

Appearance Matters™ 4

22 & 23 June 2010



Hosted by the

Centre for Appearance Research



University of the
West of England

supported by



THE HEALING FOUNDATION

Rebuilding the bodies, minds and lives of people with disfigurements

Changing
the way you face
disfigurement
faces

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Welcome:
The Appearance Matters™ Conference Team

Dear Delegate,

A very warm welcome to “Appearance Matters 4”, the fourth international conference hosted by the Centre for Appearance Research, of the University of the West of England, Bristol (UWE).

We are delighted to welcome our keynote speakers, Professor Lina Ricciardelli (Deakin University, Melbourne) and Professor Alex Clarke (Royal Free Hospital, London), both of whom have made very valuable and significant contributions to research and the provision of care in this field.

We would like to take this opportunity to thank all those who submitted abstracts for oral presentations, symposia, workshops and poster presentations and to the conference scientific committee who have put together a very full, varied and stimulating conference programme.

We would also like to thank everyone who has helped to make this conference possible, in particular The Healing Foundation and Changing Faces for their generous support, Elsevier for promoting the conference in the journal Body Image and for publishing the conference abstracts online, and Saving Faces for the loan of paintings from their art exhibition.

If there is anything you need during the meeting please don't hesitate to ask a member of the conference team and we will do our best to help.

We look forward to hearing your feedback, and suggestions for future conferences.

We hope you have a very enjoyable conference.

Thank you.

The Appearance Matters™ conference team

Conference Scientific Committee:

Dr Emma Halliwell (Chair) - CAR, UWE Bristol.
Dr James Byron-Daniel – CAR, UWE, Bristol.
Dr Helga Dittmar – University of Sussex.
Dr Hannah Frith – University of Brighton.
Dr Diana Harcourt – CAR, UWE Bristol.
Dr Irgard Tischner – University of Worcester



University of the
West of England

Welcome:

Professor Steve West, Vice Chancellor UWE

As Vice Chancellor of the University of the West of England, I am very pleased to welcome you to the Appearance Matters 4 conference. Appearance research makes a genuine difference to people's lives and it is a real strength here at UWE. We have identified appearance research as part of one of the University's 5 key research areas for strategic investment. This is not only because the Centre for Appearance Research (CAR) already makes a significant contribution to UWE's outstanding reputation for world class, user-led research, but because the potential of research in this area is huge. I'm sure this will be a very stimulating conference and hope you have a very productive and enjoyable time in Bristol.

Steve West

Vice Chancellor

University of the West of England



THE HEALING FOUNDATION

Rebuilding the bodies, minds and lives of people with disfigurements

The Healing Foundation is pleased and proud to be supporting Appearance Matters 4 and for us, the second Appearance Matters conference of which we have been the principal supporter. We do this because we recognize how important this conference is in sharing research findings, experiences and best practice in this area.

A national, fundraising charity, the Healing Foundation champions the cause of people living with **disfigurement and visible loss of function** by supporting research across the whole multi-disciplinary spectrum of surgery, science and care.

This includes;

- **The Healing Foundation Centre at the University of Manchester**, worth over £10 million over 25 years
- **The Healing Foundation UK Centres for Burns Research** to be established at up to three UK hospitals early next year, and
- **The Healing Foundation UK Centres for Cleft Research**, including the national cleft gene bank and a major clinical research initiative aimed at improving current care and interventions for children born with cleft lip/palate.

This year also sees the publication of the Healing Foundation funded, three year research programme into the **psychological aspects of disfigurement**, directed by the team at the Center for Appearance Research at the University of the West of England. This important research, which will feature prominently at this conference, will serve an important, practical and ongoing role in making the case for psychological interventions within the NHS for those who need support in living with disfigurement and altered appearance. Its importance cannot be underestimated.

We hope that through this conference, information will be exchanged, experiences shared and contacts made so that our understanding of 'appearance matters' and the information, service and care that those affected receive, can improve still further.

We hope you enjoy your time in Bristol.

Brendan Eley

The Healing Foundation Chief Executive
www.thehealingfoundation.org



Changing Faces, the UK's leading charity supporting and representing individuals with disfigurements from any cause is delighted to be supporting Appearance Matters 4.

Our mission is to create face equality for all where inequality, injustice and unfair treatment because of how people look has is no longer an issue. Our 38 strong team of psychologists, counsellors, teachers, trainers and communications experts provide our 3 programmes of work:

- Our Caring Programme builds the self confidence, self esteem and social skills to manage their disfigurement of all those children, young people and adults, and their families who contact us.
- Our Catalyst Programme raises the awareness, skills and confidence of all professionals who work in health and social care, education and the work place to promote best practice in psycho-social care delivery, full inclusion in schools and colleges, and full employment potential and first class customer service for people with disfigurements.
- Our Campaigns Programme works with the media, cultural opinion formers and the general public to promote face equality and bring about changes in attitudes and behaviours that limit the quality of life of people with disfigurements.

We have 8 regional / country officers around the UK representing the charity at local level, acting as signposts to specialist help and promoting face equality and best practice in their settings.

Throughout Changing Faces' long association with the Centre for Appearance Research we have always valued the importance of research and evidence based interventions putting them at the centre of our work. We are delighted to be backing this leading research conference on appearance issues advancing all our efforts to improve the life prospects of all those living with disfigurement. We would particularly like to acknowledge the most generous long term investment of the Vocational Training Charitable Trust in our work.

We do hope you enjoy your time at the conference, meeting old friends and making new, exchanging ideas and sharing good practice. Please do come and visit us at our interactive display and find out more about our work.

Academic Programme at a Glance

DAY 1 – TUESDAY 22 nd June			
From 9.00	REGISTRATION & COFFEE - Great Hall		
9.30		SESSION 1 <i>Workshop</i> Seminar Room 1.5	SESSION 2 <i>Workshop</i> Council Chamber
11.15	INTRODUCTION & WELCOME – Reception Room		
11.30	KEYNOTE – Reception Room Professor Lina Riciarrdelli		
12.15	Saving Faces Art Project: Professor Iain Hutchison – Reception Room		
12:40	LUNCH & POSTERS – GREAT HALL		
13.30	SESSION 3 <i>Symposium</i> Reception Room	SESSION 4 <i>Individual Papers</i> Seminar Room G25	SESSION 5 <i>Individual Papers</i> Council Chamber
15.10	TEA & COFFEE, POSTER VIEWING – Great Hall		
15.45	SESSION 6 <i>Symposium</i> Reception Room	SESSION 7 <i>Individual Papers</i> Seminar Room G25	SESSION 8 <i>Symposium</i> Council Chamber
18.30	DRINKS RECEPTION – Great Hall		
20.00	DINNER - Sign-up for restaurants at the Registration desk by 13.00		

DAY 2 – WEDNESDAY 23 rd June			
From 9.00	REGISTRATION – for Wednesday only delegates		
9.30	SESSION 1 <i>Individual Papers</i> Reception Room	SESSION 2 <i>Individual Papers</i> Council Chamber	SESSION 3 <i>Individual Papers</i> Seminar Room G25
10.50	COFFEE & TEA – Great Hall		
11.15	KEYNOTE – Reception Room Professor Alex Clarke		
12.15	LUNCH & POSTER VIEWING – Great Hall		
13.00	SESSION 4 <i>Individual Papers</i> Reception Room	SESSION 5 <i>Workshop</i> Seminar Room 1.5	SESSION 6 <i>Individual Papers</i> Council Chamber
14.40	TEA & COFFEE – Great Hall		
15.00	SESSION 7 <i>Individual Papers</i> Reception Room	SESSION 8 <i>Individual Papers</i> Seminar Room G25	SESSION 9 <i>Individual Papers</i> Council Chamber
16.40	CLOSING WORDS – Reception Room		
17.00	END OF CONFERENCE		

Academic Programme

Tuesday 22nd June 2010

9.00	REGISTRATION & COFFEE from 9.00am : Great Hall		
9.30	<p>Interactive Display: "Promoting successful rehabilitation for patients with disfiguring conditions and their families."</p> <p>Presented by Changing Faces</p> <p>Unlimited places. Advance booking <u>NOT</u> needed.</p>	<p>SESSION 1: Seminar Room 1.5</p> <p>9.30 Workshop: 'Looking forward and thinking together – User involvement in Practice in Appearance related projects?' Convenors: J COAD, A BATES, H WILLIAMSON</p> <p>Places limited. Advance booking only.</p>	<p>SESSION 2: Council Chamber</p> <p>9.30 Workshop: 'Mirror, mirror on the wall: visible difference and trigger trauma on reflection' Convenors: J CADOGAN, S COOK</p> <p>Places limited. Advance booking only.</p>
11.15	<p>INTRODUCTION & WELCOME: Reception Room KEYNOTE ADDRESS: PROF LINA RICCIARDELLI Body Image Concerns Among Adolescent Boys: Correlates, Culture and Challenges Introduced by Dr Helga Dittmar</p> <p>Introduction to the Saving Faces Art Project: PROF IAIN HUTCHISON The impact of the Saving Faces project on patients, hospital staff, the public and the artist</p>		
12.40	<p>LUNCH & POSTER VIEWING: Great Hall</p>		
13.30	<p>SESSION 3: Reception Room Symposium: The Impact of "New Media" on Individuals' Body Image and Body-Related Behaviours</p> <p><u>Convenors:</u> E. Ashikali & B. Bell <u>Discussant:</u> L. Ricciardelli</p> <p><u>B. Bell</u> ,H. Dittmar The impact of media consumption, media ideal identification and consumer culture values on adolescent girls' body image and eating behaviour.</p> <p><u>H. Dittmar</u>, L. Barker, R. Bond Who is taking the rap? The impact of body ideals in Rap and Indie music videos on adolescent boys' body dissatisfaction.</p> <p><u>R. Bond</u>, H. Dittmar, A. Moorehouse Computer Games and Body Dissatisfaction in Young Men.</p> <p><u>E. Ashikali</u>, H. Dittmar Cosmetic surgery advertising: Influences on women's body image and on their willingness to undergo surgery.</p> <p><u>L. Catling</u>, H. Malson Are we feeding a "fear of fatness"? A qualitative analysis of eating disorder sufferers' views of the cultural preoccupation with childhood obesity.</p>	<p>SESSION 4: Seminar Room G25 Individual papers: Visible Differences – condition specific Chair: Christine Bundy</p> <p><u>K. Amin</u>, A. Clarke, B. Sivakumar, A. Puri, Z. Fox, V. Brough, C.P. Denton, P.E. Butler The Psychological Impact Of Facial Changes in Scleroderma</p> <p><u>A.L. Jensen</u>, I. Harder, Graves' ophthalmopathy - How bodily change influences social behaviour</p> <p><u>Y.-O. Stocker</u>, A. Thompson, S. Baker, B. Gibson Experiences of living with orthognathic conditions: an exploratory qualitative interview study with individuals self identifying as being from an ethnic minority population</p> <p><u>J. Walburn</u>, J. Weinman, S. Scott, K. Vedhara The Importance Of Appearance Issues In Understanding Distress Experienced By Patients With A Venous Leg Ulcer</p> <p><u>E. Walsh</u> People's understandings of difference in appearance: A Q methodology study</p>	<p>SESSION 5: Council Chamber Individual papers: Young People and Visible difference Chair: Fiona Fox</p> <p><u>C.E. Crerand</u>, D.B. Sarwer, S. P. Bartlett, M.D., L. A. Whitaker, M.D., J. Pennie, A. Yanelli, N. Shanks The Craniofacial Program portrait project: Patient perspectives</p> <p><u>A. Fussell</u>, <u>N. TRISKEL</u>, A. MEWSE, How do young people with facial birthmarks negotiate the transition from primary to secondary school?</p> <p><u>S. Meløy</u> K. Billaud Feragen Using adolescents' own competence and experience: a film about living with a cleft</p> <p><u>R.A.Hurrell</u>, <u>R. Mumford</u> Parental guilt, worry, and shame in relation to infants with cleft lip and/or palate: the impact on adjustment and coping</p>

15.10	TEA & COFFEE: Council Chamber, POSTER VIEWING		
15.30 - 17.10	<p style="text-align: center;">SESSION 6: Reception Room Symposium: Adjustment to Visible Difference</p> <p><u>Convenors:</u> The Appearance Research Collaboration (ARC)</p> <p>Chair: Nichola Rumsey</p> <p><u>N. Rumsey, A. Clarke & P. Warren</u> Introduction and the need to increase knowledge and understanding about adjustment to visible difference</p> <p><u>D. Harcourt & Members of ARC</u> Factors and processes contributing to adjustment: a survey of 1265 people living with a visible difference</p> <p><u>A.R. Thompson, S.A. Clarke, R. Newell & Members of ARC</u> British South Asian Experiences of living with vitiligo: visible difference, culture & ethnicity</p> <p><u>T.P. Moss, P. White, H. James, S. Newman, & Members of ARC</u> Factor structure of the Derriford Appearance Scale (DAS) 24 – statistical and conceptual criteria</p> <p><u>N. Rumsey, A. Clarke & P. Warren</u> The implications of the ARC programme of research</p>	<p style="text-align: center;">SESSION 7: Seminar Room G25 Individual papers: Media & school interventions</p> <p>Chair: Kerri McPherson</p> <p><u>J. White & E. Halliwell</u> Onset of disordered eating associated with gossip magazines: A six month prospective study</p> <p><u>P.C. Diedrichs & C. Lee</u> GI Joe or Average Joe? The effect of average-size and ultra-muscular male fashion models on body image and advertisement effectiveness</p> <p><u>R. Fletcher, & P.C. Diedrichs</u> 'Does one size fit all?' Fashion consumer opinions on average size models in the media</p> <p><u>M. Staniforth,</u> Empowering young people to reach their full potential via body confidence / self-esteem education</p> <p><u>N. Stock & J. Byron-Daniel</u> Effect of acute exercise on body image</p>	<p style="text-align: center;">SESSION 8: Council Chamber Symposium: Researching sexuality, gender identity and appearance: Exploring the visual identities and appearance concerns of lesbian, gay, bisexual, trans and queer people</p> <p><u>Convenor and chair:</u> V. Clarke.</p> <p><u>V Clarke & K Spence</u> Will the real lesbian please stand up? Constructing and resisting visible non-heterosexual identities through dress and appearance</p> <p><u>N Hayfield</u> 'Never judge a book by its cover?': Psychology students talk about gay, lesbian and bisexual appearance</p> <p><u>C Huxley</u> Does sexuality protect women from sociocultural pressure, body dissatisfaction and restrained eating?</p> <p><u>S Davidmann</u> Private selves and public appearances: Lived experiences of atypically gendered transsexual people</p> <p><u>P Flowers</u> Un-intentional disclosure of HIV status: Appearance, stigma and identity amongst gay men in Scotland</p>
18.30	DRINKS RECEPTION & A SELECTION OF PAINTINGS FROM THE SAVING FACES ART EXHIBITION: GREAT HALL		
20.00	DINNER (Sign up for restaurants at registration)		

Wednesday 23rd June 2010

9.30	<p>SESSION 1: Reception Room Individual papers: Cancer</p> <p>Chair: Diana Harcourt</p> <p><u>S.H. Kagan</u>, G. Philiponis, K.M. Malloy & A.A. Chalian Grounded theory methods: Avenues to understanding appearance and embodiment in oral cancer survivors</p> <p><u>A.A. Chalian</u>, K.M. Malloy, G. Philiponis & S.H. Kagan Speaking legibly: Voice in embodied appearance for oral tongue cancer survivors</p> <p><u>H. Konradsen</u>, M. Kirkevold, A. Mccallin, P. Caye-Thomasen & V. Zoffmann The process towards integration – a psychosocial process of adjusting to facial disfigurement following surgical treatment for head and neck or eye cancer</p> <p><u>M. Fingeret</u> Identification and treatment of body image difficulties encountered by patients with facial cancer: New directions in research and clinical practice</p>	<p>SESSION 2: Council Chamber Individual papers: Service Provision</p> <p>Chair: Esther Hansen</p> <p><u>M. Rance</u>, P. Durani, R. Hobson, K. So, C. Bundy, G. Mcgrouther & M. Ferguson The correlation between patient reported outcomes and clinician rated measures of scar assessment and scar demography: Retrospective exploratory analysis of prospective data from phase II clinical trial in scar revision surgery</p> <p>C.N. Cordeiro, <u>A. Clarke</u>, P. White, B. Sivakumar, J. Ong & P.E.M. Butler A quantitative comparison of psychological and emotional health measures in 360 plastic surgery candidates: Is there a difference between aesthetic and reconstructive patients?</p> <p><u>A. Mizara</u> & S. McBride Improving psychological care of the dermatology patient: An audit of a psychodermatology service in UK</p> <p>N. Triskel, M. Leeven. & <u>I. Morgan</u> Can having a visible difference lead to symptoms of trauma? Results of an assessment audit</p>	<p>SESSION 3: Seminar Room G25 Individual papers: Women & experiences of appearance</p> <p>Chair: Helga Dittmar</p> <p><u>K. Tyner</u> Experiences of aging and ambivalence through nonsurgical cosmetic procedures</p> <p><u>K. Flett</u>, S. Grogan & D. Clark-Carter Women smokers' accounts of participating in a facial wrinkling age-progression intervention</p> <p><u>L. Kofman</u> Qualitative exploration of lived experiences of women with permanent, non-facial scars</p>
10.50	TEA & COFFE: Great Hall		
11.15	<p>KEYNOTE ADDRESS in the Reception Room: PROF ALEX CLARKE Introduced by Prof Nichola Rumsey</p> <p>Prize-giving: Changing Faces Essay Writing Competition</p>		
12.15	LUNCH & POSTER VIEWING: Great Hall		

<p>13.00</p>	<p>SESSION 4: Reception Room Individual papers: Size/Weight</p> <p>Chair: Phillippa Diedrichs</p> <p><u>V. Lawson</u> & J. Wardle Can a picture paint a thousand words? A qualitative study of photographic images used in health promotion</p> <p><u>I. L. Kvaalem</u> & T. V. Soest Body dissatisfaction and overweight – a longitudinal study</p> <p><u>F.K. Barlow</u> & P.C. Diedrichs How to lose weight stigma fast! The evaluation of a brief anti-weight stigma intervention</p> <p><u>K.S. O'Brien</u>, R. Puhl, J. D. Latner & J.A. Hunter Reducing anti-fat prejudice in pre-service health students: A randomized trial</p>	<p>SESSION 5: Seminar Room 1.5 Workshop:</p> <p><i>'Workshops for Adults who have Left Hospital: Condition-general or condition-specific?'</i></p> <p>Convenors: N. Triskel, I. Morgan & S. Cook</p> <p><i>Places limited. Advance booking only.</i></p>	<p>SESSION 6: Council Chamber Individual papers: Adolescents</p> <p>Chair: Canice Crerand</p> <p><u>M.T. Mohd Nasir</u>, W.Y. Gan, S. Zaililah & A.S. Hazizi Psychological distress as a mediator between body dissatisfaction and disordered eating behaviours among Malaysian university students</p> <p><u>K.E. Mcpherson</u> & G. Mcgeechn An examination of the Eating and Body Image Disturbance Academic Interference Scale in a UK population</p> <p><u>F. Fox</u>, H. Williamson & F. Gibson Barriers to and solutions for conducting appearance research with young people</p> <p><u>M. Stern</u>, S. Mazzeo, M. Bean, R. Evans & E. Wickham What We Have Learned from 'TEENS' – A multidisciplinary program targeting obesity in adolescents</p>
<p>14.40</p>	<p>TEA & COFFEE: Great Hall</p>		

15.00	<p>SESSION 7: Reception Room Individual papers: Successful Interventions</p> <p>Chair: Andrew Thompson</p> <p><u>V. Lewis</u> Cognitive behavioural group intervention for body image concerns in men and women</p> <p><u>C. Bundy</u>, B. Kaur, S. Bucci, N. Tarrier & C. Griffiths Evaluation of an on-line CBT based intervention (eTIPs) for people with psoriasis</p> <p><u>N. Triskel</u> Further explorations in Eye Movement Desensitisation and Reprocessing (EMDR): Generating and working with appearance-related target images</p> <p><u>Mason</u>, S. Lawrence, J., Gabriel, V., Holavanahalli, R., Weichman-Askay, S., Fauerbach, J. Can we discern typical patterns of adjustment to altered appearance following burn injury?</p> <p><u>K Anonymous</u>, <u>M Anonymous</u>, <u>N Triskel</u> Talking about relationships: how it can feel during and after psychological therapy</p>	<p>SESSION 8: Seminar Room G25 Individual papers: Aesthetic Surgery</p> <p>Chair: Irmgard Tischner</p> <p><u>R. Holliday</u> & M. Jones Sun, sea, sand and surgery: Cosmetic surgery tourism in the UK and Australia</p> <p><u>M. Jones</u> A day at a modest Bangkok cosmetic surgery clinic</p> <p><u>J. Elfving-Hwang</u> & R. Holliday Aesthetic surgery and symbolic capital in South Korea</p> <p><u>P. Flowers</u>, D. Langdrige, B. Gough & R. Holliday The penis: new aesthetics, new norms and new challenges</p>	<p>SESSION 9: Council Chamber Individual papers: Surgery</p> <p>Chair: Helen Fawkner</p> <p><u>J. Ogden</u>, G. Ellis, S. Avenell, A. Hollywood The role of psychological factors in successful and failed bariatric surgery</p> <p><u>S. Jackson</u>, M Morris, KT Lilley Size matters! The impact of weight loss following laparoscopic gastric banding surgery (LAGB) on psychosocial functioning in morbidly obese individuals.</p> <p><u>A. Saunders</u>, <u>E.L.E. Hansen</u> & K. Gannon Relationship between self-selected goals, quality of life and patient satisfaction for women undergoing bilateral breast reduction surgery</p> <p><u>P. Singleton</u>, H. Fawkner, A. White, S. Foster. The road to surgery for gynecomastia: what can health professionals learn from men's experiences?</p>
16.40	<p>PRIZE GIVING in the Reception Room: Healing Foundation Poster Awards CLOSING WORDS</p>		
17.00	<p>END OF CONFERENCE</p>		

Poster Programme

1	AHERN, J., <u>DIEDRICHS P.</u> , Photoshopped perfection: The impact of airbrushed models in the media on young women's body image and perceived advertisement effectiveness.
2	BOYCE, J., KUIJER, R.G., GLEAVES, D.H. The effects of Ideal Body Media on mood, self-evaluation and goal activation in restrained eaters.
3	DEIGHTON-SMITH., N., FAWKNER, H., MARKS G., FYLAN, F. Thematic analysis of the messages regarding pregnancy and body image, and pregnancy and exercise in popular women's magazines and newspapers in the UK.
4	FLETCHER, R.B, CROCKER, P, LESSON, H A Polytomous Item Response Theory Analysis of Social Physique Anxiety Scale.
5	MARTENS, A., BOYCE, J., KUIJER, R. Why Women Buy Shoes: The Effects of Ideal Body Media and Appearance Dissatisfaction.
6	MALSON, H., HALLIWELL, E., TISCHNER, I. RÚDÓLFSDÓTTIR, A. Post-feminist Advertising Laid Bare: Young Women's Talk About The Sexually Agentic Woman Of 'Midriff' Advertising
7	WILLIAMSON, H., HARCOURT, D., HALLIWELL, E. FRITH, H. WALLACE, M. Adolescent Experiences of Appearance Change During Treatment for Cancer
8	TAVARES, A.F., MORAES, M.S., CAMPANA, A.N.N.B. Body changing behaviors in low economic class adolescents from Brazil.
9	TODD, V., MCILROY, D. Establishing dispositional profiles that impact on self-image in adolescent girls
10	JENSEN, A.L. A formed body image in balance – An anthropological study of the body image ideal in a fitness centre.
11	NEW, A., HALLIWELL, E. Does the 'Time to Talk' mother-daughter booklet have a positive impact on adolescent girls' body image?
12	HALLIWELL, E., BAILEY, C., DIEDRICHS, P., RUMSEY, N. University of the West of England Is 'The Body Project' an effective intervention for adolescent girls? An evaluation in a British girls' school.
13	BAILEY, C., MOSS, T., WILLIAMSON, H. The Appearance Behaviour Checklist (ABC 11-15): A new psychometric scale for measuring adjustment to appearance concerns in young people.
14	CAMPANA, A.N.N.B., TAVARES, M.C.G.C.F., SILVA, D. Translation and Validation of the "Body Checking Questionnaire (BCQ)" into the Portuguese Language.
15	TOWNSEND, D. A qualitative investigation of body image and appearance concern in those engaged in regular exercise and exploration of cognitive, physical and social mediating variables.
16	TAVARES, M.C.G.C.F., CAMPANA, A.N.N.B., CAMPANA, M.B. Size perception, body satisfaction and pain in people with multiple sclerosis
17	RANCE, N. M., MOLLER, N. P., DOUGLAS, B. A. Eating disorder counsellors with eating disorder histories: A story of being "normal."
18	HOOD, C. Evaluation of the experience of body image change(s) for people with cancer and development of a toolkit to enhance clinical practice and support self-management.
19	JENKINSON, E. MOSS, T. RUMSEY, N. Primary care decision making regarding referral to psychological services: The role of visibility and severity of a patients' disfigurement.
20	CLARKE, A., BUTLER, P., <u>GAIND, S</u> The role of disgust emotions in predicting self management in wound care.
21	DARLING, S. Implicit prejudice towards disfigured faces is reduced by inversion and misalignment.
22	DANÍELSDÓTTIR , S. O'BRIEN, K.S., CIAO, A. Anti-fat prejudice reduction: A review of published studies.
23	HINVEST, N.S. BROSNAN, M.J. Do discrete regions of the visual cortex in males process the attractiveness of female body shape?
24	IGARASHI, Y. Anti-aging in Japanese newspapers until 2009: Subjectivity and discourses on health and beauty
25	IGARASHI, Y.

