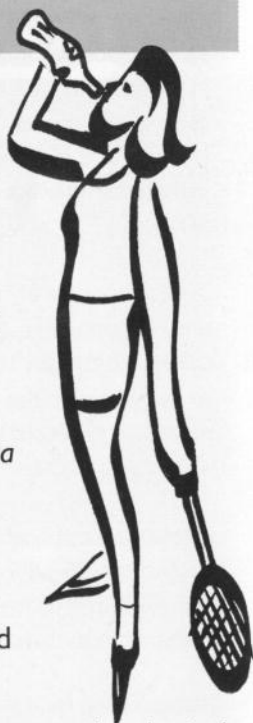
DISCUSSION STARTERS

- Discuss the different pressures you feel to conform to specific body images.

Try to elicit responses dealing with gender-specific pressures, cultural influences, media images, and commercial interests.

- As media consumers, what contradictions can you identify between the most heavily advertised foods and the male and female models you see in the ads?

Try to elicit responses dealing with such things as the physical size of the models, the ages of the models, what food products are linked to men and to women.



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• What types of support and encouragement would you like to receive from parents, friends, teachers, coaches and the media to help you feel good about yourself?

Try to elicit responses dealing with support programs, print ads, fashion models, products and physical activities.

ROLE-PLAYING SCENARIOS

Role-playing allows participants to practice and experiment with responses, attitudes and behaviours within specific situations. Because this activity is seen as acting, the participants are free to try on roles and behaviours without fear of the consequences.

Using small index cards, create the six cue cards listed for each of the following scenarios. Have each student randomly choose three cards. Students must incorporate the concepts on the cue cards into their improvised scenario. Allow the role-playing to continue for five minutes, then stop the scenario and discuss what happened with the class.

Scenario 1: *Melanie and Tracy*

Melanie and Tracy are best friends. Melanie weighs 50 kg (110 lbs), is 1 m 60 (5'3") tall and she thinks she's fat. The two girls are in the cafeteria, but only Tracy is eating lunch. Melanie is hungry but doesn't want to eat because she thinks she'll get fat.

CUE CARDS

• BODY IMAGE

• ACCEPTING ONESELF

• PREOCCUPATION WITH WEIGHT

• HEALTH CONSEQUENCES

• BEAUTY

• REGULAR PHYSICAL ACTIVITY



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11 minutes 24 seconds
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Scenario 2: Miguel and Tony

Miguel is 13, and likes to read magazines on weight lifting, muscle-building and fitness. He feels ugly, weak and skinny, and so he begins to take protein supplements and steroids, and starts intensive, painful weight training. Miguel is explaining his program to Tony.

CUE CARDS

- SELF-ACCEPTANCE

- ENJOYABLE, REASONABLE PHYSICAL ACTIVITY

- SIDE EFFECTS OF STEROIDS

- BODY IMAGE

- HEALTHY FOOD CHOICES

- ADVERTISEMENTS IN WEIGHT-LIFTING MAGAZINES



Scenario 3: Julie and Anne

Julie is always fasting. She does this to feel good about herself and get rid of any toxins. But Julie is getting thinner and thinner. While Anne and Julie are doing a project together, Anne notices that Julie doesn't seem to have any energy and she's having trouble concentrating.

CUE CARDS

- HEALTH CONSEQUENCES

- FASTING

- FOOD ENERGY SOURCES

- BODY IMAGE

- FASHION ADVERTISING

- RESOURCES:
school nurse,
school psychologist,
community health clinic,
medical centre



COMPARING DIFFERENT TYPES OF EXERCISE

Using the example below, have each student create a chart listing different types of physical activities they presently do and select new ones they are willing and able to add to their charts. Some examples are: walking with friends or walking the dog, running, rollerblading, swimming, playing hockey, skating, aerobics, weight lifting, dancing, bicycling, clearing snow, raking leaves.

Use the following headings for the chart:

[illegible]

ensure the survival of the human species. The body simply slows down all its functions. The heart beats slower, blood flows at a slower rate, breathing slows, body cells become sluggish. All this happens to conserve energy. The less food the body gets, the slower it works. The slower it works, the harder it is to lose weight. Also, depriving the body of food often leads to uncontrolled eating. Binges result in gaining more weight than what was lost by dieting.

Using protein supplements to build muscle strength and size doesn't work either and steroids provoke extremely negative side effects. Protein beyond what the body requires, either from food or supple-



ments, is turned into energy and unused energy is stored in the body as fat.

Healthy muscle development and definition result from activities that require lifting, pushing and pulling. Specialized equipment is not necessary.

Many everyday activities (mowing the lawn, taking out the garbage) performed on a regular basis will result in more defined upper-body muscles. Bones give the body its structure. Strong bones are the basis for straight posture. Any activity that forces the body to carry its own weight is of benefit to the bones (dancing, tennis, skating, skateboarding, ping-pong, vacuuming, walking the dog). The heart, a muscle, is strengthened through endurance. Jogging is the activity most often identified with strengthening the heart but it is certainly not the only one. There are scores of alternatives (dancing, martial arts, biking, basketball, cross-country skiing, walking up stairs, in-line skating).

Beautiful bodies are well-nourished and fit bodies, achieved by eating enough and eating the foods included in *Canada's Food Guide to Healthy Eating* combined with discovering ways to be active.

A balance between what and how much to eat and regular physical activity makes everyone feel good: the personal key to beauty.

Beauty Begins Inside

PRESSURE ZONE

THEME: BODY IMAGE

Can teens learn to love themselves for who they are in a crass and commercial, body-perfect world?

Pressure Zone is a zany send-up of the forces vying to shape teenagers' minds and bodies. It's a tale of two mirrors and their battle for loyal customers: one mirror promotes the perfect body through a merciless regimen of muscle-building and dieting, while the other taps "the essential essence" by means of meditation and herbal remedies. The battle is as ferocious as it is hilarious. Each mirror promotes its own vision as the one and only, prodding, provoking and taunting teens into believing that their bodies are in need of immediate improvement. No tactic is too low. Do teens learn to fight back? Yes! And what they win is a reflection of their true worth and acceptance of themselves from the inside out.

Funny, fast-paced and full of attitude.

Beauty Begins Inside is a three-part video series aimed at influencing the eating habits of today's teens. **Pressure Zone** explodes the diet and image industries and helps teens learn to love themselves for who they are. With some zany inspiration from Hollywood detective films, **The P Syndrome** takes a lean and hungry look at the age-old Painfully Pugnacious and Prickly Problem of Puberty — and the choices that come with it. **What's Eating You?** is a wild and wacky look at healthy eating.

Director: **Sheila Murphy**
Producers: **Michael Hendricks, Tamara Lynch**

11 minutes 24 seconds

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Series order number: 193C 9195 185 (3-volume set)

Série aussi disponible en français sous le titre «Bien dans sa peau».

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