	Discourses on cosmetic surgery in Japan.
26	<u>LEWIS, V.</u> Australian Adult Male Help Seeking for Body Image Concerns
27	JACKSON, S., MORRIS, M. The impact of perceived altered appearance as a result of Klinefelter's Syndrome on men's psycho-social functioning.
28	JACKSON, S. MURRAY, J., RUMSEY, N., LEE, R.W, The negative psycho-social impact of severe Thyroid Eye Disease.
29	RICHARDS, H., JENKINSON, E., RUMSEY, N. HARRAD.R., The psychosocial impact of ptosis in people with Myasthenia Gravis
30	PATEL, G., HARCOURT, D., NAQVI, H, RUMSEY, N. Appearance concerns in African, Caribbean and South Asian breast cancer survivors
31	MASNARI, O. SCHIESTL, C. M., LANDOLT M. A. Stigma experiences in children and adolescents with facial burns or facial birthmarks
32	MASON, S., DELONG, E., FELDMAN, M., HOLAVANAHALLI, R., WEICHMAN-ASKAY, S., FAUERBACH, J. What are some core features of body image among burn survivors?
33	MASON, S., LAWRENCE, J., GABRIEL, V., HOLAVANAHALLI, R., WEICHMAN-ASKAY, S., FAUERBACH, J. Can we discern typical patterns of adjustment to altered appearance following burn injury?
34	JONES, T., TISCHNER, I. Seeing and being seen: Exploring the interplay of sight and appearance on embodied identity.
35	ROBERTSON, J., HUSSEY, T. "Who wears Cosmetics?" A psycho-physiological investigation into Cosmetic Usage.
36	MORRIS, M., JACKSON, S., JOHNSON, A.B The honeymoon is well and truly over! Experiences of people 12 months post-laparoscopic gastric banding (LAGB).
37	SMITH, F.C. Experiencing changes in appearance following significant weight loss and removal of resultant excess skin.
38	CAMPANA, A.N.N.B., TAVARES, M.C.G.C.F., GARCIA, C. Experience's report about a physical exercise program for eating disorders patients
39	PENN, J.W. JAMES, A. CLARKE A. BUTLER, P.E.M. Development and validation of a computerized model of smiling: modelling the percentage movement required for perception of smiling in unilateral facial nerve palsy.
40	TAWDE, S., SIMMONS D.R., AYOUB1, A. MOOS, K., NAUDI, K., SHAW, J' WHITTERS, J, MANAHILOV, V Towards an objective assessment of scarring after cleft lip and palate repair.
41	ROSÁRIO, J.L.P.; DIÓGENES, M.S.B; LEITE, M.P., MATEI, R.; LEITE, J.R. Can emotions influence the body to adopt postural deformities?
42	BILLAUD FERAGEN, K., BERGFALL, Å-M. Presentation of a children's book about clefts: "Albin and Luna and The Mysterious Mirror"
43	SOEDAL, S., SCHULZ, L. & RAMBAEK, N. Take a Look Inside

Keynote Abstract

Body Image Concerns Among Adolescent Boys: Correlates, Culture and Challenges

Professor Lina Ricciardelli

Associate Professor, Deakin University, Australia

Body image has become recognized as an important aspect of social and emotional development for adolescent boys. The presentation will provide a review of the nature of boys' body image concerns, and the role of three main types of factors that have been investigated in the development of body image among adolescent boys. These include biological factors such as pubertal development and pubertal timing; individual factors such as self-esteem and other self-concepts, mood, and perfectionism; and sociocultural factors such as direct and indirect messages transmitted by family, friends and the media, and the role of culture and ethnicity. The presentation will also highlight the need for more research on the different factors that may impact on boys' body image development. These include the role of sport and how boys may interpret media messages differently from girls. Examples from the researcher's interview and survey studies will be included, and the need for more research that specifically targets boys, the broader social context, and their lived experiences will be highlighted.



Biography

Lina Ricciardelli is an Associate Professor in the School of Psychology at Deakin University, Australia and the Chair of the College of Health Psychologists in the Australian Psychological Society. Lina has published over 90 papers in the fields of health psychology and developmental psychology. A large focus of her research has been on the role that sociocultural factors play in the development of body image and related risk factors among children and adolescent boys. In addition, she has devised and is currently evaluating early intervention strategies to help prevent these problems. In the last five years, she has also focused on the body image and health related behaviours among males from a range of cultural backgrounds which include Indigenous Australians, Indigenous and Indian Fijian, Tongans, and Chinese men living in Australia.

Keynote Abstract

FROM RESEARCH TO PRACTICE: CHALLENGES AND OPPORTUNITIES IN THE MANAGEMENT OF DISFIGURING CONDITIONS

Professor Alex Clarke

Consultant Clinical Psychologist, Department of Plastic and Reconstructive Surgery, Royal Free Hospital & Visiting Professor, Centre for Appearance Research, UWE Bristol.

This session draws on 15 years of working in a multidisciplinary clinical setting with people who have disfiguring conditions and appearance anxiety. We now know much more than we did about the factors and processes that underpin adjustment to unusual appearance. However, we are delivering care in the context of cultural influences which confuse normal and ideal appearance and promote surgery as a means to psychological change.

How can we promote a better understanding of psychosocial models, and what do we need to change to develop the clinical services of the future?



Biography

Alex Clarke, a Visiting Professor at the Centre for Appearance Research, UWE Bristol is head of the psychology department within the Royal Free Hospital Department of Plastic and Reconstructive Surgery, a centre of excellence in this specialty. She is the author of approximately 70 research papers, book chapters and publications for patient groups. Her current research interests focus on the factors predicting adjustment to disfiguring conditions and altered appearance, and the development of psychological interventions to overcome body image distress. She also leads the psychological strand of the UK facial transplantation programme based at the Royal Free.

Workshop Programme & Abstracts

Four workshops are taking place during the conference:

Convenor	Title	Time & Place
<u>Changing Faces</u>	Interactive Display: Promoting successful rehabilitation for patients with disfiguring conditions and their families	Throughout the conference* <i>Great Hall</i>
<u>Jane Coad,</u> <u>Amanda Bates &</u> <u>Heidi Williamson</u>	Looking forward and thinking together – User involvement in Practice in Appearance related projects?	Tues 9:30** <i>Lecture Room 1</i>
<u>Julia Cadogan &</u> <u>Senna Cook</u>	Mirror, mirror on the wall: visible difference and trigger trauma on reflection.	Tues 9.30** <i>Lecture Room 2</i>
<u>Natty Triskel, Irena</u> <u>Morgan & Senna</u> <u>Cook</u>	Workshops for adults who have left hospital: Condition-general or condition-specific?	Wed 13.00** <i>Lecture Room 1</i>

*Please note: Advanced bookings **not** required. Places are **not** limited

****Places are limited and have been allocated on a first come, first serve basis. If you wish to attend a workshop but did not sign up for it when registering for the conference, please contact the conference team at the registration desk to check availability of spaces. Please do not go to a workshop unless you have been allocated a space.**

Interactive Display: Promoting successful rehabilitation for patients with disfiguring conditions and their families.

H SPALDING
CHANGING FACES, HEAD OF PROFESSIONAL DEVELOPMENT

Since 1992 the UK charity Changing Faces has been providing advice and support to children, young people and adults, and their families with congenital or acquired disfigurements to their face and/or body. Individuals often find it hard to live successfully experiencing low self-esteem, lack of confidence, isolation, exclusion and discrimination. As part of a comprehensive catalyst for change strategy to meet the needs of c.1.3 million people with disfigurements in the UK we aim to improve the knowledge, skills and confidence of all professionals in this field to transform the life prospects of people with disfigurements. Over the years we have pioneered and developed a range of ideas, strategies and resources with professionals in healthcare, education, the workplace and the media. These address patient's psychological and social needs and to establish a good level of psycho-social care as standard working practice. Through our Face Equality campaign we aim to ensure fair treatment, respect and equality of opportunity.

At Appearance Matters 4 Changing Faces will present our holistic approach through a visual and oral display of our materials, posters, video clips and examples of good practice. This display will provide an opportunity to meet Changing Faces staff, to discuss the subject informally and to promote understanding of the needs of people with disfigurements and their families. We will explore the evidence and share ideas on how professionals can play their role, ensuring good rehabilitation with strong patient outcomes, and to develop opportunities for the provision of appropriate and adequate services to be delivered across the UK at primary level and in specialist settings.

Workshop: Looking forward and thinking together – User involvement in Practice in Appearance related projects?

JANE COAD, CENTRE FOR CHILD AND ADOLESCENT HEALTH, UNIVERSITY OF THE WEST OF ENGLAND. AMANDA BATES, PhD STUDENT, UNIVERSITY OF KENT, HEIDI WILLIAMSON, HEALTH PSYCHOLOGY RESEARCHER, UNIVERSITY OF THE WEST OF ENGLAND.

Rationale/ Background

Over the last decade there has been an increased emphasis in the active involvement, participation and consultation of all users of the health service. Despite such directives, if participation is to be meaningful, effective and sustainable, there still needs to be a move to sharing ways of working which aims to put all users at the centre (Coad & Houston, 2007). However, involving users can present many challenges in the context of the health and social care settings and this workshop will aim to unravel specific issues relating to appearance related work. Aim

This workshop will include issues not only about involvement of users in appearance related work but also delegates will have the opportunity to explore their own issues relating to user consultation and/or research work. Learning Outcomes. At the end of the presentation delegates will:

Understand the contextual issues related to involving users in consultation and/or research settings in appearance related work

Explore the challenges of involving users in consultation and/or research work, through discussion and sharing of expertise. Structure and content:

During the workshop the emphasis will be on looking forward and thinking together and is based on the experiences and extensive project work undertaken by the presenters.

We envisage the workshop being for no more than 25 people in a room prepared for innovative group work.

Firstly, the workshop will briefly set the contextual issues related to involving users in project work in user consultation and/or research settings. We will include examples of practical frameworks of user involvement. We will then set out an interactive workshop with 'tried and tested' practical activities that have been used singularly or in conjunction with other techniques. We will use real and hypothetical cases drawn from the field of appearance related work including children, young people and adults [see papers from each speaker] Using the cases, delegates will be given opportunity to share their own practical experiences in small interactive groups.

At the end of the workshop, each delegate will be given a resource pack and it is anticipated that they will feel more able to plan, and implement their own user centred programme, whether that is to facilitate user involvement; audit and/or research. This is crucial in order to not only meaningfully involve users, but more importantly provide ongoing support through the process.

[383 words]

Following the overview, each of the individual papers will be delivered sequentially and will provide a platform for the delegates in their group work:

Paper 1 Dr Jane Coad

Two cases will be drawn from an extensive programme of research undertaken nationally with children and young people. The cases to be shared include a consultation project with children and young people who had Neurofibromatosis and the other, was with young people with appearance related psycho-social issues due to mental health problems who became peer-researchers in a more collaborative framework. Both cases will be critically reflected upon.

Paper 2 Amanda Bates

This paper will draw on the experience of the author, not only in a professional role of involvement, but also as a service user researcher who has a facial difference. Using a practical framework of user involvement, the challenges and opportunities of involving the public and service users in appearance research will be discussed.

Paper 3 Heidi Williamson

This paper will critically reflect upon the author's experiences of a project based within The Centre for Appearance Research, UWE, Bristol that has involved young people in the development phase of an online intervention programme for young people with appearance concerns. The impact of their involvement in the research will be explored in terms of practicalities, pitfalls and successful experiences.

'Mirror, mirror on the wall: visible difference and trigger trauma on reflection'

Convenors: J. Cadogan & S. Cook

Participants

This workshop is primarily for clinicians who work with those who have appearance concerns arising from acquired or congenital conditions.

Background

'For people with body image problems, mirrors and other reflective surfaces can present a real problem' (Veale et al., 2009, p188).

For those with a visible difference, alienation, incumbent social anxiety and a lack of self-confidence may be experienced and exacerbated when seeing a reflection of themselves. This is likely to be particularly distressing if the visible difference occurred as a result of a traumatic injury and/or was deliberately caused. Having a visible disfiguring condition requires those affected to work hard to build and maintain a healthy body image in the face of socio-cultural prejudice. The buffering effects of social skills, supportive social and familial environments and body image schemas which are not overly appearance-biased, all help to contribute to adjustment.

Method

This workshop aims to provide an opportunity to explore the difficulties clients with visible differences experience when looking at their reflections. In order to do this the authors will firstly provide some theoretical and evidence-based information followed by a brief discussion of clinical examples from the literature and clinical practice as seen at 'Outlook', Disfigurement Support Unit and the South West Cleft service. In addition, some DVD clips will be shown to illustrate the trigger-trauma experienced by clients. The psychological interventions which have been found to be helpful and the types of support needed for health professions and others will also be addressed through small group discussion of clinical scenarios. Finally, the group will reconvene to discuss the application of ideas generated during the workshop in clinical practice.

Results and discussion

The literature in the area of visible difference is providing academics and clinicians with a more comprehensive understanding of the importance of appearance in the general population and for those with appearance-altering conditions. This workshop will be focusing on the latter group where seeing the visible difference in a mirror may evoke a myriad of reactions which may be overwhelming and debilitating. The workshop will provide clinicians an opportunity to discuss and share ideas about interventions at individual and systemic levels in a workshop-format.

Workshops for Adults who have Left Hospital: Condition-general or condition-specific?

N TRISKEL, I MORGAN, S COOK, NORTH BRISTOL NHS TRUST

Participants: This workshop is aimed primarily at clinicians who have some experience of working directly with people who have appearance-related distress. Other people are of course welcome.

Aims: To generate discussion about the pro's, con's and how-to's of providing workshops for adult out-clients to support their appearance management.

Background: For over a decade, Outlook has been providing workshops for adults with a variety of appearance-altering conditions, once they have 'graduated' from individual therapy. Like Changing Faces, we have found it difficult to attract participants to workshops as a first or only intervention, largely because of the well-documented social anxiety experienced by people who want psychological support. In-clients in burns services, in particular, have been offered psychological support workshops with good effects on coping, social skills and confidence (Gaskell et al, 2008) but we also know that psychological distress often peaks when people leave the relative safety of hospital to go back into the community. In conjunction with our Plastic Surgeon and Specialist Nurse colleagues, we have piloted short workshops with a follow-up 6 weeks later for people in three clinics: Breast Reconstruction, Skin Cancer (focussing on people with Basal Cell Carcinomas) and Hand Injury.

Method: We will summarise the literature and present the data we have from our own cross-condition and condition-specific workshops. We will facilitate a discussion about participants' experiences of offering – or thinking about offering – workshops for people with appearance-related distress who have left hospital including: general pro's and con's of each, attracting the 'right' clients, 'marketing' workshops to Consultants and Specialist Nurses, when to offer workshops to clients, assessment and / or outcome measurement, involving other staff before / during / after the workshops, structure and content, follow-up, using workshops as a triaging tool for further intervention.

Results / Discussion: The focus of this workshop will be on sharing experience and knowledge between participants, rather than on teaching methods and skills. We will summarise the themes that emerge but we do not currently have any results: the workshop's aim is partly to help us at OUTLOOK try to make up our minds too!

SYMPOSIA ABSTRACTS

The Impact of “New Media” on Individuals' Body Image and Body-Related Behaviours

Symposium organisers: E. Ashikali & B. Bell, University of Sussex

Discussant: Lina Ricciardelli

Symposium Summary

The literature on the impact of body perfect ideals in the media on body dissatisfaction and unhealthy body-related behaviours is substantial, but has tended to focus on still images from magazines and, more rarely, on TV. However, the mass media have been changing dramatically, with younger people more likely to consume music videos and computer games, which offer active engagement, compared to more passive exposure to magazines and TV. Moreover, further “new media” have emerged in the form of advertising and drama featuring cosmetic surgery, normalising these procedures, and in the form of health communications about the “obesity epidemic”, which may – inadvertently – feed a ‘fear of fatness’ rather than encourage healthy lifestyle changes. The proposed symposium examines the impact of these different forms of “new media” on adolescents', men's and women's body image, as well as a new intervention using an educational video depicting the effects of airbrushing media models to make women more resilient to negative media influences. Specifically, experimental, correlational, and qualitative studies are presented that examine the impact of body perfect ideals on body dissatisfaction and body-related behaviours in music videos, computer games, and cosmetic surgery advertising, as well as the responses of eating-disordered women to anti-obesity messages and the effectiveness of a brief intervention video.

The first presentation examines the impact of media consumption, media identification, and consumer culture values on adolescent girls' body-related health. A correlational study, testing a new model of associations, demonstrates the importance of identification with media ideals and the link between consumer culture values and eating. An exposure experiment shows that it is not the context in which thin images are presented that raises body dissatisfaction, but the mere presence of the thin ideal. The second presentation investigates the impact of two different body ideals in music videos, the muscular ideal in Rap music and the thin ideal in Indie music, finding that both negatively impact adolescent boys' body image, with added negative effects through identification with the Rap genre. The third presentation examines the impact of video games on adolescent boys' body image and eating behaviours. Findings show that those who played as muscular male characters reported greater body dissatisfaction and avoided highly calorific food.

Given the steep rise in cosmetic surgery, the fourth presentation examines the impact of cosmetic surgery advertising on women's body image and on their willingness to undergo a surgical procedure. Different dimensions of advertising are also considered, such as offering discount or explicitly stating risks, which have implications for advertising standards. The fifth presentation focuses on the current climate of rising obesity rates, with anti-fat messages prominent in the media. A qualitative study considers the impact of such messages on eating-disordered women, finding that they can encourage a “fear of fatness” and eating disordered behaviour. Finally, the sixth presentation demonstrates that a brief intervention, using an educational video on airbrushing of models, can inoculate adolescent girls against experiencing body dissatisfaction after exposure to thin-ideal media models. This highlights the potential use of the media as an intervention tool.

B. BELL & H. DITTMAR, University of Sussex.

The impact of media consumption, media ideal identification and consumer culture values on adolescent girls' body image and eating behaviour.

The present study investigates the influence of media consumption, identification with thin media models, and consumer culture values on girls' body image (body dissatisfaction and appearance satisfaction) and eating behaviour (restrained and emotional eating). A sample of 199 adolescent girls, aged 14-16 years, participated in both a correlational study and an exposure experiment. The correlational study, testing a new model of the relationships between media use, consumer culture values, body image and eating behaviour, showed that media use does not directly predict body image and eating, but does predict consumer culture values, and media ideal identification, which in turn predict girls' body related health. Media ideal identification predicted body/appearance satisfaction, which in turn predicted restrained eating. Unexpectedly, direct relationships were found between materialism and restrained eating, and celebrity worship and emotional eating, which require further investigation. The exposure experiment, investigating whether different types of thin ideal media (still images, articles with images, or music videos) had a greater effect on state body dissatisfaction than others, found that all types of thin-ideal media cause body dissatisfaction equally, suggesting that it is the mere presence of thin images that is important, and not the context. Only restrained eating was found to

moderate the media exposure - body dissatisfaction relationship, in that restrained eaters exhibited a relief effect following exposure. These findings have implications both for future research and for interventions.

H. DITTMAR, L. BARKER, & R. BOND, University of Sussex.

Who is taking the rap? The impact of body ideals in Rap and Indie music videos on adolescent boys' body dissatisfaction.

This study is the first to investigate the impact of body ideals in popular music videos on the body image of adolescent boys. Furthermore, it examines two types of body ideal: the muscular ideal profiled in Rap music videos, and the thin male body ideal profiled in Indie music videos, not previously investigated. 14-17-year-old boys ($n = 187$) were exposed to music videos which featured muscular rappers, thin Indie stars, or no human characters.

Body dissatisfaction was significantly higher after exposure to both thin and muscular male ideals. Identification with the Rap music genre moderated the impact of thin compared to muscular ideal exposure, such that body dissatisfaction was higher after muscular rappers. Furthermore, boys' identification with the Rap music genre was significantly correlated with

drive for muscularity and a preference for a more muscular body shape as a future ideal. These findings have implication for the nature of male body ideals, which may be less homogenous than the female ideal, including both muscularity and thinness. The negative effects associated with music videos featuring thin Indie artists, and particularly muscular male rappers, need to be included in media intervention programs.

R. BOND, H. DITTMAR, & A. MOOREHOUSE, University of Sussex.

Computer Games and Body Dissatisfaction in Young Men

This research reports new findings that computer game playing raises young men's body dissatisfaction, a significant risk factor for mental and physical health. Two experiments are reported which investigate the effect of playing as muscular compared to non-muscular characters in a wrestling video game on body anxiety in young men. In the first experiment ($n = 70$), playing as either muscular or bulky male characters aroused greater body anxiety compared to playing as female characters, and especially for those who identify strongly with the current male body ideal of muscularity. The second experiment ($n = 62$) found greater body dissatisfaction and less willingness to take a high-caloric food for young men who played as muscular compared to thin, non-muscular male characters. The growing importance of video games as a source of media influence is emphasised, and the implications for the process giving rise to body image concerns is discussed.

E. ASHIKALI & H. DITTMAR, University of Sussex.

Cosmetic surgery advertising: Influences on women's body image and on their willingness to undergo surgery.

This experimental study is the first to investigate the effect of cosmetic surgery advertising on women's body image, as well as on their acceptance of, and willingness to undergo, surgery. Furthermore, it examines the effect of different types of information conveyed to the

consumer, specifically discount incentives and risks related to cosmetic surgery. Two hundred women, aged 18-25 were randomly assigned to one of four conditions: cosmetic surgery advertisements including (1) no additional information, (2) discount incentives, (3) risk information, or (4) the control condition, advertisements for flower shops. Women exposed to cosmetic surgery advertising should report increased body dissatisfaction and generate more body-related self-discrepancies than those exposed to neutral advertisements. Differences between the three different surgery exposure groups are expected to emerge mainly in

expectations of, and willingness to undergo, cosmetic surgery. Moreover, negative responses to the cosmetic surgery advertisements should be higher in women who have internalised the cultural thin-ideal and who hold strong materialistic values (moderators). The study therefore extends previous research on the influence of the thin-ideal, by investigating the effects of advertisements which directly highlight the importance and benefits of looking good, while using women's image-insecurities as a marketing strategy. Findings on the effect of discount incentives and risk information in cosmetic surgery advertising have implications for advertising policies, and will help address concerns put forward by the British Association of Aesthetic Plastic Surgeons (BAAPS) about the standards of cosmetic surgery advertising.

L. CATLING, & H. MALSON

Are we feeding a "fear of fatness" ? A qualitative analysis of eating disorder sufferers' views of the cultural preoccupation with childhood obesity.

The ways in which society understands obesity have recently been reframed. With raised awareness of the severe associated health implications, the prevalence of obesity is now considered to have reached epidemic proportions (Gard, 2005). In a society where dieting practices are already seen as prescriptively normative (McKinley, 1999) and where the prevalence of eating disorders is also increasing, this study explores the ways in which women who have self identified as having eating disorders make sense of the anti-obesity and health promotion campaign. Using a discursive analytic approach informed by critical feminist theory, the multiple ways in which fatness and thinness have been discursively constructed are explored. Data was collected from 8 women between the ages of 18-62 years; semi-structured interviews were used to generate discussion around the topic area. Several themes were identified through the data; the experience of being 'big' as a child, eating disordered behaviour and balance. Childhood weight related bullying was understood through and as reinforcement for the culturally dominant construction of fatness as bad. This experience of bullying was also constructed as influential in the later development of eating disorders. The anti-obesity campaign was constructed as being an influential factor in the development of eating disorder pathology and also as being unbalanced in terms of its overemphasis on obesity and neglect of the other extreme of anorexia. Through its exploration of a fairly novel area, this study has implications for further exploration into the ways that the anti-obesity literature is made sense of, by varying groups in society.

Symposium: Adjustment to Visible Difference

Convened by: The Appearance Research Collaboration*

*Members the Appearance Research Collaboration:

Professor Nichola Rumsey (Principal Investigator), Centre for Appearance Research, UWE; Dr Roger Charlton, University of Warwick; Professor Alex Clarke, Royal Free Hospital, London; Dr Sally-Anne Clarke, University of Sheffield; Dr James Byron-Daniel, Centre for Appearance Research, UWE; Dr Diana Harcourt, Centre for Appearance Research, UWE; Ms Hayley James, UCL, London; Ms Antje Lindenmeyer, University of Warwick; Dr Tim Moss, Centre for Appearance Research, UWE; Professor Rob Newell, University of Bradford; Professor Stan Newman, UCL, London; Mrs Elizabeth Jenkinson, Centre for Appearance Research, UWE; Mrs Krysia Saul, University of Warwick; Dr Andrew Thompson, University of Sheffield; Ms Emma Williams, Centre for Appearance Research, UWE

Background & Rationale:

This symposium is based on the largest research programme, to date, of adjustment to visible difference. Specifically, a mixed methods approach involving a large scale, multi-centre study of the factors and processes involved in adjustment and a series of smaller, in-depth studies have informed the development of interventions to promote adjustment amongst people adversely affected by disfigurement. The symposium will firstly consider the need for this research programme from 3 perspectives (researcher, clinician, personal experience of visible difference). The following speakers will present components of the research programme, namely a large quantitative survey, a qualitative study of vitiligo and a quantitative study of hostility. The contribution that this research has made to our knowledge of adjustment and to the provision of interventions for people who have a visible difference will then be specifically considered by Nichola Rumsey, Alex Clarke and Pam Warren and form the focus of a general discussion.

Title: Introduction and the need to increase knowledge and understanding about adjustment to visible difference.

N. RUMSEY, A. CLARKE & P. WARREN

More than a million people in the UK alone have a disfigurement of some kind. The challenges associated with living with a visible difference have been widely reported in research and personal accounts. This literature has shown that whilst disfigurement can be a difficult experience for many people, many others are able to manage the demands presented by an altered appearance and can be considered to have adjusted well to living with a visible difference. Until now, the precise factors and processes influencing adjustment have been under-researched but there is a consensus amongst researchers that the process of adaptation to disfiguring conditions is affected by a complex interplay of psycho-social factors (Rumsey & Harcourt, 2004).

The introduction to this symposium will consider the need to increase knowledge and understanding about adjustment to visible difference from 3 differing perspectives – namely researchers (Nichola Rumsey), clinicians (Alex Clarke) and people who are personally affected by visible difference (Pam Warren).

Title: Factors and processes contributing to adjustment: a survey of 1265 people living with a visible difference.

D. HARCOURT & MEMBERS OF ARC*

Background: This study focuses on psychological variables that may differentiate those that adjust well from those that do not adjust as effectively.

Method: 1,265 adults with a range of visible differences were recruited through hospital outpatient clinics (including dermatology, rheumatology, head and neck cancer, prosthetics) and the community (via GP practices, support groups and media coverage of the study) in 5 sites across the UK. This sampling strategy was employed to ensure that both those actively seeking treatment and those not seeking treatment were recruited. All participants completed a questionnaire. 365 completed the same questionnaire again, 9 months later. Measures of psychosocial adjustment to disfigurement included the importance and value placed on appearance (CARSAL/CARVAL), social comparison, fear of negative evaluation (FNE), appearance-related social anxiety and avoidance (DAS24) and general anxiety and depression (HADS).

Results: Those recruited through hospital clinics were comparable to the community-recruited sample on all outcome measures. A model of adjustment found that 66% of variance in DAS24 scores was accounted for by self-reported dispositional outlook, fear of negative evaluation, feeling socially accepted and satisfaction with social support.

Conclusion: This study has identified a number of variables which influence adjustment to appearance and that are amenable to change through psychosocial interventions.

Title: **Appearance concern, hostility & social situations**

Authors: T. MOSS, J. BYRON-DANIEL, E.WALSH & MEMBERS OF ARC*

Background:

Previous work in the field of visible differences has suggested the importance of hostility as an aspects of psychosocial adjustment (Moss 1997), and analysis of data from the cross-sectional study highlighted potentially important relationships between adjustment to visible difference and feelings of hostility, particularly in social situations involving a threat to the affected person. This study explored the issue of hostility in more depth

Method:

38 participants who had expressed an interest in taking part in further studies took part in an online survey comprising 6 social situation vignettes involving judgements about the consequences of anti-social behaviour. In half the vignettes, the anti-social behaviour was specifically attributed to reactions to the appearance of one of the characters. After completing the vignettes, participants completed measures of social anxiety and avoidance (DAS24), self esteem (RSE), perceived social ranking (SRS), aggression scale and narcissism (NPI)

Findings:

Participants who were less well adjusted to their appearance generated responses which were indicative of a greater level of hostility in response to verbal/behavioural attacks which related specifically to appearance. This relationship did not occur for vignettes that were unrelated to appearance. The relationship between appearance-related adjustment and hostility was found to be mediated by social ranking and narcissism

Discussion: The results indicate that interventions should focus on personally sensitive social situations (appearance specific threats) when seeking to reduce hostility in people with appearance concerns.

Title: **British South Asian Experiences of living with vitiligo: visible difference, culture & ethnicity.**

A.R. THOMPSON, S.A. CLARKE, R.NEWELL & MEMBERS OF ARC*

Background: There is a dearth of research exploring the views of different cultural and ethnic groups about the experience of living with visible difference. Vitiligo is associated with a range of psychosocial difficulties. The depigmentation of skin in vitiligo may also be associated with stigma and shame amongst cultural groups.

Methods: Seven South Asian people with vitiligo were recruited via UK dermatology departments and the Vitiligo Society. Semi-structured interviews were conducted either face to face or by email. Transcripts were analysed using template analysis.

Findings: Participants described feeling visibly different and all had experienced some degree of stigmatisation. Concealment and avoidance were commonplace. Experiences of stigmatisation were often associated with cultural values associated with appearance and status, and also with myths relating to the cause of the condition.

Discussion: This study presents an in depth analysis of the experience of British South Asians living with vitiligo. The results indicate the need for further research to explore cultural beliefs associated with

disfigurement and of the impact of these on adjustment to chronic skin conditions. The study suggests that in addition to individual therapeutic interventions, community based interventions aimed at dispelling myths and raising awareness of sources of support and treatment are indicated.

Title: The Implications of the ARC Programme of Research

Authors: N. RUMSEY, A. CLARKE & P. WARREN

Through the use of mixed methods and with a clear focus on the translation of results into practice, this programme of research has made a significant contribution to knowledge concerning adjustment to a visible difference. The resulting model of adjustment will inform both further research and the provision of care.

Although overall scores on standardised measures were not indicative of high levels of distress, the range and variation was considerable across the whole sample. Substantial numbers of participants reported high levels of distress and unmet needs, while others were well adjusted.

Adjustment is not well explained by biomedical factors, neither is time a great healer. Instead, adjustment involves a range of psychological factors which are amenable to intervention. Processing biases can result in perceptions of the world that are dominated by appearance issues regardless of the actual environment. These results offer a strong endorsement of the potential utility of ready access to cognitive behavioural interventions at varying levels of intensity.

The results have been used to develop recommendations for the provision of screening and intervention pathways within the health care system. They are also being used to inform the methods of ameliorating distress and promoting positive adjustment in those adversely affected by disfigurement. The research programme has been enriched by the involvement of patient 'ambassadors' throughout the process. However, more remains to be done. Public education initiatives are necessary to reduce the pressure from media and society and further research is needed to clarify the contribution of the visibility of a disfigurement and the roles of functional disability and gender to adjustment.

Symposium: Researching sexuality, gender identity and appearance: Exploring the visual identities and appearance concerns of lesbian, gay, bisexual, trans and queer people.

Convener: Dr VICTORIA CLARKE, Reader in Sexuality Studies, University of the West of England

Symposium overview abstract:

This symposium focuses on the under-explored area of sexuality, gender identity and appearance. Together the papers highlight appearance and dress as key sites in the construction and negotiation of sexual and gender subjectivities for lesbian, gay, bisexual, transgender and queer (LGBTQ) people.

The first paper by Victoria Clarke explores how lesbian and bisexual women negotiate the discursive structures of gender and sexuality through their everyday clothing and appearance practices. Building on previous research, Clarke highlights how non-heterosexual women are compelled to negotiate their dress and appearance in relation to a strongly policed butch norm and that in order to be visible as lesbians, women must conform to the butch norm (and in doing so, reinforce the norm, and make it harder for non-conforming lesbians and bisexual women to be seen). In this paper, Clarke draws on non-heterosexual women's accounts of their clothing and appearance practices; however, she cautions that research on appearance and sexuality is impoverished by a sole focus on the 'writely text' – how women narrate their own visual identities – rather than also on the 'readerly text' – how we read and interpret each other's visual presentations. In other words, visibility can be seen as a skill of reading, rather than of being or doing.

This is precisely the theme that is taken up in the second paper in the symposium, by Nikki Hayfield, which focuses on young adults' perceptions of the various appearance norms that are associated with particular sexual identity categories (lesbians, gay men, bisexuals and heterosexuals). Hayfield asked 65 (predominantly heterosexual) university students to respond to a short qualitative survey, which consisted of questions about the links between sexuality and appearance. One striking feature of the data is the participants' reluctance to give any credence to what they perceived as visual 'stereotypes' in relation to sexuality. Despite this reluctance, many were able to identify appearance norms for lesbians and gay men, which conformed to those found in previous research, including Clarke's study. Similar to Clarke's study, dress and appearance seem to be far less important for constituting bisexual identities. Hayfield's study also provides some of the first data on heterosexual identities – finding, perhaps unsurprisingly, that heterosexual women were strongly associated with (a particular version of) femininity and heterosexual men with (a particular version of) masculinity.

In the presentation of Caroline Huxley's study, the focus shifts to wider socio-cultural appearance pressures and whether lesbian and bisexual women are protected from these more than are heterosexual women. Some commentators have suggested that lesbians are more likely than heterosexual women to reject cultural

mandates regarding physical attractiveness, body size and eating behaviours (Brown, 1987), whereas others (e.g., Dworkin, 1988) have argued that lesbians grow-up and live in mainstream society and as a result are subjected to and internalise the same appearance pressures as heterosexual women. Huxley surveyed over 400 heterosexual, lesbian and bisexual women on various factors including their body satisfaction and restrained eating practices. Huxley found no significant differences between the groups in relation to these factors, but found interesting differences in relation to conformity to beauty ideals and internalisation of these ideas. Huxley concludes by considering how the different social and political components of lesbian and bisexual identities may relate to body image.

To date, the visual identities of transgender and transsexual people have been overlooked in the literature on sexuality, gender identity and appearance, despite the centrality of dress and appearance for trans individuals and trans communities. As such, Sara Davidmann's paper on the lived experiences of atypically gendered transsexual people provides a much needed insight into the visual identities of (a particular group of) transsexual people. Drawing on interview data with 10 transsexual participants and visual methods (photography), Davidmann explores how transsexual people create and manage bodily appearances that do not conform to the expected norms for either 'standard' male or female bodies. Despite, significant legal and social changes with regard to trans people, western cultures continue to be dominated a two sex/gender model and the assumption that there are two, and only two, sex/genders. Davidmann explores how transsexual people often use highly visualised, visualising and visible means in order to become 'invisible' in the public domain by conforming to the two-sex/gender system and the consequences when they do not conform to social expectations. Davidmann's paper provides an important corrective to the rather narrow image of the embodied identities of transsexual people that is promoted in the mainstream media.

In the final paper of the symposium, Paul Flowers explores another stigmatised visual identity – the bodies and appearances of HIV positive gay men. Taking an Interpretative Phenomenological Approach, Flowers analyses data from interviews with 16 HIV positive gay men living in Scotland focusing on their experiences of disclosing their HIV status. Many of the men discussed the un-intentional disclosure of the HIV status as a result of their physical appearance – for example, the visible signs of antiretroviral therapy (ART) related facial wasting and the effects of redistribution of body fat (i.e., Lipidystrophy). Flowers' research highlights some of the potential and considerable socio-cultural costs associated with ART, despite the clear health benefits of this therapy, and the participants' concerns about the lack of control over their appearance the disclosure of their HIV status. In summary, these 5 papers provide important insights into the visual identities and appearance concerns of members of LGBTQ communities, and the importance of making sexuality and gender identity an explicit focus of appearance research.

Dr VICTORIA CLARKE, Reader in Sexuality Studies, UWE and Katherine Spence.

Will the real lesbian please stand up? Constructing and resisting visible non-heterosexual identities through dress and appearance.

This paper explores dress and appearance as key sites in the construction of sexual (and gender) subjectivities and the ways in which lesbian and bisexual women use dress and appearance to construct individual identities. Although there is a sizeable body of work on butch/femme identities, especially in the humanities, there is very little social science, and particularly psychological, work on the visual aspects of lesbian identities and communities. The aim of this study was to build on the limited existing literature and explore the discourses through which non-heterosexual women account for their clothing and appearance practices. A convenience sample of 30 women (22 lesbian, 7 bisexual, 1 non-heterosexual) provided qualitative survey data on issues such as whether they ever use their dress and appearance to emphasise or de-emphasise their sexuality, and whether they made any changes to their dress and appearance after coming out as lesbian/bisexual. We identified two main themes in the data – norms and conformity and freedom and authenticity. These themes represent two rather different ways of conceptualising dress and appearance in relation to non-heterosexual identities and communities. First that dress and appearance for lesbians (and bisexual women) is highly regulated, and women are compelled to negotiate their dress and appearance in relation to a strongly policed butch norm, and second that identifying as a lesbian is a liberating experience, offering women the freedom to be (and to appear to be) the 'real me'. We illustrate these themes with extracts from the data and discuss the ways in which dress and appearance are important for constituting and negotiating lesbian identities and lesbian space. We conclude with some cautionary comments about only exploring visual identities through the politics of identity and ontology rather than also through the politics of optics (Robinson, 1994).

Nikki HAYFIELD, Centre for Appearance Research, UWE.

'Never judge a book by its cover?': Psychology students talk about gay, lesbian and bisexual appearance.

The aim of this research was to explore the understandings that (predominantly heterosexual) young people have of the appearance norms associated with various sexual identities. Research considering understandings of visual identity has primarily been located in 'queer spaces'. This research indicates that appearance 'norms' play an important role in allowing the expression and communication of non-heterosexual sexualities

(particularly lesbian and gay sexualities). This can be either to those 'in the know' (e.g., other lesbians and gay men) or to the 'world at large'. There has been very little consideration of bisexual visual identities, reflecting the 'invisibility' of bisexuality both in academic research on non-heterosexualities and in the wider cultural context. What little research there is suggests that there are no (widely available) visual codes for bisexual people, as there are for gay men and, particularly, lesbians. No previous research has explicitly considered the notion that heterosexuality may also be communicated through appearance. Sixty-five undergraduate psychology students completed a qualitative survey which asked questions about sexuality and appearance. Preliminary analysis of the data indicates that participants were reluctant to give any credence to what they perceived as visual 'stereotypes' in relation to sexuality. Nonetheless, many were able to identify appearance norms for lesbians and gay men, which conformed to those found in previous research. No clear themes emerged for the visual appearance of bisexual women and men. Heterosexual women were strongly associated with femininity (a 'girly' appearance) and heterosexual men with masculinity (a 'blokey' appearance). The paper discusses the significance of these findings and their implications for research on sexuality and appearance.

Caroline HUXLEY, Centre for Appearance Research, Department of Psychology, UWE.

Does sexuality protect women from sociocultural pressure, body dissatisfaction and restrained eating?

It has been theorised that lesbian and bisexual women experience fewer sociocultural appearance pressures than heterosexual women, and therefore they feel more satisfied with their bodies and engage in fewer unhealthy eating practices. This research aimed to test this theory and to explore factors that may underlie any differences in body image according to sexuality. Over four hundred heterosexual, lesbian and bisexual women were surveyed on their feelings towards their body, disordered eating behaviours, awareness and internalisation of sociocultural beauty ideals, adherence to feminist ideologies, and, for lesbian and bisexual women, affiliation to gay community. No significant differences were found between lesbian, bisexual or heterosexual women on body satisfaction ($F(2, 462) = 0.90, p = ns$) or restrained eating behaviours ($F(2, 397) = 0.99, p = ns$). However, interesting differences were found between the groups, as lesbian women perceived significantly fewer pressures to conform to sociocultural beauty ideals ($F(2, 354) = 10.80, p < 0.01$) and reported less internalisation of these ideals ($F(2, 352) = 9.54, p < 0.01$) than heterosexual and bisexual women. Affiliation to gay community was not associated with lesbian women's body image, but was negatively related to body satisfaction for bisexual women. In contrast, feminism was protective of bisexual and heterosexual women's body image. Results will be discussed in terms of how the sociocultural model of body image accounts for body satisfaction in women of different sexualities, and how social and political components of lesbian and bisexual identities may relate to body image.

Sara DAVIDMANN, London College of Communication, University of the Arts London.

Private Selves and Public Appearances: Lived Experiences of Atypically Gendered Transsexual People.

In this paper I shall discuss some of the findings of a three-year photography and interview postdoctoral research project that is being carried out in collaboration with ten transsexual participants. The participants self-identify beyond the gender dichotomy and each person has undergone, or is undergoing, surgical and hormonal interventions in order to align their appearance and gender identity. In accordance with their atypical gender identifications, the participants are creating bodies that do not conform to the expected appearances for the binary female/male sexes.

Over the past twenty years significant legal changes and theoretical advancements have been made with regard to atypical gender identities. However, everyday life in the Western world continues to re-enforce the binary sex and gender model. In many areas it is necessary to be 'seen' to belong to the two-sexes/two-genders systems in order to lead a satisfactory social existence. Following this, transsexual people often use highly visualised, visualising and visible means in order to become 'invisible' in the public domain. Thus considerable differences can occur between private gender identities and public presentations.

This paper explores my research participants' experiences of their private and public lives. It examines the ways in which participants self-consciously present appearances that are acceptable to others and the consequences of when participants do not conform to social expectations. In light of these factors, my study reveals a very different version of what it means to be a transsexual person than the stereotypical model that is frequently portrayed in the mass media.

Paul FLOWERS, Glasgow Caledonian University, Glasgow.

Un-intentional disclosure of HIV Status: Appearance, stigma and identity amongst gay men in Scotland.

In the UK, the criminalisation of HIV transmission and the emergence of strategies such as sero-sorting (where positive men have unprotected sex with other positive men) has fostered new interest in the issue of HIV status

disclosure for service providers, policy makers and people living with HIV alike. The extant research addresses status disclosure from a primarily public health perspective, often seeing it as relatively unproblematic and intentional 'health' behaviour. In contrast, I present an analysis of HIV status disclosure which focuses upon the ways HIV positive gay men talk about HIV disclosure. The presentation emphasises the particular ways that un-intentional disclosure of HIV status occurs (often as a direct result of the side effects of taking antiretroviral therapy – ART). Using interpretative phenomenological analysis this study presents an inductive qualitative exploration of HIV positive gay men living in Scotland and their experiences of disclosure. Sixteen gay men living with HIV took part in open-ended interviews. Of particular relevance were the disclosure stories that focussed upon the un-intentional disclosure of HIV status resulting from ART related facial wasting, or wider aspects of the redistribution of body fat (i.e., Lipidystrophy). Participants reported major concerns and anxieties about the concomitant lack of control relating to appearance and unintentional HIV status disclosure and the paradox of health wherein although there are clear health benefits associated with ART there are also potentially considerable psychosocial costs.

Oral & Poster Presentation Abstracts

Abstracts

(All oral and poster abstracts are included and sorted alphabetically by the surname of the first presenter)

AHERN, J., UNIVERSITY OF QUEENSLAND;
DIEDRICH, P., THE UNIVERSITY OF THE
WEST OF ENGLAND

Poster: Photoshopped perfection: The impact of airbrushed models in the media on young women's body image and perceived advertisement effectiveness.

Introduction: Images of models in magazines undergo extensive airbrushing before publication. Increasingly airbrushing has been criticised for contributing to body image concerns. Despite this, the effects of airbrushing upon body image are unknown. Consequently, the aim of the current study was to explore the impact of airbrushing on young women's body image. The impact of alternative images (e.g. un-airbrushed or airbrushed images with an airbrushing notification) was also explored, in addition to the impact of airbrushing on advertising effectiveness.

Methods: 332 women aged 17-25 years were systematically assigned to one of four advertisement exposure conditions: no models, models un-airbrushed, models airbrushed and models airbrushed with airbrushing notification. Participants then viewed 10 advertisements, rated their advertising effectiveness and answered a series of standardised body image measures and open-ended questions assessing their opinions on body image and airbrushing.

Results: Preliminary analyses indicate that there was no significant difference in women's body image state between conditions after exposure to the advertisements. For advertisements featuring face only shots of models, there was no significant difference between conditions in ratings of advertising effectiveness. However, for advertisements featuring full-body shots of models, advertisements featuring un-airbrushed bodies were rated as significantly less effective than advertisements featuring airbrushed bodies with an airbrushing notification or no models.

Conclusions: Whilst it is likely that airbrushing practices contribute to unrealistic beauty ideals, our preliminary results suggest that exposure to airbrushed models does not have a negative impact on body image in the short-term.

AMIN, K., CLARKE, A., SIVAKUMAR, B., PURI, A., FOX, Z., BROUGH, V., DENTON, C.P., BUTLER, P.E., CLARKE, A. DEPARTMENT OF PLASTIC AND RECONSTRUCTIVE SURGERY, ROYAL FREE HOSPITAL

Oral: The Psychological Impact Of Facial Changes in Scleroderma.

Background: The physical disabilities associated with scleroderma are well known but the psychological impact of the condition has received less attention. Few studies have examined appearance related issues, most notably of the face. The aim of this study is to evaluate the impact of scleroderma on functional changes such as facial movement and how severity of disfigurement affects psychological adjustment.

Methods: 171 patients with a clinical diagnosis of scleroderma were recruited into the study. Digital photographs were objectively graded into groups based on severity of disfigurement as judged by an observer. Facial movement was recorded using a modified House-Brackmann Grading Scale. Psychological evaluation comprised the Derriford Appearance Scale short-form (DAS), the Noticeability and Worry score and the Hospital Anxiety and Depression Scale (HADS).

Findings: Severity of disfigurement predicted decreased mouth opening, the extent to which participants judged their appearance as noticeable to others., and the level of appearance related concern as measured by the DAS24. There was an inverse relationship with age. Facial changes were ranked as the most worrying aspect of the condition.

Discussion: This study shows facial disfigurement impacts on patient with scleroderma independent of functional changes related to systemic disease. The major difficulty is with the perceived noticeability of the condition to other people and the resulting self consciousness in social encounters. Impact on other psychological variables is not significant confirming generally positive adjustment to scleroderma. This study highlights the importance of measuring specific appearance related beliefs and behaviour which are amenable to psychological intervention.

ANONYMOUS, K., ANONYMOUS, M., TRISKEL, N. NORTH BRISTOL NHS TRUST

Oral: Talking about relationships: how it can feel during and after psychological therapy.

Aims: To discuss the real experiences, for people with visible differences, of overcoming psychological obstacles to obtaining and maintaining intimate relationships.

Background: Social anxiety has been associated with fewer close friendships and less intimacy and companionship (La Greca & Lopez, 1998). People who are visibly different may be particularly vulnerable to social anxiety (Rumsey & Harcourt, 2004), with difficulties with social interactions and unfavourable self-perceptions being reported most frequently. For clients at Outlook, intimate / romantic relationships represent an area of life where the loss associated with a visible difference may be most acutely felt.

Method and Results: Two Outlook service users who acquired visible differences in traumatic circumstances describe, on film, their feelings about relationships. The first, a current service user who is two years post-injury, demonstrates some of the feelings about himself that make the obstacles to getting into a relationship feel insurmountable. The second, who is 25 years post-injury and finished psychological therapy at Outlook seven years ago, describes the process of successfully overcoming those self-image obstacles.

Discussion: These two service users demonstrate, in their talks, that developing a positive relationship with one's own changed appearance, and becoming again someone who can enter into and sustain intimate relationships, is a process that can continue over many years. Despite being from different age groups, genders and cultural backgrounds they demonstrate the similarities, for many people with visible differences, in the kinds of psychological tasks a visible difference acquired in adulthood necessitates. The 3rd author will be available for questions and discussion raised by the first 2 authors' contributions.

BAILEY, C., MOSS, T., WILLIAMSON, H.
UNIVERSITY OF THE WEST OF ENGLAND

Poster: The Appearance Behaviour Checklist (ABC 11-15): A new psychometric scale for measuring adjustment to appearance concerns in young people.

Background: It has been widely recognised that there is a growing requirement to develop psychometrically sound scales to measure appearance concerns in young people (Smolak, 2004). Adolescents face many emotional, social and physical changes during adolescence which can result in a preoccupation with appearance and appearance-related anxiety and consequently impact upon their well-being and quality of life (Harter, 1998). Despite many existing appearance measures for adult populations (Carr, Moss & Harris, 2005) evidence suggests these are not applicable to adolescent populations (Byrne & Hills, 1996). This paper reports on the development of a psychometric measure to assess young people's adjustment to appearance concerns.

Method: The Appearance Behaviour Checklist (ABC 11-15) was developed and tested on young people (N=292) aged 11 – 15 years from several schools in Bristol and South Gloucestershire.

Findings: Inter-item correlations and principal components factor analysis indicated a one factor, univariate solution with 23 item loadings demonstrating high internal consistency ($\alpha = 0.952$). These can be conceptually clustered into social interaction, negative attention, preoccupation, self-evaluation, social comparison and behavioural limitations. Correlations with the BES and SASC indicate good criterion validity; BES ($r = .677, p < .001$) and SASC ($r = .73, p < .001$). Results from the sample indicated that appearance issues are more salient in girls than boys ($t = 8.32, df = 191, p < .001$)

Conclusions: The ABC 11-15 is a psychometrically robust measure of adjustment to appearance concerns in young people. An older version for 16-18 year olds is currently in development.

BARLOW, F.K., DIEDRICHS, P.C.
UNIVERSITY OF QUEENSLAND

Oral: How to lose weight stigma fast! The evaluation of a brief anti-weight stigma intervention.

Background: Overweight and obese individuals often face discrimination due to their body weight and appearance. The negative consequences of weight stigma include poor physical and psychological health, and disadvantages in interpersonal relationships, work, and education. We evaluated the effectiveness of a brief educational intervention that aimed to reduce weight stigma among Australian health professionals in training by challenging beliefs about the controllability of weight and providing information on the prevalence and consequences of weight stigma.

Methods: Undergraduate psychologists in training were assigned to one of three conditions: intervention ($n = 30$), control ($n = 35$), and comparison ($n = 20$). The intervention condition received a lecture on obesity, weight stigma and the multiple determinants of weight, the comparison condition received a lecture on obesity and the behavioural determinants of weight, and the control condition received no lecture. Beliefs about the controllability of weight and attitudes towards overweight and obese people were assessed one week pre-intervention, immediately post-intervention, and three weeks post-intervention.

Findings: After receiving the lecture, participants in the intervention group were less likely to rate weight as controllable and less likely to rate overweight and obese people as unattractive. These changes were maintained three weeks post-intervention. There were no such changes in

the control or comparison groups. Disparagement of overweight and obese peoples' social character increased over time for participants in the control condition, but did not change in the comparison or intervention groups.

Discussion: These findings suggest that learning about weight stigma and the multiple determinants of weight may provide an effective intervention to reduce weight stigma.

BILLAUD FERAGEN, K., BERGFALL, Å.-M.
BREDTVET RESOURCE CENTRE,
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Poster: Presentation of a children's book about clefts: "Albin and Luna and The Mysterious Mirror"

Authors: Billaud Feragen, K. & Bergfall, Å.-M.
Illustrations: Anette Nøsterberget

"Albin and Luna and The Mysterious Mirror" is a richly illustrated book about how it might be to grow up as visibly different.

The book is composed of two parts, the first one being a fictional story about two children, Albin and Luna, who are born with a cleft. In spite of this similarity, Albin and Luna are quite different from one another. While Luna finds new experiences exciting and is comfortable getting questions about the cleft, Albin feels anxious at the hospital and most comments directed towards him are experienced as negative. Albin also lacks words to express what he feels. The two children get to know one another at the hospital and, surprisingly, also meet a mysterious mirror that talks and knows quite a lot about clefts.

The second part of the book provides information about clefts and its treatment in addition to an important focus on how it might feel to grow up as visibly different. Part two also contains questions for the reader in order to help children and adults explore the child's own experiences of being born with a cleft.

The book could be easily translated into English.
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BOYCE, J., KUIJER, R.G., GLEAVES, D.H.
UNIVERSITY OF CANTERBURY

Poster: The effects of Ideal Body Media on mood, self-evaluation and goal activation in restrained eaters.

Experimental research examining the effects of idealized body media (IBM) is vulnerable to demand characteristics. If participants link IBM exposure to the measurement of dependent variables (e.g. negative mood, dieting goals) the study may produce inflated negative responses. In

Study 1 (N = 118 females) we therefore examined the effects of IBM (vs control) on a subtle/implicit measure of mood (disguised as a memory test), and measured body dissatisfaction and food intake on a taste test in an unrelated study. Dietary restraint was included as a moderator variable. Among restrained eaters, IBM exposure resulted in elevated negative mood, and decreased body satisfaction. Although no differences were found on actual food intake, restrained eaters exposed to IBM felt guiltier about overeating. Perhaps IBM reminds restrained eaters of their dieting goal which leads to negative feelings, but at the same time makes them better able to withstand temptations on a taste test. Study 2 was designed to investigate whether IBM activates dieting goals in restrained eaters and at the same time makes them more vigilant to temptation stimuli. After IBM exposure (vs control) female participants completed a lexical decision task. The time for pulling and pushing a joystick in response to goal-related words (about dieting) and temptation-related words was assessed. We hypothesized that restrained eaters exposed to IBM would approach (pull) diet words and avoid (push) temptation words faster than unrestrained eaters and all participants in the control group. Preliminary results are in line with the expectations. Results and implications from both studies will be discussed.

BUNDY, C., KAUR, B., BUCCI, S., TARRIER, N., GRIFFITHS, C. UNIVERSITY OF MANCHESTER.

Oral: Evaluation of an on-line CBT based intervention (eTIPs) for people with psoriasis.

Background: Psoriasis is a chronic, inflammatory immune-mediated skin disease that affects 2-3% of people in the UK and creates both physical and psychological distress. Psychological discomfort may result from the highly visible nature of the condition which affects their work, relationships and social activities. This may lead to further psychological distress – feelings of depression, anxiety, low self-esteem, and difficulties with coping.

Medical management emphasises controlling the physical symptoms of psoriasis. In general, services for people with psoriasis rarely includes psychological support. This is despite patients' subjective reports suggesting that psychological stress/distress may play a significant role in psoriasis initiation, exacerbation or relapse, and furthermore may impair the efficacy of treatment.

Methods: We have developed a web-based programme called eTIPs (electronic-Targeted Intervention for Psoriasis) to deliver psychological therapy to patients with psoriasis. The work is based on past research carried out by our group demonstrating CBT is effective in small group format for this patient group.

A randomised, wait list control group design offered either usual care or eTIPs first.

Results: Completion of the e-TIPs programme reduced levels of anxiety and depression ($p < 0.001$, $p < 0.01$ respectively). Furthermore, participants rated their psoriasis to have reduced in relation to % of the body covered by psoriasis - $p < 0.05$ (measured by shading in a diagram showing the areas and % affected). The findings suggest this form of CBT is acceptable and effective for reducing distress and psoriasis symptoms and is a useful adjunct to medical treatment for patients with mild to moderate psoriasis managed in primary care.

CAMPANA, M.B.C., TAVARES, M.C.G.C.F., CAMPANA, A.N.N.B., TAVARES-FILHO, R.F., SILVA, D., SIMON, F. UNIVERSITY OF CAMPINAS.

Oral: Characteristics and psychometric properties of "software for perceptual assessment"

The perceptual component of Body Image can be measured by methods using the projection of images of the whole body or parts of the body. Technological advances have regenerated enthusiasm on the perceptive dimension of Body Image. The aim of this research is to present a new open-free software, to assess the perception of body shape and size. The Software of Perceptual Assessment (SPA) is compatible with the Linux system. It was developed to concurrently evaluate the sensory and non-sensory aspects of shape and size perception of the body. The subjects can manipulate their images as a whole, ranging from 50% thinner than what is real to 200% larger than the actual image. To change this image, the subjects use the *scroll* of a wireless mouse. Each movement of the scroll causes a change of 1% in the projected image. Seventy subjects, from different backgrounds, men and women, were assessed by affective and cognitive protocols for the evaluation of the psychometric properties of SPA. To evaluate the content validity, five experts judged the software. The experts' grades were above the cut point. Our results also indicate that the software allows the subject to adjust a variety of objects differently and it is capable to aggregate perceptive and non-perceptive aspects of body perception. Also, the software is sensitive enough to register the difference in cognitive and affective protocols. The software can be download for free at www.fef.unicamp.br

CAMPANA, A.N.N.B., TAVARES, M.C.G.C.F., GARCIA, C. JR. UNIVERSITY OF CAMPINAS

Poster: Experience's report about a physical exercise program for eating disorder's patients

Excessive exercise has been described as an important compensatory method in eating disorders. However, recently, physical exercise programs has been used as part of the treatment in several multidisciplinary recovery centres and some evidences about the benefits of these

practice, specially on the restructure of the body image, has been found. This is the authors' experience report about the implementation of a physical exercise pilot program for patients with eating disorders from the Clinic of Eating Disorders, Hospital de Clinicas, Unicamp. The pilot program lasted 4 months; the frequency was 2 days a week; session 35 to 50 minutes length; in low intensity. The participants were 8 patients, between 13 and 26 years. From the initial planning, based on international guidelines, was created a new form of intervention, maintaining adequate levels of intensity, duration and frequency, but also focusing on the recognition of the self sensations. The intensity of the body checking behaviour, the body avoidance behaviour and body dissatisfaction decreased in the end of the pilot program. The experience allowed us to understand better the needs of patients and provided data for planning future interventions.

CAMPANA, A.N.N.B., TAVARES, M.C.G.C.F., SILVA, D. UNIVERSITY OF CAMPINAS

Poster: Translation and Validation of the "Body Checking Questionnaire (BCQ)" into the Portuguese Language.

Body checking behavior is characterized by excessive preoccupation with appearance. The aim of this study was to translate and validate the "Body Checking Questionnaire" (BCQ) for Portuguese language in Brazil. The translation, synthesis, back-translation, formulation of the Brazilian questionnaire and its pretest were carried out following the Beaton et al. (2002) guideline. In the second phase of the study, the data from five hundred and sixty one college students, all women, were analyzed with confirmatory factor analyses to assess the construct validity of the questionnaire. The Brazilian version of BCQ has 12 items and presents good-fit indexes (Weighted chi-square = 2.8, RMSEA = .056, NFI = .90, NNFI = .90, CFI = .93, GFI = .96 e AGFI = .94). There was a greater adjustment to sampling data in the model in which body checking is performed by body observation, by measurements of body parts, by comparisons with the bodies of peers and by the search for perceptual information. Also, the global construct of body checking behavior related to body avoidance behavior and body mass index. Our results indicate that, in Brazil, the construct of body checking is different from America, based on the non-adherence of the BCQ original model. Also, the questionnaire has sensitive items, and a data collection in a more private space should increase the reliability of the scale. We hope that this work will make possible the comparison of international data and the realization of multicultural studies about body checking behavior.

CHALIAN, A. A., MALLOY, K. M., PHILIPONIS, G., KAGAN, S. H. UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA, USA

Oral: Speaking Legibly: Voice in Embodied Appearance for Oral Tongue Cancer Survivors.

Background: Oral tongue cancer survivorship increasingly encompasses both young and old women and men. The oral tongue is a unique organ, imparting distinct elements of facial appearance and the discrete function of articulation in voice as well as other functions in speech, eating, and swallowing.

Methods: Using Grounded Theory (GT) design and methods, patients in a single surgical practice completed an open-ended interview. 17 patients, 3 months to 12 years from the end of primary treatment, enrolled in this qualitative study. Interviews solicited stories of life as a tongue cancer survivor, with a body altered by the cancer and treatment. Transcripts were analyzed using constant comparative technique for this sub-analysis of experience of voice in appearance and self.

Findings: The theme of “speaking legibly” integrates survivor experience of altered voice, affects of surgery and other treatments, and additional concentration required to regain and maintain acceptable speech in the public and private expressions of self and voice. “Speaking legibly” – an in vivo code from a young woman participant – conveys visual aspects of awareness of voice and speech expressed by all participants as they describe their lives and appearance in and of their bodies after treatment.

Discussion: Embodied experience of oral cavity cancers is little explored; alterations in appearance are poorly understood. Our study reveals that spoken voice and articulation are important aspects of embodied experience and appearance for oral tongue cancer survivors. Further explorations of voice and other expressions of embodiment and appearance in oral cavity cancer survivors are warranted.

CLARKE, A., BUTLER, P., GAIND, S
ROYAL FREE HOSPITAL AND ST GEORGE'S
UNIVERSITY OF LONDON

Poster: The role of disgust emotions in predicting self management in wound care.

Background: Disgust is a universal negative emotion that has been demonstrated to play a role in the observer response to facial disfigurements (1), but has not yet been investigated in relation to wound care. The aims of this study are to determine if the emotion of disgust influences how people perceive and care for their wounds and to establish whether the disgust response to wounds is universal, or related to individual differences in disgust sensitivity.

Methods: Fifty patients were recruited at Royal Free Hospital on a voluntary basis. In addition to the Haidt disgust sensitivity questionnaire, all participants completed a wound management questionnaire. Participants were observed to assess parameters including severity of the

wound, facial expression and vocalisation of disgust.

Findings: Disgust sensitivity was higher in participants who were unable to look at their wound and those who described feeling nauseous. Patients who were observed to be avoidant were found to have higher disgust sensitivity scores than those who were engaged in care. Interestingly, some patients with high disgust sensitivity did not avert their gaze when the dressing was removed.

Discussion: We have shown that those patients with higher disgust sensitivity are less engaged in care and experience greater difficulty in self-managing their wound. Therefore screening for disgust sensitivity may allow identification of patients with disfigurements who are struggling to cope. We would encourage all members of the multi-professional team who interact with facially disfigured patients to acknowledge disgust sensitivity as an indicator for vulnerability.

COLES, R.J., SWAMI, V.
UNIVERSITY OF WESTMINSTER

Oral: Feminism and Body Image: A Qualitative Investigation.

The study explored the relationship between feminism and body image. It asked: Does being a feminist improve your body image? *Background:* It has been suggested that feminism protects women from negative body image because it rejects intellectually the importance of appearance and thinness; because its subcultural nature shields its members from mainstream pressure regarding their weight and appearance and because a feminist worldview can act as a filter through which cultural messages about body image are challenged rather than passively accepted. *Method:* This project closely examined the feelings of a sample of feminists about their bodies and the impact of their political beliefs and involvement on these feelings. 45 feminist women participated in nine semi-structured group interviews. *Findings:* It was found that being involved with feminism did increase these women's ability to intellectually reject conventional beauty standards, provide them with social support, cement their desire not internalise harmful messages about what their bodies should be and provide an impetus to consciously build positive relationships with their bodies. However, many feminists still suffered body dissatisfaction. Participants spoke of their shame and frustration at not being able to overcome this dissatisfaction and the resulting practises of self-criticism and self-monitoring. Participants reported that the influence of partners and parents was particularly powerful in undermining their feminist tools. *Discussion:* Although feminism should not be rejected as a tool to combat negative body image, current feminist strategies are discussed as insufficient.

CORDEIRO, C.N., CLARKE, A., WHITE, P.,
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DEPARTMENT OF PLASTIC AND
RECONSTRUCTIVE SURGERY, ROYAL FREE
HOSPITAL LONDON

Oral: A Quantitative Comparison of Psychological and Emotional Health Measures in 360 Plastic Surgery Candidates: Is There a Difference Between Aesthetic and Reconstructive Patients?

Background: This study examines the utility of the aesthetic and reconstructive categorization for making treatment decisions in patients seeking facial surgery.

Methods: 360 patients with aesthetic or combined functional and aesthetic deficits were included. Validated psychological scales were used as outcome measures.

Findings: All subjects showed clinically significant levels of appearance related distress, with highest levels in the aesthetic and lowest levels in the functionally impaired group. Significant gender differences were not found on any psychological measures. A small negative correlation was found between age and distress.

Discussion: These findings challenge the validity of restricting surgery on the basis of an aesthetic distinction, since this is the group demonstrating the highest level of need. Neither age nor gender is a reliable discriminator. Subjective assessment of noticeability of disfigurement and associated psychological distress may be more useful in prioritizing treatment in systems with limited resources.

CRERAND, C.E.,^{1,2}, SARWER, D.B.,²,
BARTLETT, S. P.,^{1,2}, WHITAKER, L. A.,^{1,2},
PENNIE, J.,³, YANELLI, A.,³, SHANKS, N.³

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Oral: The Craniofacial Program Portrait Project: Patient Perspectives.

Background: The psychosocial difficulties associated with living with a visible difference have been well-documented. There is also growing evidence of resilience and positive outcomes among persons with visible differences. However, the experiences of persons with visible differences, both positive and negative, are frequently ignored in our beauty-focused culture. In an effort to document the experiences of youth with craniofacial conditions, the Craniofacial Program at The Children's Hospital of Philadelphia and Studio Incamminati, an art school founded by renowned portrait artist Nelson Shanks, embarked on a

unique collaboration that resulted in a series of eight portraits.

Methods: Informed consent from parents and/or participants was obtained. Eight patients with craniofacial conditions (age range 8-22 years) and four artists collaborated on the creation of the portraits. Semi-structured interviews were conducted with participants before and after the portraits were painted.

Findings: Participants indicated that portrait painting offered them the opportunity to reflect on the meaning and impact of their craniofacial condition. It also elicited their sense of pride for having endured surgeries and their desire to be viewed as more than just their appearance. Participants were motivated to have their portraits painted because they wanted to educate others about their experiences as well as to provide hope to others with similar conditions.

Discussion: Portrait painting appears to be a useful way to elicit and enhance resilience in youth with craniofacial conditions. The portraits also provide an opportunity to educate others about craniofacial conditions and to challenge myths about facial disfigurement.

DANIÉLSDÓTTIR, S., O'BRIEN, K.S., CIAO, A.
SCHOOL OF PSYCHOLOGICAL SCIENCES,
UNIVERSITY OF MANCHESTER, UK

Poster: Anti-fat prejudice reduction: A review of published studies.

Background: Prejudice against those who are perceived as 'fat' or obese (anti-fat prejudice) is rife, increasing, and associated with negative outcomes for those targeted for such treatment. The present review sought to identify and describe published research on interventions to reduce anti-fat prejudice.

Method: A systematic search of relevant databases (e.g., PsychInfo, PubMed, Scopus) found 16 published studies that had sought to reduce anti-fat prejudice.

Findings: Most notable was the lack of research on interventions for reducing anti-fat prejudice. Methodological problems that limit the interpretability of results were identified in the majority of studies found. Interventions employing more rigorous experimental designs provided at best mixed evidence for effectiveness. Although several studies reported changes in beliefs and knowledge about the causes of obesity, reductions in anti-fat prejudice did not typically accompany these changes. Anti-fat prejudice interventions adopting social norm and social consensus based approaches appear encouraging but are scarce.

Discussion: The lack of prejudice reduction following most interventions suggests that psychological mechanisms other than, or additional to, those being manipulated may underpin anti-fat prejudice. New directions for researching anti-fat prejudice are suggested.

Given the strength of antipathy displayed toward those who are perceived as 'fat' or obese, research in this area is urgently required.

DARLING, S.
QUEEN MARGARET UNIVERSITY,
EDINBURGH.

Poster: Implicit prejudice towards disfigured faces is reduced by inversion and misalignment.

Perception of faces is selectively impaired by inversion to such an extent that the 'face inversion effect' is considered to be a defining characteristic of face processing. There is also evidence that misalignment of face images produces similar disruption. This poster reports two studies relating these phenomenon to implicit prejudice using an implicit association test (IAT).

In Experiment 1 (N=38) all participants were asked to carry out two IATs comparing responses to disfigured and non-disfigured faces. In one IAT the faces were presented in an upright orientation whilst in the other the orientation was inverted. The degree of implicit stereotyping of disfigured faces on the IATs was significantly higher when faces were presented in an upright orientation than when inverted.

In Experiment 2 (N = 50) participants also took part in IATs comparing responses to disfigured and non-disfigured faces. Half of the participants viewed normal photographs, whilst half viewed misaligned images, where the upper portion of the face was misaligned in relation to the lower portion. Implicit stereotyping of disfigured faces was significantly higher for aligned images compared to misaligned ones.

These results show that disruptions that are known to disrupt face identification also disrupt the strength of implicit negative stereotyping of disfigured faces, implying that such implicit stereotyping has effects even at relatively early stages in the perception of people. Theoretical and practical implications of this finding are discussed.

DEIGHTON-SMITH., N., FAWKNER, H., MARKS G., FYLAN, F. LEEDS METROPOLITAN UNIVERSITY.

Poster: Thematic analysis of the messages regarding pregnancy and body image, and pregnancy and exercise in popular women's magazines and newspapers in the UK.

Media representations of the thin-ideal are ubiquitous in contemporary Western culture, and physical exercise is often promoted to women as a means of enhancing appearance and achieving weight loss. Pregnancy presents a period of considerable physical change that causes a woman's body shape to deviate from the thin-ideal and consequently, concerns related to body

image, weight gain, and even the role of exercise during pregnancy may arise. Despite research affirming print-media as an influential source, there is a paucity of research examining the messages related to pregnancy and body image or pregnancy and exercise. Based on current circulation rates; the two most popular magazines in the lifestyle/fashion, slimming, health/beauty, and parenting categories, as well as nationally published tabloids were examined. Preliminary analysis of articles and images revealed an "invisibility" of pregnant women or information regarding pregnancy and body image or pregnancy and exercise in the lifestyle/fashion and slimming magazines. The health/beauty magazines appeared to offer more practical advice in terms of nutrition and exercise during pregnancy, whilst the parenting magazines seem to present a more realistic account of body image and exercise expectations. This is in contrast with the tabloids which appear to portray a more negative representation of appearance and change in body shape in pregnancy. This implies that the pregnant body is overlooked within popular beauty/fashion magazines and consequently, in conjunction with the tabloids, covertly promote the notion that beauty equates with the concept of the thin-ideal.

DIEDRICHS, P.C., LEE, C. THE UNIVERSITY OF QUEENSLAND

Oral: GI Joe or Average Joe? The effect of average-size and ultra-muscular male fashion models on body image and advertisement effectiveness.

Background: Policy makers and governments have suggested that including a more diverse range of body sizes and shapes in media imagery may be an effective strategy for promoting positive body image. Previous research suggests that average-size female models may provide a healthy alternative to ultra-thin models. The potential for using average-size male fashion models to improve body image and appeal to consumers, however, has not been well examined. To address this we examined the impact of average-size and ultra-muscular male fashion models on men's and women's body image and perceived advertisement effectiveness

Methods: A sample of 619 young Australian men and women were systematically assigned to one of four male model advertisement exposure conditions: no models, ultra-muscular, average-slim or average-large models. After viewing a series of advertisements, they rated the effectiveness of the advertisements and completed a series of body image measures.

Findings: Men and women rated average-size male models as equally effective in advertisements as ultra-muscular models. For men, exposure to average-size models was associated with more positive body image than viewing no models, with no difference to ultra-muscular models. Similar

results were found for women. Internalisation of cultural beauty ideals did not moderate these effects.

Discussion: These findings contribute to a growing evidence base for the health and advertising benefits of using average-size models in media imagery. Furthermore, they provide support for recent calls to increase size diversity in media imagery to promote positive body image.

EKIN-WOOD, A.L., CUDDIHY, R, MOSES, J.
THE UNIVERSITY OF CARDIFF

Poster: An exploration into the psychological experience of living with an artificial eye. A grounded theory study of coping and adjusting.

The subject of artificial eyes remains under researched and most research into eye related problems has focused on the physical loss of vision that people experience. However there is very little research in to the psychological consequences of having one's eye removed and subsequently living with an artificial one. This study explored the experience of living with an artificial eye and how people cope and adjust.

Data was collected and analysed within a qualitative, grounded theory framework based on semi-structured interviews with twelve participants who had an artificial eye for at least a year. The difficulties participants faced in living with an artificial eye and the adjustments they reported making were grouped in to five core categories: Ongoing adaptation to loss of full sight, threat appraisal of the artificial eye, psychological appraisals-self image and appraisals of social situations, availability of support and coping strategies used.

Participants reported a number of adjustments they made to their self image and the effect having an artificial eye had on their self worth. They reported difficulties in social situations and a concern about what other people may be thinking about them, and a prevailing self consciousness. Participants reported using a variety of coping strategies to deal with these difficulties which were broadly categorised according to avoidance, cognitive and behavioural strategies. Factors that mediated adjustments participants made to 'self image' and 'self as seen by others' were 'features of the artificial eye' and 'individual differences'. The findings have consequences in informing health professionals about the issues facing people who have artificial eyes and implementing a clinical intervention.

ELFVING-HWANG, J., HOLLIDAY, R.
SHEFFIELD UNI; LEEDS UNI

Oral: Aesthetic Surgery and Symbolic Capital in South Korea.

This paper explores the unusually high levels, for both women and men, of cosmetic surgery in South Korea. We argue that existing explanations which draw on feminist and post-colonialist positions, presenting cosmetic surgery as pertinent only to female and non-Western bodies found lacking by patriarchy and racist economies, miss important cultural influences. In particular, focus on Western cultural hegemony misses the influence in Korea of Japanese colonisation and traditional Korean beliefs and practices such as physiognomy. We show how these beliefs provide a more 'gendered' as opposed to feminist analysis which allows space for discussion of men's surgeries. Finally, we critique the accepted notion of the 'Western body', arguing that this body has little in common with actual Western women's bodies, and more in common with a globalized image, embodying idealised elements from many different cultures.

FERREIRA, V. S. UNIVERSITY OF LISBON

Oral: When everything is fluid and uncertain, the body remains under control: the case of under-eating and overtraining disciplines among young people.

Not believing in the possibility of changing the World, nowadays many young people just require changing their own «life world», namely the carnal support of it. They invest their body with imaginaries and desires, projections and projects, often at the edge of legitimated norms of body care. Even activities such as diets or fitness, usually represented as activities that promote health and well-being, can have the initial intent behind their mobilisation misconstrued. This happens when the practice of those activities becomes characterized by an excess of discipline: over-disciplines used to construct or to maintain a well-defined body in terms of its silhouette – slim in the feminine case, or strongly toned in the masculine case. When over-achieved, those bodies are at risk of a social reading close to that of clinical pathology, or even of being socially institutionalised as «ill» (such as the cases of *anorexia* or of *vigorexy*). What are the meanings invested on those practices by their practitioners? Are these *extreme* body projects a sign of new utopias or of alienated behaviours? Through the discussion of concepts as *bodily utopia* and *self-control*, the purpose of this paper is to analyse the symbolic meanings under the «anorexic» and «vigorexic» behaviours, and to examine their role in the production and maintenance of identities and sociabilities among young people. This will be done through the analysis of a set of in-depth interviews conducted to male and female young people that practice eating control and fitness training in an over-disciplined way.

FINGERET, M. UNIVERSITY OF TEXAS M. D.
ANDERSON CANCER CENTER

Oral: Identification and Treatment of Body Image Difficulties Encountered by Patients with Facial Cancer: New Directions in Research and Clinical Practice.

Background: This work is designed to assist with the identification and treatment of body image difficulties for patients with facial cancer, who can experience devastating consequences involving disfigurement and functional impairment. Data will be presented from a cross-sectional evaluation of body image concerns of 350 surgical patients. Plus, a brief overview of a newly developed psychosocial service targeting body image difficulties of cancer patients will be presented. The Body Image Therapy Service (BITS) provides evidence-based interventions utilizing a cognitive-behavioral therapy model.

Methods: Research participants were evaluated at various time points relative to the initiation of surgical treatment. Descriptive statistics were used to identify types of body image concerns, satisfaction with care, and interest in psychosocial intervention. Logistic regression analyses evaluated whether specific demographic or disease/treatment variables were associated with body image distress.

Findings: The majority of patients surveyed (77%) acknowledged concerns or embarrassment about bodily changes at some point following diagnosis/treatment. The greater number of bodily concerns endorsed predicted higher behavioral and emotional difficulties ($p < 0.001$). Time since surgery was found to be an important predictor of body image distress, and additional data support the need for psychosocial services targeting body image difficulties. The BITS program has been very well-received by patients, providers, and clinic staff. Data from satisfaction surveys conducted with each of these groups will be discussed.

Discussion: This work presents novel data on body image concerns of patients with facial cancer and has important clinical implications for improving psychosocial care and the survivorship experience for this patient group.

FLETCHER, R.B.¹, CROCKER, P.², LESSON, H.³.
MASSY UNIVERSITY AT ALBANY¹ UNIVERSITY
OF BRITISH COLUMBIA² UNIVERSITY OF
AUCKLAND³

Poster: A Polytomous Item Response Theory Analysis of Social Physique Anxiety Scale.

The aims of the research were to examine at the item level, 1) the psychometric qualities of each Social Physique Anxiety Scale (Hart, Leary & Rejeski, 1989) using Polytomous Item Response Theory methods (Samejima, 1969), and 2) explore the dimensionality of the items by employing Multidimensional Differential Item Functioning methods (Shealy & Stout, 1993). Two samples were combined totalling N=1529 adolescents (males, n = 562; females, n = 967). The results

suggest that the graded response model fitted the data well for 10 of the 12 items. There were six items there were identified as showing bias in favour of males and two in favour of females. All biased items were negatively worded. Examination of magnitude of DIF for each of the twelve SPAS items showed that for the biased items three exhibited large DIF, and three with medium DIF. Of the six biased items four favoured males (items 4, 6, 7, and 10) and two favoured females (items 2 and 9). DIF items favouring females were both related to clothing and external evaluation, whereas DIF items favouring males were related to muscularity, or being in a close proximity to others. These results also provide an insight into the manner in which males and females cognitively respond to items.

FLETCHER, R., DIEDRICHS, P.C. THE
UNIVERSITY OF QUEENSLAND

Oral: 'Does one size fit all?' Fashion consumer opinions on average size models in the media

Background: Governments and researchers have suggested that promoting body size diversity in media imagery is an effective way to promote positive body image. Currently, however, there is an over representation of ultra-thin and ultra-muscular models in the media and little research that has examined consumer opinion on this issue. The aim of this study was to explore fashion consumers' attitudes towards the use of average-size models in media imagery.

Methods: Adopting a grounded theory approach, we conducted a thematic analysis of 394 messages posted on an online discussion forum for a popular Australian fashion magazine. The discussion involved 63 women and 2 men and was initiated in response to a newspaper article that reported the health and marketing benefits of using average-size models in media imagery.

Findings: The following dominant themes were identified (1) attitudes towards size diversity in the media, (2) concern about the normalisation of obesity, (3) individual responsibility for weight, (4) size as central to self definition, and (5) forces which shape beauty, health, and attractiveness ideals. Overall, there was consumer support for calls to increase body size diversity in media imagery. Concerns regarding health, the normalisation of obesity, and tokenism, however, were identified as barriers to using more average-size models and promoting positive body image more broadly.

Discussion: These findings suggest that to promote positive body image through increased body size diversity in media imagery, the stigmatisation of overweight and obese individuals and problematic judgments about health based upon appearance may also need to be addressed.

FLETT, K., GROGAN, S., CLARK-CARTER, D.
STAFFORDSHIRE UNIVERSITY

Oral: Women smokers' accounts of participating in a facial wrinkling age-progression intervention.

Background: NHS funding has to date not been targeted at appearance-related smoking cessation interventions; although recent evidence suggests that a focus on the skin ageing effects of smoking may be an effective incentive for young women to quit smoking. The current study aimed to investigate women smokers' experiences of participating in a facial wrinkling age-progression intervention.

Methods: Seven individual semi-structured interviews, and one focus group consisting of three individuals, were conducted with women smokers aged 18-34 years in Stoke on Trent. A female researcher who was a non-smoker aged 24 years was the facilitator. Women were asked to talk about their experiences of participating in a facial wrinkling age-progression intervention.

Findings: A number of themes emerged from a qualitative analysis of the transcripts including: personal responsibility, concern about others' perceptions, and visual impact. The identified themes were associated with increased intentions to quit smoking. It is suggested that personal motivations, in contrast to generic ones, are important in terms of promoting smoking cessation.

Discussion: The identified themes highlight the impact of a personalised facial wrinkling age-progression intervention. The importance of physical appearance is illustrated, possibly playing an important role in future intervention research related to health behaviours. The findings have been used to inform procedures for a further quantitative intervention study. Based on the findings of this qualitative research, we have developed what we hope will be an effective intervention.

FLOWERS, P., GLASGOW CALEDONIAN UNIVERSITY, LANGDRIDGE, D, OPEN UNIVERSITY, GOUGH, B, NOTTINGHAM TRENT UNIVERSITY, HOLLIDAY, R, LEEDS UNIVERSITY

Oral: The penis: new aesthetics, new norms and new challenges.

This paper provides an overview of current issues relating to the penis in popular and primarily visual culture. The penis has become more salient within contemporary Western culture in the last few decades (Brubaker and Johnson, 2008; Stephens, 2007). Although on a symbolic level the phallus has historically been dominant within hegemonic ideas and practices of sex and gender, changes wrought by feminism, gay culture, consumer cultures and the internet mean that, relatively

recently, cultural understandings of the penis have perhaps shifted, or re-aligned, in new ways (e.g. Stephens, 2007). A reflexive twist of the male gaze refocuses men's attention on their own bodies, particularly those aspects associated with traditional ideas of masculinity, such as muscularity (e.g. Creary et al., 2007), or indeed, the penis. The paper explores the changing visibility of the penis as a result of the 'normalisation' of pornography and increases in sexual partnership changes, penis 'enhancement' and malleability' in terms of pharmaceutical and surgical possibilities, and a change in the significance of the penis in a range of homosocial (i.e. not necessarily homosexual settings). We provide a tentative exploration of how these changes may be impacting upon a variety of men and outline how critical this area of work is for the study of embodiment, gender, health and identity.

FOX, F., WILLIAMSON, H., UNIVERSITY OF THE WEST OF ENGLAND, GIBSON, F. H., GREAT ORMOND STREET HOSPITAL.

Oral: Barriers to and solutions for conducting appearance research with young people.

Background; The challenges of conducting research with young people are well documented (Coynne, Hayes & Gallagher; 2009). Issues such as ethical sensitivity, communication and non-adherence may impact on research with young people. Appearance-related research is likely to have additional barriers to participation because it often includes vulnerable clinical groups who may be reluctant to discuss such sensitive issues, and participation may be perceived as an unwarranted acknowledgement of their difference to the norm (Fox, Rumsey & Morris; 2007, Williamson et al 2010). Researchers face the formidable task of identifying innovative methods that appeal to young people and encourage recruitment and retention.

Methods

At the Appearance Matters 3 conference (2008) the authors facilitated a workshop exploring issues about conducting appearance research with young people. 25 delegates from various nations contributed and gave their consent for the findings to be disseminated. Using their experience, delegates worked in groups to identify barriers preventing young people from engaging in research. The facilitators organised these points into 4 main themes. The groups then organised and prioritised those issues identified into a pyramid, with what they regarded as the most salient and important at the top. Once the pyramids had been developed, delegates worked to identify potential solutions to this most prominent issue.

Findings;

Themes identified were: recruitment, retention, gatekeepers and ethical issues. Solutions to each barrier will be presented.

Discussion

The findings from this workshop will be discussed in the context of relevant research in this area. Examples of innovative approaches to appearance research with young people will be drawn upon.

FUSSELL, A., SOMERSET PARTNERSHIP NHS TRUST, TRISKEL, N., NORTH BRISTOL NHS TRUST, MEWSE, A., UNIVERSITY OF EXETER.

Oral: How do young people with facial birthmarks negotiate the transition from primary to secondary school?

Purpose: Despite the prevalence of children born with birthmarks and reports of distress from support services there has been minimal research on the experience of having a birthmark. Difficulties experienced by young people who look different can become compounded by significant transitions such as moving from primary to secondary school. This study aims to further theoretical understanding of this process for children with facial birthmarks and inform interventions. **Method:** Seven semi-structured interviews were conducted with young people aged between 11 and 13 who had a facial birthmark. They were analysed using a constructionist version of grounded theory. **Findings:** Three key processes were identified, "Resourceful Processes", "Hazardous Processes" and "Negotiating a Sense of Self and Identity". The young people described negotiating hazardous processes during this transition by drawing on their resources in order to negotiate an identity that included their birthmark in a positive way. A model was created to represent the interactions between these processes. **Discussion:** Implications for individual and social interventions are discussed.

HALLIWELL, E., BAILEY, C., DIEDRICH, P., RUMSEY, N. University of the West of England

Poster: Is 'The Body Project' an effective intervention for adolescent girls? An evaluation in a British girls' school.

Aims

'The Body Project' (Stice & Presnell, 2007) is a cognitive-dissonance intervention designed to promote body acceptance in adolescent girls by encouraging them to resist and challenge the sociocultural thin ideal and thus reducing their drive for thinness. Previous research has demonstrated it to be a successful intervention in reducing body dissatisfaction, thin-ideal internalization, negative affect and bulimic symptoms in American adolescents (Stice, Presnell, Gau & Shaw, 2007) with effects still present at three year follow-up (Stice, Marti, Spoor, Presnell & Shaw, 2008). However as yet few studies have delivered this program to adolescents in the UK. This paper reports on an evaluation of an adaptation of this intervention in a British school.

Method

Adolescent girls (aged 13-14 years) were allocated to either an intervention or wait-list control group. The intervention group received 4 x 20 min body image lessons with content adapted from 'The Body Project program' (Stice & Presnell, 2007) delivered by three researchers. Baseline and post-intervention measures evaluated the impact of the intervention on body dissatisfaction and thin-ideal internalization against the wait-list control group. In addition, a media exposure study was conducted with the girls one month post-intervention to examine whether the intervention group were more resilient to thin-ideal exposure.

Findings

The findings indicated the intervention produced desirable effects in the girls. Post intervention focus groups demonstrated the girls enjoyment and perceived benefit of the lessons.

Discussion

Findings demonstrate 'The Body Project' intervention is beneficial amongst young adolescent girls and highlight the effectiveness of incorporating cognitive-dissonance theory in school-based body image interventions.

HINVEST, N.S., BROSAN, M.J. UNIVERSITY OF BATH

Poster: Do discrete regions of the visual cortex in males process the attractiveness of female body shape?

Background: Selection of a sexual partner is a highly important decision and appearance mediates sexual attraction. In women, a waist-to-hip ratio of 0.7 has been repeatedly associated with better health and fertility and, in Western societies, is generally perceived by males as more attractive compared to other WHRs, suggesting an adaptive role for this preference. There are two regions of the brain, the extrastriate body area (EBA) and fusiform body area (FBA) that selectively respond to bodies. This project was a pilot study designed to investigate whether the EBA and FBA in males had a role in the perception of female body shape.

Methods: Four male participants were scanned via Functional Magnetic Resonance Imaging (fMRI) while being presented with images of female bodies whose WHRs were altered (by computerised photo-editing software). Participants also provided ratings of the attractiveness of the females.

Findings: Viewing of females was associated with increased activity within the EBA and FBA, in addition to regions involved in emotion (amygdala and ventromedial prefrontal cortex). Interestingly, activity within the EBA was correlated with WHR, and activity within the left amygdala increased when presented with images in the 0.71 WHR category compared to the other categories.

Discussion: Evidence for a selective EBA response to WHR was found and, in addition, that activity in the EBA is concurrent with a heightened

emotion response. These results put forward evidence for the existence of a neural system involved in processing body shape. A larger-scale study is now being pursued.

HOLLIDAY, R., JONES, M.
LEEDS UNI; UNIVERSITY OF TECHNOLOGY,
SYDNEY

Oral: Sun, Sea, Sand and Surgery: Cosmetic Surgery Tourism in the UK and Australia.

This paper presents some preliminary issues from a large project on cosmetic surgery tourism. We explore the ways in which traditional discourses of 'woman as victim of the beauty industry' clash with those of 'intrepid explorer' for women, often travelling alone outside the West. We document the experiences of a small sample of cosmetic surgery tourists and explore the novel forms of emotional and aesthetic labour arising in this new and globalized industry. We theorise the sense of place and embodiment that cosmetic surgery tourists experience and show how it represents continuity with traditional tourism practices in terms of the appearance of 'revitalisation' and dreams of the return. We are careful, however, not to present cosmetic surgery tourism as a monolithic practice, but rather one which is highly differentiated according to destination, social class and pathway to surgery.

HOOD, C. NHS Ayrshire & Arran

Poster: Evaluation of the experience of body image change(s) for people with cancer and development of a toolkit to enhance clinical practice and support self-management.

Background: Macmillan Cancer Support, in conjunction with NHS Ayrshire and Arran, supported an 18 month project to improve supportive care of patients who experience change(s) in body image. The initial focus for the project was to understand cancer patients' experiences of body image change(s) and supportive care to direct care provision.

Methods: Six focus groups (n=32) and individual interviews (n=5) were run with participants with a wide age range and a variety of different cancer diagnoses. Focus group notes and digital recordings were analysed using thematic analysis and 7 main themes and 12 sub-themes were identified.

Findings: Three key components of effective supportive care involved:

1. healthcare professionals (HCP) instigating conversations about body image
2. HCP being able to assess an individual's body image needs and support requirements to help facilitate adaptation
3. HCP professionals being able to offer a range of interventions/support or direct the individual towards other treatment(s), specialist services and resources

Discussion: An e-learning programme for HCP was developed based on the themes from the focus groups and research literature on supportive care/interventions to improve both knowledge and skills. Clinical examples (e.g. key questions to initiate discussion about body image, tips for communication, and interventions in practice) and reflective exercises are included throughout to encourage individuals to use these skills and interventions within clinical practice. A patient workbook (based on cognitive behavioural principles) has also been developed in conjunction with patients to facilitate adaptation and support self-management. These initiatives will act as a 'toolkit' and be available nationally through Macmillan Cancer Support.

HURRELL, R.A., MUMFORD, R. (Royal Manchester Children's Hospital)

Oral: Parental guilt, worry, and shame in relation to infants with cleft lip and/or palate: the impact on adjustment and coping.

Background: Appearance related research continues to explore emotions which influence parental adjustment to childhood visible difference. Parental guilt, worry and shame are acknowledged as central aspects of adjustment and have been investigated in relation to childhood cancer and burns. This study aimed to assess the occurrence of these emotions and their impact on parental outcomes, in a cleft lip and/or palate (CLP) population.

Methods: A quantitative cross-sectional methodology was adopted. 32 parents of infants with CLP were recruited (6 fathers and 26 mothers). Participants completed four standardised questionnaires: Parent Experience of Childhood Illness (PECI); Experience of Shame Scale (ESS); Paediatric Quality of Life Inventory – Family Impact Module (PedsQL); and the Brief COPE questionnaire. Socio-demographic and condition-related factors were also recorded.

Findings: Parental guilt, worry and shame scores were positively correlated with dysfunctional coping ($p < 0.01$) and negatively correlated with total PedsQL scores ($p < 0.01$). Additionally, parental sorrow and anger scores produced equally significant correlations with both these outcome measures. Interestingly, parents who received an antenatal diagnosis reported significantly lower levels of anger and sorrow than those with a post-natal diagnosis ($p < 0.05$). Parental age was also a significant variable within our analysis and negatively correlated with guilt, worry, sorrow and anger scores ($p < 0.05$).

Discussion: Our results suggest that the PEGI Questionnaire and ESS can identify key emotions which impact significantly on parental/family adjustment in a CLP population. Interestingly, increased sorrow and anger scores were linked to post-natal diagnosis and screening for these

emotions could inform parental support within cleft services.

IGARASHI, Y.

Department of Aesthetics and Health Sciences,
Yamano College of Aesthetics

Poster: Anti-aging in Japanese newspapers until 2009: Subjectivity and discourses on health and beauty

In this research, I examined Japanese newspaper articles that reported about anti-aging, and analyzed discourses concerning it. The articles shed light on how subjectivities of Japanese people are constructed in relation to aging, health, beauty, meaning of life, and other subjects. It seems that how people think about anti-aging and what they do to pursue anti-aging effects have a serious influence on their health and well-being.

'Discourse of science and medicine' and 'discourse of maturity and inner beauty' go in parallel in the super-aging society. In many cases, the former is promoted by medical scientists and beauty industry. The latter seems to reflect traditional cultural values. In the context that the baby-boom generation is now approaching senility, health and well-being of aged people are attracting increasing attention from many sectors of the society.

Historically speaking, it seems that the term anti-aging was introduced in Japan from North America in 1990s with the introduction of anti-aging medicine from North America. The term has been used by cosmetics manufacturers frequently. Although the pharmaceutical affairs law strictly regulates excessive advertisements, lots of beauty products that claim to have anti-aging effects have been brought to market since late 1990s.

Today, conception of anti-aging has penetrated into the subjectivity of Japanese people with discourses that construct aging, beauty, and health.

IGARASHI, Y. DEPARTMENT OF AESTHETICS AND HEALTH SCIENCES, YAMANO COLLEGE OF AESTHETICS

Poster: Discourses on cosmetic surgery in Japan.

Generally speaking, Japanese people have had negative images of cosmetic surgery since long time. To get plastic surgery means to modify body that their parents gave them artificially, and acts against Nature. It has been thought of as a matter of shame. Usually, those who got a cosmetic surgery feel guilty about it and they didn't talk about it in public. But this situation began to change in recent years. The term 'petit cosmetic surgery', that is, minor procedures to remove wrinkles and mottles, is now popular in daily life. It is said that some people don't hesitate to get cosmetic surgery and they don't have a guilty feeling for it.

In this research, Japanese news paper articles that reported about cosmetic surgery were collected

and analyzed to examine what Japanese people think about their body and well-being today. It is suggested that with tightening competition in the globalized economy, some people think it important to care and manage their appearance to create an image of an able person, and undergo on operation. Some middle-aged and older people say yes to getting cosmetic surgery to keep young and to feel good, while others are strongly-negative of it holding a traditional value that evaluates nature and maturity. Now subjectivity of Japanese people is in flux concerning their body and well-being. It might change significantly in years to come.

JACKSON, S., MORRIS, M. UNIVERSITY OF THE WEST OF ENGLAND

Poster: The impact of perceived altered appearance as a result of Klinefelter's Syndrome on men's psycho-social functioning.

Background: Klinefelter's Syndrome (KS) is a genetic condition affecting men. It has the potential to severely reduce testosterone levels and affect physical appearance. As a syndrome there are a variety of different symptoms which individuals may experience to a great or lesser extent. Little research has been undertaken considering the psycho-social impact of living with the condition. This research, requested by the Klinefelter's Syndrome Association (KSA), addresses this issue.

Methods: Questionnaires were sent to 300 members of the KSA, of which 62 were returned from participants aged between 18 and 74 years (mean 43.69). As well as recording medical and physical characteristics, standardised questionnaires were incorporated including measures of general anxiety and depression (HADS), social anxiety (DAS-24), self-esteem (RSE), and quality of life (WHOQoL-Bref).

Findings: Men who identified themselves as having gynaecomastia (breasts) as a symptom of KS (n=37) were significantly more socially anxious (p<.003) and had reduced quality of life (p<.03) than those that did not. Similarly, those men who identified themselves as having a lack of facial and/or body hair as a result of KS (n=38) were significantly more socially anxious (p<.03) than those that did not. Having a very small penis attributed to KS (n=24) significantly increased levels of depression (p<.002) and social anxiety (p<.01) and lowered levels of self-esteem (p<.001) and quality of life (p<.03).

Discussion: These data suggest that men with KS can experience high levels of emotional distress and significantly reduced psycho-social functioning due to the visible differences associated with their genetic condition.

JACKSON, S., MORRIS, M., LILLEY, K.T.,
(UNIVERSITY OF THE WEST OF ENGLAND)

JOHNSON, A.B. (SOUTHMEAD HOSPITAL, BRISTOL).

Oral: Size matters! The impact of weight loss following laparoscopic gastric banding surgery (LAGB) on psycho-social functioning in morbidly obese individuals.

Background: Surgical treatment is increasingly recognised as the most effective means of achieving weight loss. The long-term psychological status of morbidly obese individuals undergoing LAGB remains unclear despite its increasing use.

Methods: Twenty-five participants were recruited (21 female, 4 male; 16 with T2DM, 9 without; age range: 30-58 years; BMI 50.7 ± 5.9 kg/m²). All were considered suitable for surgery after comprehensive assessment. Participants completed psychological scales measuring general anxiety and depression (HADS); quality of life (WHOQoL-Bref); and social anxiety (DAS-24) pre- (T1), six (T2) and twelve (T3) months post-LAGB.

Findings: Repeated measures ANOVA resulted in significant improvements across the three time points being recorded for BMI & weight (both $p < .001$), the psychological and physical subscales of the quality of life measure (both $p < .001$), the anxiety and depression subscales of the HADS (both $p < .001$) and for levels of social anxiety (DAS-24, $p < .001$). At T2 high body weight was significantly associated with increased general anxiety and depression (HADS, $p < .007$ and $p < .001$ respectively), increased social anxiety (DAS-24, $p < .003$), and reduced psychological and physical quality of life (both $p < .004$). Similar correlations were also observed at T3. However, the amount of weight lost by T2 was significantly correlated with a reduction in levels of depression ($p < .03$) and by T3 this association had strengthened ($p < .003$).

Discussion: These results suggest that LAGB improves BMI, and psychological status. Twelve months post-LAGB there is evidence that psychological health is improving in parallel with physiological health but indicates a complicated relationship between weight, weight loss and psycho-social functioning.

JACKSON, S. MURRAY, J., RUMSEY, N. UNIVERSITY OF THE WEST OF ENGLAND, LEE, R.W, BRISTOL EYE HOSPITAL.

Poster: The negative psycho-social impact of severe Thyroid Eye Disease.

Background: Thyroid eye disease (TED) can be a visually disabling and cosmetically disfiguring condition. There is a paucity of research on the psychosocial impact of severe TED. One of the aims of this research is to improve understanding of the extent and type of psychosocial distress experienced by TED patients.

Methods: Fifty-six participants were recruited (39 female, 17 male; age range: 25-79 years). Participants were given a questionnaire pack comprising psychological scales measuring general anxiety and depression (HADS); quality of life (WHOQoL-Bref); social anxiety (DAS-24); a disease specific QOL measure for people with thyroid eye disease (GO-QOL) and two visual analogue scales (VAS) focussed on perceived TED noticeability and severity.

Findings: Comparison of study measures mean scores with clinically relevant normative populations revealed that study participants had significantly increased levels of social anxiety (48.26 ± 15.21 ; norm = 29.54 ± 12.39), general anxiety (9.84 ± 4.28 ; norm = 6.14 ± 3.76) and depression (7.32 ± 4.72 ; norm = 3.68 ± 3.07). There were a significant number of participants scoring clinical levels of general anxiety and depression (HADS: 36 (64%) and 23 (41%), respectively). More severe ratings of TED (VAS) were associated with higher ratings of its noticeability (VAS & GO-QOL App, both $p < .001$) and with significantly increased levels of general anxiety and depression (HADS, $p < .01$ and $p < .014$ respectively) as well as increased social anxiety (DAS, $p < .001$). Meanwhile QOL was significantly reduced (WHOQoL, $p < .023$) as were levels of visual function (GO-QOL VF, $p < .001$).

Discussion: Pre-treatment, patients with severe TED seem to be experiencing high levels of psycho-social disruption, to levels that suggest psychological assistance would be beneficial.

JENKINSON, E. MOSS, T. RUMSEY, N. CENTRE FOR APPEARANCE RESEARCH, UWE, BRISTOL

Poster: Primary care decision making regarding referral to psychological services: The role of visibility and severity of a patients' disfigurement.

Background: General Practitioners (GPs) are 'gatekeepers' to existing psychological support services for patients with disfigurements (Rumsey and Harcourt 2005) but currently no research exists investigating their referral patterns. This study investigated the factors which GPs and medical students use as cues in decision making regarding referral to psychological services.

Method: Twenty-five UK based GPs and twenty-five medical students responded to twelve vignettes about hypothetical patients with disfigurements in which variables regarding the severity and visibility of the patients' condition and their levels of psychosocial distress were systematically varied. Participants rated their likelihood of referral to a practice counsellor and specialist psychology services on a rating scale.

Findings: Multivariate analyses were conducted and significant main effects and interactions were

found for each of the independent variables ($p < 0.05$); severity, visibility and distress on likelihood of referral to a practice counsellor. Severity and distress also had a significant main effect on likelihood of referral to specialist psychology services, with interactions between severity and distress, visibility and severity and visibility, severity and distress also yielding significant results ($p < 0.05$).

Discussion: GPs and medical students were most likely to refer patients experiencing high levels of distress to psychology services. However, severity and visibility also guided decision making, particularly in the absence of high levels of reported distress; where severe and visible conditions were more likely to prompt referral than less visible or less severe conditions. Therefore, GP decision making could be improved by evidence based guidelines and training in working with patients with disfigurements.

JENSEN, A.L. DENMARK
HARDER, I. UNIVERSITY OF AARHUS,
DENMARK

Oral: Graves' ophthalmopathy - How bodily change influences social behaviour.

Background: Graves' ophthalmopathy (GO) is characterized by altered appearance of face and eyes and changed visual function. GO has been described as alarming and crippling, and it is well documented that GO influences the patient's quality of life negatively. However, little is known about how the bodily change complicates the patient's social behaviour in everyday situations. The aim of this study was to explore how social behaviour is influenced by the bodily change and what it means to patients with GO.

Methods: An ethnographic study was conducted using in-depth interviews and participant observation. A total of 13 patients, 9 women and 4 men, diagnosed with Graves' disease and moderate to severe GO were included. All patients attended an outpatient thyroid clinic and the severity of GO was verified by an ophthalmologist. Data analysis was done concurrently using grounded theory technique during the 12 month period of data collection.

Findings: The study shows that the bodily change had considerable consequences for the patients' social behaviour and their relationships with other people. The dominating theme was uncontrollable eyes and four sub-themes were identified, (1) the experience of changed facial communication, (2) the experience of being somebody else, (3) the experience of being clumsy among others and (4) the experience of being cut off from the outside world. The patients felt that they violated the norms of how one should look and act and that the bodily change affected people's attitude and behaviour toward them. They struggled to avoid withdrawal but were afraid that others would judge their personality on the basis of their appearance.

In this struggle they used several coping strategies.

Discussion: The study contributes to clarification of essential aspects of living with GO. The condition of uncontrollable eyes may have serious consequences for patients' social behaviour and relationships with others. Early identification of the impact of bodily change and planned support may help prevent serious quality of life changes. Clinicians could pay more attention to the patients' perspective in order to help them overcome GO-related problems.

JENSEN, A.L.
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HOSPITAL, DENMARK

Poster: A formed body image in balance – An anthropological study of the body image ideal in a fitness centre.

Background: Exercise is associated with the maintenance of good health. Recently exercise and fitness has been introduced as a tool for prevention of lifestyle diseases. Almost half a million Danes are said to exercise in a fitness centre. Fitness is associated with bodily appearance. The person gains a special image by showing a fit body.

The aim was to study how various forms of fitness exercises influence the concept of a body image ideal.

Methods: An ethnographic study. The study took place in a fitness centre, which offered 25 various forms of fitness exercises. Participant-observation was carried out in yoga, step, boxing, group training for people with rheumatism and individual training. Semi-structured interviews were conducted with 7 instructors. Grounded theory methodology was used to analyse data.

Findings: The body image ideal was associated with the use, understanding and attitude towards the different fitness exercises. "A formed body image in balance" was the primary theme for the body image ideal. It showed a healthy and beautiful body, which radiated strength, energy, responsibility and self-control. It was expressed through two dimensions: 1) The formed body image in physical balance, which was about various forms of exercises, nutrition and body composition and 2) The formed body image in mental balance, which was about body awareness, body charisma and body control.

Discussion: The body image ideal may have a social and health promoting value. It can be seen as a categorisation of individuals or social groups. It focuses on individual behaviour and indicates that we all have responsibility and opportunity to maintain a healthy body. This may have negative consequences for individuals who are unable to maintain a formed body in balance.

JONES, M.
UNIVERSITY OF TECHNOLOGY, SYDNEY

Oral: A day at a modest Bangkok cosmetic surgery clinic.

This paper looks at practices of cosmetic surgery tourism as practiced in a small "budget" Bangkok clinic. Medical tourism, and particularly cosmetic surgery tourism, is most often understood as a set of practices and relations wherein rich travellers seek treatment in poorer countries. The phenomenon exists for a variety of reasons but is most often linked to saving money (for example, cosmetic surgery operations in Thailand cost about a third of what they cost in developed countries). This paper looks at this dynamic from a different point of view: the very poor traveller seeking treatment in a slightly better-off country, in particular clients from Laos, Vietnam, The Philippines and Cambodia who seek cosmetic surgery treatment in Thailand. Some of these patients were interviewed by the author about their chosen appearance-enhancing operations (from breast augmentation to liposuction to brachioplasty), about their reasons for seeking surgery abroad, and about their experiences as cosmetic surgery tourists. Interviews with the surgeon were also conducted. This paper outlines some of the findings of this study.

JONES, T., TISCHNER, I.
UNIVERSITY OF WORCESTER

Poster: Seeing and being seen: Exploring the interplay of sight and appearance on embodied identity.

Considering the well documented importance of individuals' appearance in western industrialised nations, the dearth of literature on appearance and visual impairment is surprising. With this study we aim to address this gap in appearance research by exploring the meaning and importance of physical appearance for blind individuals and those with visual impairments.

A qualitative research design was used to explore this little researched area and to identify some of the major issues in respect of appearance for individuals with visual impairments. A focus group with 5 adult participants who self-reported as registered blind was conducted, exploring topics such as grooming, clothing, cosmetics, body size and shape as well as the role these factors play in day-to-day life and in interactions with others. The resulting data was analysed using inductive thematic analysis.

Major themes explored include 'being labelled 'disabled' by sighted people', 'physical appearance of ones eyes', and 'coping with voluntary and involuntary changes in appearance'. At this first stage in the project, these themes will be discussed in relation to participants' formal and informal social interactions, and the perceived significance of appearance for their identity construction and subjective well-being. The implications of these findings for care and advocacy institutions as well as health and social

policy will be considered, and suggestions for further research will be made.

KAGAN, S. H., PHILIPONIS, G., MALLOY, K. M.,
CHALIAN, A. A., UNIVERSITY OF
PENNSYLVANIA, PHILADELPHIE, PA, USA

Oral: Grounded Theory Methods: Avenues to Understanding Appearance and Embodiment in Oral Cancer Survivors

Background: Oral cancer survivors lead lives profoundly altered by cancer and its treatment. Effects are manifold and range from shifts in embodiment and function to reshaped understandings of self and appearance. Capturing the arrays of experiential shifts, often challenging with quantitative or descriptive qualitative methods, is achieved through use of situation specific approaches like Grounded Theory (GT) and other interactionist methods.

Methods: Using exemplar cases drawn from a program of research examining experience and embodiment among oral cancer survivors, this paper addresses advantages and disadvantages of GT and interactionist methods in understanding appearance and embodiment. These advantages and disadvantages are compared with other common anthropological and sociological qualitative methods in healthcare research. Contrasting qualitative approaches with quantitative methods leads to focused exposition of mixed methods.

Findings: Advantages of interactionist methods like GT center on revealing psychological and social processes and the integral nature of appearance and embodiment in these processes. Disadvantages include necessary consideration of specialized knowledge and dedicated time for concurrent analysis as well as limited familiarity of these methods among many healthcare researchers. Mixed methods often mitigate disadvantages and highlight advantages though purely qualitative analysis may offer broad public appeal.

Discussion: GT and other interactionist research methods provide a strong though largely underused avenue to explore appearance and embodiment in the psychological and social experiences of oral cancer survivors and other similar groups of individuals.

KOFMAN, L. RMIT UNIVERSITY, AUSTRALIA

Oral: Qualitative exploration of lived experiences of women with permanent, non-facial scars.

Background: The number of people living with scarring is significant. It has been suggested that 100 million people in the developed world acquire a scar each year. Whilst psychosocial effects of

having facial scarring have been explored by some scholars, there is very little existing research into effects of non-facial scarring on people's well being.

This paper presents preliminary findings (based on interviews with 24 participants) from an Australian study that explores lived experiences of women with permanent non-facial scarring.

Methods: This study is exploratory and guided by grounded theory. The main data gathering tool is semi-structured, in-depth interviews, supplemented with creative methods of writing and photo elicitation.

Findings & discussion: Preliminary data analysis suggests that different women experience and construct their bodies differently, and not always in a direct relationship to the severity of scarring. Not all women with non-facial scarring experience appearance concerns or other scarring-related distress; some women even perceive their scars as having positive effects on them. However, approximately half of the respondents experienced various forms of distress (predominantly around appearance concerns) that impacted on their everyday life. Factors influencing the differing paths of the aftermath of scarring acquisition are multidimensional, including women's overall attitudes towards their bodies, their current health status, scarring causes and its physical dimensions, women's individual characteristics, and their broader social and cultural context. The findings also revealed diversity and creativity in women's coping strategies, including some women's active resistance of the western cultural ideal of Body Perfect.

KONRADSEN, H., KIRKEVOLD, M., MCCALLIN, A., CAYÉ-THOMASEN, P., ZOFFMANN, V.
GENTOFTE UNIVERSITY HOSPITAL AND
AARHUS UNIVERSITY, DENMARK

Oral: The process towards integration – a psychosocial process of adjusting to facial disfigurement following surgical treatment for head and neck or eye cancer.

Background: Facial disfigurement as a result of surgical treatment for head and neck or eye cancer has a profound effect on the patients who experience it. Little is known about how patients adjust and re-socialise after this, and the aim was therefore to elucidate the process the patients underwent during the first post-operative year.

Methods: Empirically derived knowledge was used, using a longitudinally grounded theory design. Fifteen patients were monitored and interviewed shortly after surgery, after six months and after one year.

Findings: A substantial model was developed with the core process of interactional adjustment. Social interaction with significant others initiated a circular process between noticing and dissociating,

which went on for an individual period of time until integration was achieved. This was also demonstrated in the movement from being a disfigured person to being a person with a disfigurement.

Discussion: The model elucidates the process of adjustment to living with facial disfigurement, and point to various elements which could be used to design an intervention targeted at those patients who experience psychosocial problems.

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UNIVERSITY OF OSLO, NORWAY.
SOEST, TV., NOVA – NORWEGIAN SOCIAL
RESEARCH, OSLO, NORWAY.

Oral: Body dissatisfaction and overweight – a longitudinal study.

Background: The first objective is to investigate whether body dissatisfaction during adolescence is associated with developing overweight/obesity. Secondly, to test if two commonly identified behavioral mechanisms for overweight, such as eating problems and physical activity, mediates such an association.

Methods: A longitudinal national representative sample of 2890 adolescents was recruited in 1992 (T1) and also answered questionnaires in 1994 (T2), 1999 (T3), and 2005 (T4). Self reported BMI was calculated and body satisfaction was measured by Body Area Satisfaction Scale. The Eating Attitude Test was used to assess eating problems, while physical activity was coded "not active" (0), "active" (1), "organised sports" (3).

Findings: Body dissatisfaction, controlling for age and BMI, among adolescent girls slightly increased the probability for being overweight 13 years later. This association was present between all time junctions for girls, but only between two time junctions for boys (between T1 and T2, and T3 and T4). Although eating problems and not being physical active were associated with both body dissatisfaction and being overweight respectively, these factors did not influence the impact that body dissatisfaction had on overweight development when they were included in the model.

Discussion: Being dissatisfied with ones body among adolescent girls had a small but long-lasting increase in the probability of being overweight as a young adult, but not among boys. As eating problems and little physical activity did not mediate this association, the role of body dissatisfaction in overweight development needs to be studied further as a possible unique risk factor.

LAWSON, V., WARDLE, J. WEIGHT
CONCERN/UNIVERSITY COLLEGE LONDON

Oral: Can a picture paint a thousand words? A qualitative study of photographic images used in health promotion.

Background: As levels of obesity continue to rise in the UK so do the number of public health campaigns designed to help address this problem with advice and information on how to change diet or activity levels to stabilise or decrease weight. However, few health promotion initiatives include a theoretical background as to which elements of the material may influence behaviours (Rothman, 2004). In particular, there appears to be no literature that explores visual images in weight-related health materials, despite the widespread use of such images within the statutory, voluntary and commercial sectors. Without this theoretical background to explain how a particular health promotion image may be operating, we are missing an opportunity to create maximally supportive and persuasive campaigns (Cappella, 2006).

Methods: This study presents data from semi-structured qualitative interviews with eight women who were trying to manage their weight. Each was shown a series of photographs of both slim and overweight models demonstrating healthy behaviours.

Findings: Participants responses were analysed using Interpretative Phenomenological Analysis which identified two core themes, relating/not relating to the models and weight perception variability, underpinned by a range of linguistic strategies.

Discussion: These themes are discussed in relation to theories of social comparison and control beliefs. Recommendations for future research include suggestions of how this study could be extended to provide a quantitative investigation of the key themes.

LEWIS, V. UNIVERSITY OF CANBERRA

Oral: Cognitive behavioural group intervention for body image concerns in men and women.

It is well researched that cognitive behavioural therapy on an individual level is effective in treating body image concerns. However, little is known of the effects of group based treatment programs for women, least of all men. This paper discusses the outcome of several six week intervention programs run over the last three years to assist adults with body image concerns including eating disorders in Canberra, the capital of Australia. Separate programs were run for men and women. The programs were run by intern psychologists under the training and supervision of a psychologist specialising in body image and eating concerns. Male interns ran the men's group and women ran the women's group. The program followed a cognitive behavioural treatment approach partly including education about body image beliefs, challenging beliefs about the body and behavioural challenges were set as homework. Anonymous pre and post intervention questionnaires assessing aspects of body image and well-being were administered to group members as well as a

control group. The program showed improvements in body image perceptions to become more positive, higher satisfaction with the self and life in general. Participants reported the cognitive components to be the most effective and membership of a group as motivating them towards a positive body image. Results highlighted the need for societal change in terms of the way the body is evaluated as well as the specific components important for change to occur in an individual in terms of their body image and well being.

LEWIS, V. University of Canberra

Poster: Australian Adult Male Help Seeking for Body Image Concerns

The body image of Australian males has received increased attention in recent years particularly following the findings by Mission Australia reporting that body image was the number one concern for boys/men aged 12-25 years (2008). Concerns about the body outweighed concerns with career/job, relationships, and family. Despite this concern over their body image men are reluctant to come forward and seek help for their body concerns. This paper addresses this issue and discusses a survey conducted with Australian males over 18 years of age as to their help seeking behaviour. In particular what would assist them in coming forward and seeking help. The 40 University men surveyed reported that knowing that what they said was confidential as well as reassurance that they would get something out of help seeking was important to them. Majority stated that they would be more likely to seeking help from a personal trainer or gym instructor then a Doctor, mental health specialist including a Psychologist. They felt there was some stigma around help seeking to a mental health professional but not to a fitness instructor. These findings have implications for the way professionals market the service as well as society's role in destigmatising concerns in men and their subsequent help seeking.

LIIMAKKA, S. UNIVERSITY OF HELSINKI,
DEPARTMENT OF SOCIAL SCIENCES

Oral: Empowering embodiment? From young women's appearance dissatisfaction to bodily agency.

Many young women's body-relation involves feelings of dissatisfaction and shame, and attempts to shape one's body to fit the cultural ideals. For example media literacy, self-esteem and feminist ideology have been suggested as possible solutions to the body problems. However, these solutions lie mostly on the strategies of the mind, reinforcing the Cartesian mind/body-dichotomy. Seen phenomenologically (Merleau-Ponty 2003/1945), the strategies of the mind can only brush the surface of our subjectivities. Also Bourdieu (2000) states that since social order is inscribed in our bodies, changing the ways of

thinking is not as such efficient to change a bodily habitus.

In my qualitative research on young women's body experiences and agency, based on the young women's written accounts and group discussions, two forms of agency can be distinguished: agency that is about the body and the body's agency. In the so called strategies of the mind the focus is on changing the way one relates to one's body, therefore enhancing one's agency about the body. However, in the young women's accounts the empowering experiences of one's body often originate on the bodily level, for example through physical activities. This suggests that besides an intervention in their attitudes, the girls and young women would benefit from a bodily intervention as well, an intervention that enhances their experience of the capabilities, possibilities and power that lie within their own body.

MALSON, H., HALLIWELL, E., TISCHNER, I.
RÚDÓLFSDÓTTIR, A.

Poster: Post-feminist Advertising Laid Bare: Young Women's Talk About The Sexually Agentic Woman Of 'Midriff' Advertising

This paper presents a feminist Foucauldian analysis of women's interpretations of images of women in post-feminist advertising. Building on Ros Gill's analysis of post-feminist advertising images of women, and more specifically the figure of 'the midriff', the paper presents an analysis of focus group discussions with seven young women who were asked to discuss 'midriff' advertising images. Whilst participants sometimes construed these images positively as 'sexy' and independent, midriff figures were more frequently constituted negatively as 'bimbos' and/or 'slutty' 'sex objects' whose seeming independence was achieved through or limited only to attracting men. In interpreting midriff figures negatively, participants, we suggest, constituted the midriff as other; as different and distant from themselves and 'normal' women. Where occasionally participants interpreted images more favourably, the midriff figure was, in contrast, constituted as 'normal' and 'natural' and as being about 'what she likes, not what he likes'. Participants did not identify themselves or their arguments as feminist. Nevertheless, they articulated critiques of these images which often converged significantly with critical feminist analyses. Our analysis suggests, therefore, that young women read these images in complex ways. These complexities of interpretation, we argue, should be central in understanding the relationships between women, bodies and post-feminist images of women's bodies.

MARTENS, A., BOYCE, J., KUIJER, R.
UNIVERSITY OF CANTERBURY, NEW
ZEALAND

Poster: Why Women Buy Shoes: The Effects of Ideal Body Media and Appearance Dissatisfaction.

Why do some women buy and own many pairs of shoes? Perhaps women's insecurities about their appearance, as generated by the media's standards for attractiveness (e.g., Stice, 1994, 2001), contribute to the buying of shoes. Shoes are a purchase that draw less attention to people's bodies than other clothes, and standards for fitting and for what looks good may be more relaxed with shoes than with other clothes. In turn, when women compare their appearance to societal and media standards, such as when shopping for clothes, insecurities that arise from these comparisons may fuel the buying of shoes more than other clothes. To test this idea we conducted a study in which we gauged appearance dissatisfaction as a consequence of comparisons with media standards. Specifically, we asked women to rate their appearance satisfaction after societal/media appearance standards were made salient or were not (by presenting advertisements that included attractive female models or not). Then we simply asked women how many pairs of shoes they own (as well as how many pairs of pants they own). If insecurities triggered by standards of attractiveness conveyed by the media trigger the buying of shoes, then those women who feel most dissatisfied with their appearance as a result of the salient media standards should own the most shoes (but not the most pants). The results supported this prediction.

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University Children's Hospital, Zürich, Switzerland

Poster: Stigma experiences in children and adolescents with facial burns or facial birthmarks

Background: Since the face is crucial in human social interactions, children and adolescents with a facial difference are considered to be a group at high risk for experiencing stigmatising behaviour. The possible threat of stigmatisation is frequently invoked as one of the justifications for plastic surgeries and other interventions in childhood and adolescence.

Objective: The aim of this study is to assess stigma experiences in children and adolescents with facial burns or facial birthmarks.

Methods: Participants have been recruited through the University Children's Hospital of Zurich and include 60 children and adolescents with a visible facial difference and their parents. Eligible participants were aged 9 months to 16 years and either have a facial burn or a facial birthmark (haemangioma, port-wine stain, congenital melanocytic naevus). Data are obtained through standardized interviews with affected children and adolescents (age > 7 years) and through parental reports using a standardized questionnaire packet. Stigma experiences are assessed with the

Perceived Stigmatization Questionnaire (Lawrence, et al., 2006) and the *Facial Differences Module of the Youth Quality of Life Instruments* (Patrick, et al., 2007).

Results: Data collection is ongoing and will be completed by end of May 2010. Stigma experiences of children and adolescents with a facial difference will be presented based on self- and parental-reports and in relation to socio-demographic and medical variables.

Discussion: The results of this study will contribute to a better understanding of children and adolescents with a facial difference and will help to develop appropriate interventions.

MASON, S., DELONG, E., FELDMAN, M.,
HOLAVANAHALLI, R., WEICHMAN-ASKAY, S.,
FAUERBACH, J.

Poster: What are some core features of body image among burn survivors?

Following major burn injury, there is a significant challenge to incorporate appearance changes into a cohesive body image and achieve adequate social comfort. The nature of the body image and social comfort construct(s) in this population is not known. This study examines the construct by testing the factor structure and invariance of a burn-specific measure of these constructs.

Data were collected at four regional burn centers over two years using the Satisfaction with Appearance Scale (SWAP). The sample (n= 701) was composed primarily of males (74%) and Caucasians (57%). The mean age was 34 years, and the average total body surface area (TBSA) was 23%. Confirmatory factor analysis (CFA) procedures were used to test the structure, and factorial invariance examined stability of that structure over time.

CFA supported a first order, four-factor, oblique model – factors were scar areas visible in regular clothes, scar areas not visible in regular clothes, social comfort, social acceptance. At discharge, results and fit index values were adequate (e.g., CFI=.93; TLI=.91). The stability of this factor structure was adequate as reflected in fit index indicators from a fully free and a more stringent fixed parameter analysis.

The 4-factor structure of body image and social comfort was supported and it demonstrated a satisfactory degree of stability over two-years. When considering the substantial fluctuations in wound healing, scar maturation and social reintegration during this time, this is fairly remarkable. As such, it appears that the SWAP is a valid and reliable measure of the body image/social comfort construct and supports its utility in clinical and research settings.

MASON, S., LAWRENCE, J., GABRIEL, V.,
HOLAVANAHALLI, R., WEICHMAN-ASKAY, S.,
FAUERBACH, J.

Poster: Can we discern typical patterns of adjustment to altered appearance following burn injury?

Burn survivors undergo varying degrees of appearance alteration and incorporating these into body image can be challenging as can be resuming family, community and occupational roles. However, very little is known about typical recovery trajectories for body image and social integration. Data were collected among four regional burn centers in the US and symptoms were measured using the Satisfaction with Appearance Scale (SWAP) at 6, 12 and 24 months post-injury. The sample (n = 701) was primarily male (74%) and Caucasian (57%), with a mean age of 34 years. The mean TBSA was 23% and length of stay was 29 days. Results of Growth Mixture Modeling (GMM) suggested a 3-class model demonstrated the best fit after adding important covariates of age, gender, and TBSA. The Bayesian Information Criterion (BIC) was most valued (16020.67) and the Lo-Mendell-Rubin Adjusted LRT test demonstrated that the 3-class model was superior to a 2-class class model (p<.05). Class 1 (39% of sample) showed a trajectory of increased body image dissatisfaction and social discomfort over two years. The two remaining classes showed moderate improvement. Clinicians can anticipate 3 typical trajectories in body image and social distress over two years – with increased severity over time in nearly 40% of survivors. Future work can build on these findings to calibrate a cut score for clinically significant distress, profile at risk survivors, and develop treatment strategies.

MCPHERSON, K.E., MCGEECHAN, G.
GLASGOW CALEDONIAN UNIVERSITY

Oral: An examination of the Eating and Body Image Disturbance Academic Interference Scale in a UK population.

Research has demonstrated that body-related concerns can impair performance in cognitive tasks (eg Shafran et al, 2007). This, coupled with evidence that early adulthood is a key developmental stage in the onset of negative body image, has turned research attention to the relationship between body image and academic achievement. In validating a new measure, the Eating and Body Image Disturbance Academic Interference Scale (EBIDAIS), Yanover and Thompson (2008; 2008) reported a negative relationship between eating and body image interference and academic performance in male and female US college students. The relationship was amplified in participants with higher levels of eating disturbance and the most significant predictor of academic interference was overweight preoccupation. The aim of the present study was to validate the EBIDAIS in a UK sample. One hundred and seventy-eight undergraduate students volunteered to participate in the study and completed the EBIDAIS and the Dutch Eating Behavior Questionnaire (van Strien et al, 1986)

online. Sixty-four percent of the participants were female, the mean age was 20.9 year ($SD= 5.64$) and the majority (97.2%) identified as White and heterosexual (94.4%). Unlike previous research, (e.g., Yanover and Thompson, 2008), principle component analysis identified three sub-scales underlying the EBIDAIS and accounting for 65.2% of the total variance. These were labelled *Behavioural Interference*, *Appearance Interference* and *Hunger Interference*. Appearance Interference scores were associated with weight dissatisfaction, cognitive restraint and emotional eating and Hunger Interference scores were associated with cognitive restraint and emotional eating. The EBIDAIS is evaluated in light of these findings.

MELØY, S., BILLAUD, K.FERAGEN
BREDTVET RESOURCE CENTRE,

Oral: Using adolescents' own competence and experience: a film about living with a cleft.

Background: It is important to motivate adolescents to share their experiences and discuss the challenges they have to deal with when growing up with a facial difference. Therefore adolescents were asked to participate in the production of a film about growing up with a cleft. The aim was to combine both the possibility of clinical interventions, when needed, and a forum to share experiences. Two clinical psychologists and a speech pathologist were involved in the project, in association with a professional film producer.

Methods: Information about the project was made available. Inclusion criteria were: above age 13, born with a cleft, or being a sibling. Twenty adolescents, aged 13-16 joined the project. They met during three week-ends, and worked in small groups. The psychologists supervised the groups, in order to ensure a positive dialogue. The groups discussed themes they wanted to be included in the film that was experienced as central in their lives. The adolescents also shot film scenes. In addition, a short interview of each of the participants was performed.

Findings: Several themes were identified, such as information about clefts, life experiences when born with a cleft, friendships, romantic relationships, teasing experiences, coping strategies, and treatment experiences.

Discussion: The adolescents were highly motivated to share their experiences. Clinical interventions were possible, and some adolescents were offered individual follow-up. The adolescents wished the film to be easily available for their peers at school, hence provide information about their experiences of growing up with a cleft.

MIZARA, A., MCBRIDE, S.
ROYAL FREE HOSPITAL

Oral: Improving psychological care of the dermatology patient: An audit of a psychodermatology service in UK.

The psychosocial and physical burden borne by patients with skin disease is considerable. Patients' needs are complex and often cannot be met by dermatological medical and nursing staff alone. A psychology service for dermatology outpatients (psychodermatology service) was set up within a teaching hospital in North London to address their psychological needs. The aim of this study was to evaluate the effectiveness of the psychodermatology service.

Data were prospectively collected from the medical notes of 99 dermatology outpatients who attended the service (2006-2009) and from questionnaires routinely administered by psychologists [Dermatology Life Quality Index (DLQI) and Hospital Anxiety Depression Scale (HADS)].

The most frequent dermatological diagnoses were: psoriasis (38.4%), eczema (18.4%), acne (8.1%), vitiligo (6.1%), lupus (4%). 34.3% had a psychiatric history. 55 patients (55.5%) received a course of cognitive therapy and 44 (44%) had a single consultation. Mean number of sessions was 11.26. In a sample of 28 patients who completed a course of psychological treatment, there were significant differences between pre and post-treatment on measures of anxiety ($p=0.003$), depression ($p<0.001$) and dermatology quality of life ($p<0.001$). Mean DLQI score prior to psychological intervention was 12.92 mean DLQI post intervention was 6.03. 12 patients (44%) were discharged from dermatological follow-up, 6 patients (22%) avoided or discontinued systemic medications, 5 returned to work (18%).

Findings confirm the importance of psychological input for dermatology patients. Results will be discussed in terms of how a psychodermatology service may improve overall care of patients and allow them to cope with visible difference.

MOHD NASIR, M.T., GAN, W.Y., ZALILAH, S., HAZIZI, A.S. UNIVERSITY PUTRA MALAYSIA.

Oral: Psychological distress as a mediator between body dissatisfaction and disordered eating behaviours among Malaysian university students.

Negative emotions have been found to mediate the relationship between body dissatisfaction and bulimia. This study aimed to examine the role of psychological distress (depression, anxiety and stress) as a mediator of the relationship between body dissatisfaction and disordered eating behaviours among Malaysian university students. Data were collected from 584 Malaysian university students (59.4% females and 40.6% males), aged between 18 to 24 years ($M = 20.36$, $SD = 1.43$), randomly selected from four public and private universities in Selangor and Kuala Lumpur, Malaysia. A self-administered questionnaire

including Multidimensional Body Image Scale (MBIS), Eating Attitudes Test-26 (EAT-26), Depression, Anxiety and Stress Scale-21 (DASS-21) were used to measure body image, disordered eating behaviours and psychological distress, respectively. Based on the Baron and Kenny approach, the results showed that psychological distress partially mediated the relationship between body dissatisfaction and disordered eating behaviours ($b = .33$, $p < .05$). Further, the Sobel test indicated a significant mediation effect of psychological distress ($z = 4.74$, $p < .05$), revealed that the mediation effect of psychological distress on body dissatisfaction and disordered eating behaviours was significant. In conclusion, psychological distress partially mediated the relationship between body dissatisfaction and disordered eating behaviours. The results suggest that increase in psychological distress is a way in which body dissatisfaction leads to disordered eating in young adults. This study shows the needs to integrate prevention of psychological distress as one of the important components in the intervention of body image and eating behaviours among young adults.

MORRIS, M., JACKSON, S., (UNIVERSITY OF THE WEST OF ENGLAND), JOHNSON, A.B (SOUTHMEAD HOSPITAL, BRISTOL).

Poster: The honeymoon is well and truly over! Experiences of people 12 months post-laparoscopic gastric banding (LAGB).

Background: Limited success with lifestyle interventions for morbidly obese people may be due to the complex psychological and social factors that undermine their quality of life and wellbeing. LAGB requires patients' commitment to stringent post-surgical lifestyle changes to facilitate weight loss. This research explored patients' experiences 12 months post-LAGB.

Methods: Twenty-five participants were interviewed (21 female, 4 male; 16 with T2DM, 9 without; age range: 30-58 years; BMI 50.7 ± 5.9 kg/m²; HbA1c $8.9 \pm 2.0\%$). Interviews were digitally recorded, transcribed verbatim and analysed using Inductive Thematic Analysis.

Findings: Participants acknowledged the reality of living with the LAGB, which requires serious adjustments to their eating behaviour, and lifestyle. There are changes to their sense of self (esteem and efficacy) and wellbeing, where quality of life is dependent on degree of weight loss and health gains. Life is now controlled by the band and its demands; and new ways of dealing with life events, independent of food, are needed (smoking and alcohol). Cognitive adjustment is a process of trial and error, which takes time, and challenges their unrealistic expectations of change. For some this threatens and undermines intimate and social relationships, but for other their quality of life is expanding, with the hope for a return to normality and a better future.

Discussion: One year post-LAGB, life is now a difficult reality. These data suggest psychological adjustment to the band needs regular examination; and the provision of psychological support, life skills and more effective strategies to deal with difficult life events is essential.

NEW, A., HALLIWELL, E.
University of the West of England.

Poster: Does the 'Time to Talk' mother-daughter booklet have a positive impact on adolescent girls' body image?

Aims

'Time to Talk' booklet, produced by Dove's self-esteem fund, aims to help mothers reduce the impact of the negative aspects of the beauty industry on their daughter's body image.

Method

Seventy four girls aged 11-12 were recruited from two secondary schools in England. Baseline measures of body satisfaction, internalisation of the thin ideal and restrained eating were collected and then girls were randomly allocated to either the 'Time to Talk' booklet condition or a control group. Mothers and daughters were given two weeks to complete the activities in the booklet and then all participants filled in the questionnaire again and mothers and daughters were asked for feedback on the resource. Finally, booklets were provided to the girls who had been assigned to the control condition.

Findings

Of the 36 participants allocated to the booklet condition, only 10 reported completing the activities and were included in the analysis. Controlling for baseline measures and BMI, the booklet had a significant impact on levels of body dissatisfaction, $F(1,34) = 4.04$, $p < .05$, with girls who had received the booklet reporting less body dissatisfaction ($M = 1.61$) than girls in the control condition ($M = 2.30$). However, there was no significant impact on levels of internalisation, $F(1,33) = .00$, NS, or restrained eating, $F(1,32) = .04$, ns. The feedback about the booklet from mothers and daughters was very positive.

Discussion

These findings indicate that the 'Time to Talk' booklet was well received by adolescent girls and their mothers and had a positive impact on young girls' body satisfaction.

O'BRIEN, K.S., PUHL, R., LATNER, J.D.
HUNTER, J.A. SCHOOL OF PSYCHOLOGICAL SCIENCES, UNIVERSITY OF MANCHESTER, UK

Oral: Reducing anti-fat prejudice in pre-service health students: A randomized trial.

Background: Anti-fat sentiment is increasing, is prevalent in health professionals, and has health and social consequences. There is no evidence for

effective obesity prejudice reduction techniques in health professionals. The present experiment sought to reduce implicit and explicit anti-fat prejudice in pre-service health students. Method: Health promotion/public health bachelor degree program students (n = 159) were randomized to one of three tutorial conditions. One condition presented an obesity curriculum on the controllable reasons for obesity (i.e., diet/exercise). A prejudice reduction condition presented evidence on the uncontrollable reasons for obesity (i.e., genes/environment); while a neutral (control) curriculum focused on alcohol use in young people. Measures of implicit and explicit anti-fat prejudice, beliefs about obese people, and dieting, were taken at baseline and post-intervention. Findings: Repeated measures analyses showed decreases in two forms of implicit anti-fat prejudice (decreases of 27% and 12%) in the genes/environment condition relative to other conditions. The diet/exercise condition showed a 27% increase in one measure of implicit anti-fat prejudice. Reductions in explicit anti-fat prejudice were also seen in the genes/environment condition (P = .006). No significant changes in beliefs about obese people or dieting control beliefs were found across conditions. Discussion: The present results show that anti-fat prejudice can be reduced or exacerbated depending on the causal information provided about obesity. The present results have implications for the training of health professionals, especially given their widespread negativity toward overweight and obesity.

OGDEN, J., ELLIS, G.S., AVENELL, A.
HOLLYWOOD, UNIVERSITY OF SURREY

Oral: The role of psychological factors in successful and failed bariatric surgery.

Background: Although the traditional management of obesity focuses on behavioural intervention research indicates that bariatric surgery is the most effective approach for those with a BMI greater than 40. A minority, however, either have their operation reversed or do not lose the desired amount of weight. The present study aimed to explore patients' explanations for the success or failure of their surgery.

Method: In depth interviews were carried out with 30 patients post surgery who considered their operation to be either a success or failure.

Findings: The results showed that successful surgery was associated with a feeling of being liberated and more in control, reduced hunger and reduced preoccupation with food. In contrast, failed surgery was related to feeling unprepared for the changes that surgery imposed and a sense that although the operation had fixed their body it had neglected their mind. In particular, such patients reported issues with emotional eating and developing new coping mechanisms. In addition all patients post surgery described problems with adjusting to a thinner self and how this impacted upon their self identity and relationships with others.

Further, many also expressed disappointment with their new bodies as although they were thinner they still didn't match up to their expectations.

Discussion: Surgery works for many in terms of weight loss. But all patients, regardless of weight loss require support for the psychological changes required to adjust to both the imposed changes in diet and the potential changes to their body shape.

PATEL, G^a, HARCOURT, D^a, NAQVI, H^b, RUMSEY, N^a.

^aCentre for Appearance Research, University of the West of England, Bristol, England, ^bPublic Health Intelligence Unit, NHS Bristol, England

Poster: Appearance concerns in African, Caribbean and South Asian breast cancer survivors

Background: Breast cancer is one of the most common forms of cancers in the UK and affects women of all ethnic groups. The psychosocial impact of breast cancer has been well documented. However, the research conducted in this area has been primarily focused on mainstream Caucasian women. There is very little work within the breast cancer literature that captures the experiences of Black and Minority Ethnic women (BME).

The aim of this qualitative study was to explore the experiences of breast cancer diagnosis and treatment in African, Caribbean and South Asian women in the UK.

Methods: Twenty three English-speaking breast cancer survivors (11 South Asian and 12 Black women) were recruited for this study. A semi structured interview was conducted with each participant. The interviews were then transcribed verbatim and inductive thematic analysis was conducted.

Findings: Thematic analysis of the data revealed six key themes; *body image concerns*, healthcare experiences, familial concerns, spirituality, social support and life post-cancer. Within the main theme: *body image concerns*, five sub-themes emerged: *femininity issues*, *intimate relationships*, *health concerns versus appearance concerns*, *practicality of cosmetic aids and clothing restrictions*.

Discussion: While African, Caribbean and South Asian women share similar appearance concerns to Caucasian women, their experiences are also influenced by cultural specific concerns. This study has important implications for healthcare professionals and recognises the need to provide culturally sensitive care and support to BME women that is tailored specifically to their cultural values and beliefs.

PENN, J.W., JAMES, A., CLARKE, A., BUTLER, P.E.M. LONDON, UK

Poster: Development and validation of a computerized model of smiling: modelling the percentage movement required for perception of smiling in unilateral facial nerve palsy.

Background: The inability to smile stands out as a notable difficulty for individuals with facial nerve palsies of various causes; a problem that facial reanimation surgery aims to rectify. However, smile reconstruction currently lacks quantitative data by which to objectively measure outcomes. This study aims to identify the relative importance of different oral muscles in terms of smiling, and the percentage function that needs to be restored for a smile to be perceived by an observer.

Methods: A computer animation tool was developed to model the oral facial muscles and demonstrate the facial expressions produced by contraction of different muscle groups. By programming a variable unilateral paralysis of the zygomaticus major, the effects of 0-100% function of this muscle can also be seen. These animations were shown to 75 adults from the general population who reported those expressions they perceived as a smile.

Findings: The only facial expression consistently associated with a perceived smile was caused by the combined contraction of the zygomaticus major and the levator anguli oris ($P < 0.001$). Over 80% of the subjects were able to perceive a smile with just 40% function of the unilateral paralyzed zygomaticus major.

Discussion: These results are consistent with the existing smile literature and provide validation for use of these computer animations. The percentage movement presents an objective target for facial reanimation surgery by which outcomes can be measured. It is also anticipated that these computer animation tools have utility for patient education as part of psychosocial intervention and prior to surgery.

RANCE, M., DURANI, P., HOBSON, R., SO, K., BUNDY, C., MCGROUTHER, G., FERGUSON, M., RENOVO, MANCHESTER, UK

Oral: The correlation between Patient Reported Outcomes and Clinician rated Measures Of Scar Assessment And Scar Demography: Retrospective Exploratory Analysis Of Prospective Data From Phase II Clinical Trial In Scar Revision Surgery.

Background: The Patient Scar Assessment Questionnaire (PSAQ) is a valid Patient Reported Outcomes (PRO) Instrument for assessing linear scars. Although the PSAQ individual subscales have been validated, validation of the three summed subscales is ongoing. The three psychometrically strongest subscales were used to assess linear scars in patients undergoing scar revision surgery: these were 'Scar Appearance'/'Satisfaction with Appearance'/'Scar Consciousness'.

Method: Patients with mature linear scars at least 5cm long and suitable for revision were recruited into a double-blind, within-subject, randomised, controlled trial to investigate the scar improving efficacy of intradermal avotermin (Juvista: recombinant human transforming growth factor $\beta 3$). Scars were divided into three segments, which received one of three options: no treatment/scar revision surgery plus avotermin or placebo. Data from scar revision v placebo assessment scales are presented to investigate the relationship between patient and clinician reports of the scar appearance. Using multiple regression analysis, data from the three summed PSAQ subscales were compared with Investigator Visual Analogue Scale (VAS) scores, subject demographics, scar characteristics and aetiology (trauma, elective, emergency high risk/low risk).

Discussion: Both clinician rating of scarring and patients own perception of their scars show meaningful improvements following scar revision surgery. Scars with traumatic origins, scars that are wider and trunk scars show differences in scar perception.

RANCE, N. M., MOLLER, N. P. UNIVERSITY OF THE WEST OF ENGLAND, DOUGLAS, B. A. BPS REGISTRAR FOR QUALIFICATION IN COUNSELLING PSYCHOLOGY

Poster: Eating disorder counsellors with eating disorder histories: A story of being "normal."

Some have argued that counsellors with an eating disorder (ED) history may not be fit to practice with clients with EDs; others, meanwhile, have argued that an ED history makes a practitioner working in the field more effective. Despite general acknowledgement that working with EDs can be incredibly demanding for practitioners – in part because of the way it forces them to look at their own relationship with food, their body and weight – there is next to no research exploring the actual experiences of recovered ED counsellors.

Using semi-structured interviews this study aimed to address the research gap by investigating the experiences of seven counsellors with ED histories. Particular emphasis was given to their beliefs about the impact of their work on their own body image, weight and relationship with food.

Results derived from an Interpretative Phenomenological Analysis suggested that the counsellors found themselves caught between an awareness of the benefits of their history and an apparent fear of how that history might be judged as dangerous by others. This, in turn, appeared to lead them to adopt discursive strategies whereby they minimized/placed far in the past their ED history and normalised current cognitions, emotions and behaviours related to their relationships with food, their bodies and weight. Thus it appeared that they struggled to voice what might be termed expectable difficulties deriving from working with a body/food obsessed

population while living in what is arguably a body/weight obsessed cultural environment. Implications of these findings for the ED field are discussed.

RICHARDS, H., JENKINSON, E., RUMSEY, N.
UNIVERSITY OF THE WEST OF ENGLAND
HARRAD.R., BRISTOL EYE HOSPITAL.

Poster: The psychosocial impact of ptosis in people with Myasthenia Gravis

Background: The chronic illness, Myasthenia Gravis often causes altered appearance due to fluctuating muscle weakness. Ocular symptoms occur in most patients, and include ptosis, the drooping of one or both eyelids. Research into the psychosocial impact of eye conditions indicates that altered appearance of the eye area can have profound psychosocial implications (eg. Jackson *et al*, 2006). As ptosis is one of the main symptoms of MG, this study explored the potential psychological impact of ptosis as a symptom of MG.

Method: Members of a MG group on the social networking website Facebook were asked to participate in an online study. Qualitative responses were collected from open-ended questions which addressed issues such as how ptosis affected participants socially, psychologically and functionally. 166 participants were included in analysis. Inductive thematic analysis was used in order to allow themes to emerge from the data.

Findings: Six main themes emerged from the data. These were behaviour due to ptosis, the psychological impact of ptosis, the positive aspect of ptosis, the social impact of ptosis and other symptoms of MG which affect appearance. The strongest theme was the complex relationship between function and appearance.

Discussion: Ptosis can have a significant negative psychological and social impact on MG patients due to functional impact and altered facial appearance. Implications for practice include recognising and addressing the potential psychological impact of ptosis as a symptom of MG.

ROBERTSON, J., HUSSEY, T.
BUCKINGHAMSHIRE NEW UNIVERSITY

Poster: "Who wears Cosmetics?" A psycho-physiological investigation into Cosmetic Usage.

The last two decades have seen a surge of interest in the effects of cosmetics on perceptions of attractiveness (self and other), as well as on attributions of supposed health, social class, earning potential, professional competence, and marital status amongst others. However, whilst there is now a fairly comprehensive literature available regarding the effects of cosmetic usage

upon attributions made by others, there is still little research into the individual's motivations for cosmetic usage. Nevertheless, self report measures have indicated a link between cosmetic usage and the desire to promote a more positive self image. This triangulated research incorporates both physiological and psychological measures to investigate the relationship between cosmetic usage and three personality traits: anxiety, social confidence and self-esteem. Baseline systolic (BSP) and diastolic (BDP) blood pressures, as an index of anxiety, were taken from 49 female participants (M = 28.66, S.D. = 11.35). Pearson's correlation found a significant relationship [$r = 0.315$, $p = 0.016$], between BDP and cosmetic usage, high BDP being associated with increased cosmetic usage. No correlation was found between BSP and cosmetic usage. Similarly, psychological measures (self-report questionnaires) found a positive correlation between anxiety and cosmetic usage [$r=0.439$, $p=0.011$], as well as a negative correlation between cosmetic usage and both social confidence [$r= -0.345$, $p=0.039$] and self-esteem [$r= -0.487$, $p=0.005$]. These results were consistent with prior research and support the premise that cosmetics may be employed as an effective strategy in the promotion of a more positive self image, thus aiding psychological well-being.

ROSÁRIO, J.L.P.; DIÓGENES, M.S.B; LEITE, M.P.; MATEI, R.; LEITE, J.R.

Psychobiology Department at Federal University of Sao Paulo UNIFESP – Fundação de Amparo a Pesquisa do Estado de São Paulo FAPESP – São Paulo – Brazil

Poster: Can emotions influence the body to adopt postural deformities?

Background: Many authors suggest that the posture of each individual is a consequence of its emotions and an alteration of a factor modifies the other. Anxiety is a very clear example: it directly affects the diaphragm and its cycle. The inverse is also valid: the anxiety can be diminished by relaxing the diaphragm with deep breaths. The objective of this work was search relations between corporal posture and subjective emotional narrations.

Methods: 28 women, from 20 to 39 years, out of menstrual period, with normal corporal mass index or below weight and without neurological, psychiatric or orthopedic problems, had had the posture photographed and evaluated on Corel Draw software. Emotions had been evaluated through analogical scales for anxiety, concern, anger. The statistic method used was the factorial analysis multivariate.

Findings: We find correlation with values above 0.3, between raised shoulders and anger (0,32), raised shoulders and concern (0,32); valgus knees and anxiety (0,39); scoliosis (represented for the difference between the angles of Tales) and concern (0,37).

Discussion: It was possible to find indications of relations between some emotions and postures. The hardest difficulty of the work was the subjectivity of the emotional narration, once the auto emotional evaluation is very complicated and may suffer great distortions. Other works and other methodologies exploring more emotions must be used aiming to understand the extension and depth of these correlations. The importance of these findings may be of great relevance for the evaluation and treatment of diverse orthopedics and psychics pathologies.

ROSE, T.M., HENEGHAN, N. Queen Victoria Hospital NHS Foundation Trust.

Oral: Clinical supervision is an essential component of health care delivery to enable health professionals to support and empower a person with an alteration in body image.

The aim of this paper is to discuss clinical supervision as a learning experience to enable health professionals to support and empower patients coming to terms with an alteration in body image. One author has experience of providing body image training and supervision; both authors have been involved in setting up a clinical supervision project in a burn care setting.

Data collection included literature review together with supervisor reflections and anecdotal evidence from supervisees. A review of the literature highlights body image is a multifaceted dynamic concept. How an individual responds to an alteration in body image is unique.

The following five themes emerged from the data; (i) staff utilise their knowledge base of body image; (ii) utilise effective communication skills; (iii) know their own body image; (iv) clinical supervision provides a forum to reflect on practice; and to (v) to learn strategies for maximising care delivery. The area that staff found clinical supervision most helpful was in relation to knowing their own body image, through reflecting on the ease or difficulty in broaching the concept of coping with a specific alteration in body image, staff were able to identify times when their response was sympathetic as opposed to empathic. They also realised the need to take care of themselves to prevent 'burn out'. In conclusion clinical supervision is an essential component of health care delivery to enable health professionals to support and empower a person with an alteration in body image.

SAUNDERS, A. *, HANSEN, E.L.E., GANNON, K.

* UNIVERSITY OF EAST LONDON
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Oral: Relationship between self-selected goals, quality of life and patient satisfaction for women undergoing bilateral breast reduction surgery.

This paper will present the research findings from a prospective study that considered whether patient self-selected goals predicted patient satisfaction with and quality of life following bilateral breast reduction (BBR) surgery.

'Objective measures' are not closely linked to satisfaction with surgical outcomes and in fact considerable debate remains about what should be measured as an outcome following surgery. At present emphasis is placed on plastic surgery producing an aesthetic change which is thought to inevitably have a positive impact on quality of life. Research has shown that a focus on patient's expectations of the surgery, process and achievement of their self-selected goals is linked to satisfaction with outcomes.

In this study, questionnaires measured women's quality of life, distress and breast symptoms prior to and after BBR surgery. In addition, self-reported goals for surgery were elicited from each woman following the meeting with the Consultant Plastic Surgeon and after the breast education seminar (which provides further information about the process of surgery and outcomes from surgery). The latter re-assessment of women's goals was considered important as more detailed information about the procedure, the admission, recovery and outcomes may influence women's expectations of and goals for surgery. Following surgery, women were asked to rate the achievement of their pre-surgery goals and satisfaction with BBR surgery.

The research findings, based on an initial sample of 30 women, will discuss how self-selected goals relate to satisfaction with and quality of life following surgery, implications for clinical practice and research on outcomes following surgery.

SINGLETON, P., FAWKNER, H., WHITE, A., FOSTER, S., LEEDS METROPOLITAN UNIVERSITY.

Oral: The road to surgery for gynecomastia: what can health professionals learn from men's experiences?

Background: Surgery to correct gynecomastia (also known as "man-boobs") is increasing every year and is currently in the top 5 of all procedures carried out on men. Cosmetic surgery carried out on women's breasts has been examined theoretically and empirically but we are less sure about the implications for masculinity of gynecomastia surgery.

Methods: An empirical study examined men's experiences of surgery to correct gynecomastia in accounts given on an online discussion board. Online 'conversations' were analysed using hermeneutic phenomenological approach (Van Manen, 1990).

Findings: The broad findings were that gynecomastia had a considerable impact on the psychological and physical wellbeing of these men. They were often willing to fund the surgery

themselves, although it is (sometimes) available on the NHS. They described the role of general practitioner as the gatekeeper to cosmetic surgery, and the negative attitudes they often faced from GPs, NHS surgeons and NHS funding bodies. They also described the complex, frustrating, time-consuming and uncertain route to surgery in the NHS. Conversely, the road to private surgery experience was most often described as straightforward, and untroubled by pejorative attitudes.

Discussion: The emotional, physical and psychological impact of these experiences will be examined, and the paper will consider the likely effectiveness of various strategies for improving men's experiences of this surgery in the NHS – strategies from lay education of general practitioners by individuals, through to pressure group formation and campaigning for social change.

SMITH, F.C.
CITY UNIVERSITY

Poster: Experiencing changes in appearance following significant weight loss and removal of resultant excess skin.

This investigation aims to capture the experience of people who have lost a significant amount of weight resulting in excess skin, and subsequently have undergone Plastic surgery to remove the skin, funded by the National Health Service.

The research took the form of an idiographic qualitative inquiry. Due to the dearth in literature on this experience, it was deemed important to remain rooted to participants' experience.

Ten previous patients of the Plastic and Reconstructive Surgery Department of the Royal Free Hospital took part in in-depth, semi-structured interviews one year post their surgery to remove excess skin following weight loss.

Participant interviews were analysed using Interpretative Phenomenological analysis. Participants were invited to provide the researcher with feedback on the themes that arose out of their individual analysis to enhance the validity of the analysis. Emergent themes will be summarised for this presentation.

It is hoped that with this increased psychological understanding of this lived experience, the peri-surgical and weight loss needs of this population have been highlighted and can inform future care.

STANIFORTH, M. LAUGHING PHOENIX,
DEVON, UK

Oral: Empowering young people to reach their full potential via body confidence / self-esteem education.

Background : Evidence shows that young people with poor body image and low self-esteem are less likely to achieve their full potential. It's tough for today's youth, bombarded by stereotypical imagery. The Dove Self-Esteem Fund has created

an initial range of body confidence educational interventions. Now the task is to encourage education and health departments to take the interventions further and share them with all young people.

Methods and Processes:

1. 'BodyTalk' an educational programme on body image, created with *beat*, was mailed to every UK secondary school. A small piece of pre/post research was carried out.

2. 'Looking At Me', was created with Girlguiding UK and *beat*. Pre/post research has been carried out by Girlguiding UK.

3. 'Time to Talk', an activity booklet for home use, has been requested hundreds of thousands of times globally.

4. 'Self-Esteem Activities Online For Girls' only has value if users choose to use it. Over 370,000 people globally have.

• Findings

Research indicates that these tools have a beneficial effect on young people's confidence and that this, in turn, helps them to reach their life goals.

Discussion: To help young people fulfil their potential, it seems that 'body image and self-esteem' should be included as a compulsory item within educational curricula. This should be supported by a full range of materials on body confidence for young people 5 to 18, as well as their adult mentors.

STERN, M., MAZZEO, S., BEAN, M., EVANS, R., WICKHAM, E.
VIRGINIA COMMONWEALTH UNIVERSITY

Oral: What We Have Learned from 'TEENS' – A Multidisciplinary Program Targeting Obesity in Adolescents.

Pediatric obesity continues to increase, particularly among girls and African-Americans. This paper is based on TEENS -- a community-based multidisciplinary obesity treatment program, designed to better understand the challenges of pediatric obesity in a culturally diverse population. At baseline (N=173), participants were 76% African American, 65% female, with a mean age of 13.7. Mean BMI percentile was 99.1 (mean BMI z-score=2.5). Subsequent to medical clearance, adolescents and their parents participate biweekly in both individual and group behavioural support sessions; have bi-weekly meetings with a dietician and exercise in our clinic gym 3 times per week, supervised by the exercise physiology team. We recently evaluated 6-month behavioural and psychosocial outcomes of TEENS (N=66). Results revealed that, at 6-months, participants demonstrated improved nutrition and cardio-respiratory fitness, lower body fat percentage, and improved blood lipid profiles. Relations between psychosocial indicators and compliance showed that greater 6 month compliance with behavioural sessions was associated with lower perceived vulnerability, greater self-esteem, parental feeding

style, and greater perceived family cohesion. However, participants with higher baseline body fat were less likely to continue with behavioural and nutrition sessions at 6-months. Higher BMI was associated with lower gym compliance. Regressions also showed that self-esteem and perceived familial conflict were strongly related to adolescent quality of life at 6-months, above and beyond the factors of race and degree to which parents monitored the child's feeding habits. Teasing was also associated with lower body image perception. Implications for the treatment of pediatric obesity among culturally diverse adolescents will be discussed.

STOCK, N. M., BYRON-DANIEL, J. Z.
University of the West of England

Poster: The effect of acute exercise on body image satisfaction and affect in women.

Body image dissatisfaction is a potentially severe issue which has been termed "normative" within the general population. Research indicates that exercise may improve subjective self-perceptions and have promising potential for promoting positive body image. However, much of the previous literature has focused on the longitudinal effects of exercise and disregarded the more immediate effects experienced after an acute bout of exercise. This study sets out to investigate the effects of a thirty-minute moderate intensity session of exercise on body image satisfaction and affect in thirty-five female participants. Secondary aims include exploring the role of general and physical self-efficacy, current levels of physical activity and motivations to exercise on this relationship. Numerous measures are used to explore this complex association, including the Motives for Physical Activity Measure – Revised (MPAM-R), the Body Image States Scale (BISS) and the Positive And Negative Affect Schedule (PANAS; Short version). Results of the main analysis reveal a non-significant increase in body image satisfaction and positive affect pre- to post-exercise. A significant decrease in negative affect is observed. Regression analysis shows 'interest / enjoyment' motives for exercise to account for a significant amount of variance in body image satisfaction following physical activity, although this result may not be particularly generalisable to the overall population. Findings are discussed in light of previous literature and other theoretical possibilities. Methodological issues are considered and future recommendations made.

STOCKER, Y.-O. SUPERVISORS: THOMPSON, A., BAKER, S., GIBSON, B. UNIVERSITY OF SHEFFIELD.

Oral: Experiences of living with orthognathic conditions: an exploratory qualitative interview study with individuals self identifying as being from an ethnic minority population.

Background: Orthognathic surgery is offered to change diagnosed malformations of the jaws. Surgery dramatically alters facial appearance yet very little is known about the patient experiences. This study aimed to explore these experiences of individuals from ethnic minority backgrounds and giving a patient voice.

Methods: The narrative framework of holistic content analysis was applied. Recruitment took place in four different specialized dental clinics. In total seven semi-structured interviews were conducted and transcribed verbatim. In line with holistic content analysis a case study approach facilitated the emergence of themes at a descriptive level within the specific contexts. A secondary layer of analysis provided overarching themes facilitating accounts of shared experiences. Quality control was achieved by audit of the analysis process.

Findings: The majority of participants described experiencing a "shocking" change in their sense of identity and described feeling utterly unprepared for this. Aspects of potential medicalization of differing appearances shone through in their discussion of the perceived necessity for surgery. Cultural values were indirectly evident with participants carefully locating their perceived need for surgery in relation to a desire to improve functionality as opposed to facial appearance.

Discussion: This is the first study to specifically in depth explore experiences of undergoing orthognathic surgery, ethnicity and identity. Further research is needed to provide insights into psychosocial factors relative to surgery. Additional research is required relative to factors of identity (re)negotiations as initiated by this procedure. This study clearly identifies the need to take account of ethnicity. Clinical implications will be discussed in relation to the findings.

SWAMI, V. (UNIVERSITY OF WESTMINSTER, UK)

Poster: A comparison of actual-ideal weight discrepancy, body appreciation, and media influence between street-dancers and non-dancers.

Previous work on body image has tended to treat dancers as a relatively homogenous group, despite the existence of different dance styles and genres. This study examined body image among individuals involved in street-dancing (genres that typically evolved outside formal settings and are often improvisational in nature) and an age-matched comparison of non-dancers. A total of 83 street-dancers and 84 non-dancers completed scales measuring their actual-ideal weight discrepancy, body appreciation, sociocultural attitudes toward appearance, and demographics. Controlling for participant body mass index (BMI), results showed no significant between-group difference in actual-ideal weight discrepancy, although street-dancers had significantly higher

body appreciation than non-dancers. In addition, media influences were implicated in body image concepts for both groups, although internalisation of athletic ideals was more important for street-dancers. These results are discussed in relation to the extant research on body image among dancers.

SWAMI, V., (UNIVERSITY OF WESTMINSTER, UK), CAMPANA, A., (UNIVERSITY OF CAMPINAS, BRAZIL), COLES, R (UNIVERSITY OF WESTMINSTER, UK).

Oral: Are there ethnic differences in acceptance of cosmetic surgery?

Although patients of cosmetic surgery are increasingly ethnically diverse, previous studies have not examined ethnic differences in attitudinal dispositions toward cosmetic surgery. Here we report a study in which 751 British female university students from three ethnic groups (Caucasians, South Asians, and African Caribbeans) completed measures of acceptance of cosmetic surgery, body appreciation, self-esteem, and demographic variables. Initial between-group analyses showed that Caucasians had lower body appreciation and self-esteem than Asian and African Caribbean participants. Importantly, Caucasians had higher acceptance of cosmetic surgery than their ethnic minority counterparts, even after controlling for body appreciation, self-esteem, age and body mass index (BMI). Further analyses showed that ethnicity accounted for a small proportion of the variance in acceptance of cosmetic surgery, with body appreciation and self-esteem emerging as stronger predictors. Possible reasons for ethnic differences in acceptance of cosmetic surgery are discussed.

TAVARES, M.C.G.C.F., CAMPANA, A.N.N.B., CAMPANA, M.B. UNIVERSITY OF CAMPINAS

Poster: Size perception, body satisfaction and pain in people with multiple sclerosis

The impairments caused by multiple sclerosis can cause modifications in appearance and body function, provoking changes in body image. On the other hand, physical exercises can be a source of reintegration for body image. This research reports an investigation of the perceived body image, body satisfaction and pain of people with multiple sclerosis. Adaptive probit estimation, software for perceptual assessment, body silhouette scale and a demographic questionnaire were used to assess size perception, body satisfaction, body parts satisfaction/painful body parts and physical exercise habits, respectively. The sample consisted of twenty-six people, male and female, with EDSS ranging from .05 to 6, mean age of 46.65 ± 10.52 years and body mass index of 25.22 ± 4.55 kg/m². The results show an accurate perception of the body size, but a high level body dissatisfaction. The reasons for being dissatisfied with the body lay down on its appearance for 90% of the answers and, quantitatively, there were no

relationships between pain and dissatisfied body parts, and no relationships between EDSS in any of the variables. Also, there was no difference between the active and sedentary people in either of the variables. Our results point to two main conclusions: first, appearance is an important aspect of body image and health professionals can not neglect this aspect during the recovery of a multiple sclerosis crises; second, the aims of the physical exercise programs must be amplified, giving space for the patients to develop the body consciousness and deal with the changes in their appearance.

TAVARES, A.F., MORAES, M.S. MEDICINE SCHOOL OF SÃO JOSÉ DO RIO PRETO, CAMPANA, A.N.N.B. UNIVERSITY OF CAMPINAS.

Poster: Body changing behaviors in low economic class adolescents from Brazil.

Adolescents are especially vulnerable to receive and internalize media messages about the desired aesthetic pattern, and the search for the perfect body can put their health in risk. Adolescents from a low economic class are a special case, because they can even deal with the worries about their own financial support. The aim of this study is to characterize the body changing behaviours and techniques used by high school students from a low socio-economic region in Brazil. A questionnaire, designed for this research, was carried out and data were collected from two hundred and eighty-seven students. The results indicate that female adolescents appreciate less their body than the male adolescents. Also, they use make-up and cosmetics to change their appearance, and just sometimes, they make diets or take amphetamines and less often, they do physical exercises. On the other hand, male adolescents use mostly physical exercises and cosmetics to make changes in their looks. Plastic surgery and potentially harmful methods were discarded as changing appearance techniques. The work condition cause an impact on body appreciation, and those who are registered workers were more satisfied with their body than who are unregistered and these were more satisfied than who just study. Despite their body dissatisfaction, those adolescents from low economic class chose their changing appearance technique based on its cost and on the maintenance of their health. Also, their work status seems to be important for their sense of capacity, and because of this, in their identity.

TAWDE, S.,¹ SIMMONS D.R.,² AYOUB1, A., MOOS, K. 1., NAUDI, K.¹, SHAW, J², WHITTERS, J¹, MANAHILOV, V³.

¹UNIVERSITY OF GLASGOW, DEPARTMENT OF ORAL AND MAXILLOFACIAL SURGERY, ²UNIVERSITY OF GLASGOW, DEPARTMENT OF PSYCHOLOGY, ³GLASGOW CALEDONIAN

UNIVERSITY, DEPARTMENT OF VISION SCIENCES.

Poster: Towards an objective assessment of scarring after cleft lip and palate repair.

Background:-

Cleft lip with or without cleft palate (CLP/CL), is a relatively common condition affecting about 1 in 650 live births in the UK. CLP/CL infants undergo corrective surgeries and are left with residual scars on the lip. In order to improve surgical techniques, and for other purposes, it is useful to have an objective measurement of this scarring.

Methods :-

85 high-resolution colour images comprising the naso-labial area of the faces of 9-10 year-old children with CLP or CL were presented to a panel of 30 lay assessors. After a brief calibration session, these assessors viewed the images one at a time on the face of a laptop computer in a light-tight box., Their numerical evaluations of scar severity (on a scale from 1-7) and comments about the scars were recorded. The measurements were repeated after a few days to evaluate the validity, and the reproducibility of the data.

Findings :

Measurement of scarring proved to be quite a challenge. Scarring is visually characterized not only by differences in skin colour but also by differences in texture, skin surface quality and the anatomical shape of the repaired region. This was exemplified by the terms used to describe the scarring by the assessors, a qualitative analysis of which will be presented along with an analysis of the numerical evaluations.

Discussion: This study provides a baseline for further research in this area.

TODD, V., MCILROY, D.
LIVERPOOL JOHN MOORES UNIVERSITY

Poster: Establishing dispositional profiles that impact on self-image in adolescent girls.

Aims: Adolescence is a critical period associated with physical, emotional and social changes that may increase negative self-perception (Crocker & Sabiston, 2002). Adolescent girls are particularly susceptible to appearance-related anxiety and decreased physical activity (O'Dea, 2006). The study aims were to ascertain whether there are group differences between 12, 14 and 19-year old participants on self-report measures that may reflect changes in self-image over this development period.

Methods: A total sample of N = 546 female students was comprised of 12 year old (N = 130), and 14 year old students (N = 267), recruited from 22 Liverpool schools and designated as exercise avoidant, and 19-year old undergraduate students (N = 149). Participants completed self-report measures of Self-esteem, Dispositional Optimism,

Appearance Anxiety, Satisfaction with Life and Personality (Five Factor Model).

Results: Mean scores demonstrated that the 14-year olds were more Appearance Anxious and lower in Self-esteem, Extraversion, Conscientiousness and Agreeableness than the 12-year olds, and their scores approximated the undergraduates more closely than the 12-year old group. A MANOVA confirmed that results were significant at multivariate ($F = 6.23, p < .001$) and univariate levels ($p < .05, .01 & .001$).

Conclusions: A longitudinal study would be required to confirm an apparently downward trend – young females who opt out of exercise may adopt negative self-esteem and avoid cultivating the personality-related mechanisms that optimise adolescent transition. Given the differences across the groups, intervention studies may consider not only attractive exercise options but addressing the dispositional profile that accompanies exercise drop out.

TOWNSEND, D. UNIVERSITY OF THE WEST OF ENGLAND

Poster: A qualitative investigation of body image and appearance concern in those engaged in regular exercise and exploration of cognitive, physical and social mediating variables.

Research has demonstrated that engaging in exercise can be beneficial not only to physical health but various psychological aspects such as self-esteem and stress levels (Scully, Kremer, Meade, Graham, Dudgeon, 1998) as well as improvements in body image (Campbell & Hausenblas, 2009). However small effect sizes and equivocal findings in the literature (Martin & Lichtenberger, 2004) suggests that the relationship between body image and exercise is a complex one and not well understood. Research in this area needs to untangle these contradictory research findings into the relationship between exercise and body image and acknowledge that individual differences such as motivation (Fox, 1997) and the exercise environment (Prichard & Tiggemann, 2008) may be important factors in this relationship. The current study is a qualitative investigation of the relationship between body image and exercise in 17 males and females who recently started participating in exercise. Preliminary analysis of the data suggests that exercising solely for appearance-related reasons leads to individuals placing an increasing importance on their appearance and showing higher levels of body dissatisfaction, and that lateral comparisons and mirrors in the weight-lifting environment has a dramatic influence on men's drive for muscularity, resulting in unrealistic goal-setting.

TRISKEL, N. NORTH BRISTOL NHS TRUST

Oral: Further explorations in Eye Movement Desensitisation and Reprocessing (EMDR):

Generating and working with appearance-related Target Images.

Aims: To present outcome data from a small sample of clients and describe in detail key aspects of the 8-stage EMDR protocol when used with people who have appearance concerns.

Background: EMDR techniques were developed to enable clients to process 'blocked' trauma (Shapiro, 2001) by using bilateral physiological stimulation to facilitate the integration of target events into contextualised memory. Although the potential benefits of EMDR are being researched in work with people who have other psychological difficulties involving intense levels of distress there is still no literature on using EMDR with people who have visible differences. At AM3 I presented some exploratory clinical examples outlining how EMDR appeared to benefit clients with a range of appearance concerns. As a continuation, this paper aims to share outcomes and experiences from ongoing EMDR work with clients at Outlook.

Method: I will present outcome data from clients (n=12) who underwent EMDR for appearance-related distress. I will describe, using films of work with clients (n=2) how working with appearance-specific Target Images enabled clients to process distress related to visible differences acquired in traumatic circumstances and concerns about future appearance management.

Results: Standardised measures and feedback from clients suggest that EMDR can be useful in helping clients resolve appearance-related distress in the context of trauma. Combining the trauma and anxiety EMDR protocols appears to enable clients to resolve the specific aspects of the trauma experience which impact on their relationship with their appearance.

Discussion: These early findings support the use of EMDR with appearance-related distress for some clients. In further research, we intend to use appearance-specific standardised measures to further explore this exciting new intervention.

TRISKEL, N., LEEVEN, M., MORGAN, I.
OUTLOOK, NORTH BRISTOL NHS TRUST AND CHANGING FACES.

Oral: Can having a visible difference lead to symptoms of trauma? Results of an assessment audit.

Aims: To describe an audit of trauma symptoms in adult clients presenting for psychological support at OUTLOOK and at Changing Faces.

Background: Moss (1987) highlighted that for some individuals with appearance concerns, repeatedly experiencing negative reactions to their disfigurement may produce trauma symptoms, without the presence of a specific traumatic event. Trauma of this type has been labelled 'Prolonged Duress Stress Disorder' (PDSD) (Scott

& Stradling, 1994) and has received very little empirical attention. The symptoms it produces are identical to PTSD, the principal difference being the source of the trauma, the degree of psychological impairment, and the range of symptom domains.

Method: The study employed a quantitative, cross-sectional design. Data were collected at assessment (telephone and face-to-face) at both Changing Faces and Outlook, from July 2009 using the PTSD Checklist (civilian version) (PCL-C), (Weathers et al, 1993).

Preliminary Results: Preliminary data suggest that clients presenting at Outlook and Changing Faces without an identified traumatic event have elevated levels of trauma, demonstrating high scores on the PCL-C (>30), with some within the clinical range for PTSD (>44).

Discussion: Clinical observation and preliminary empirical data from Outlook and Changing Faces suggest that even without exposure to a specific traumatic event, PTSD-type symptoms (e.g. nightmares, dreams about stressful experiences, avoidance, concentration difficulties) are prevalent among the client population. Although a cross-sectional study precludes conclusions about causation, PDSD merits further clinical and empirical consideration in the field of disfigurement.

TYNER, K. TEXAS STATE UNIVERSITY-SAN MARCOS, DAMHORST, M.L.
IOWA STATE UNIVERSITY.

Oral: Experiences of aging and ambivalence through nonsurgical cosmetic procedures.

In 2008, Americans spent over \$11 billion on cosmetic procedures. Over the past decade, the number of cosmetic procedures, both surgical and nonsurgical, performed in the U.S. has increased dramatically with nonsurgical cosmetic procedures accounting for 83% of the total (American Society for Aesthetic Plastic Surgery, ASAPS, 2008). This increasing number of procedures has led to increasing acceptance and normalization of such procedures. The purpose of the present qualitative study was to gain understanding of how individuals negotiate identity through the consumption of nonsurgical cosmetic procedures. In-depth interviews were conducted with ten women aged 25 to 60 years living in two regions of the U.S. One participant was a cosmetic procedure provider.

An overarching theme in participant responses revealed the ways in which nonsurgical cosmetic procedures incite feelings of ambivalence about identity. The findings suggest that nonsurgical cosmetic procedures serve to reinforce and enhance positive feelings of the self. Participants viewed the experience as a tool in their "identity kit" and as a method of appearance management, particularly during the aging process. Participants

commented on the increasing acceptance they had for their bodily appearance as they aged. However, they remained ambivalent about the potential for seeming vain to others. Meanings of the managed visible self conflicted to an extent with meanings held by others of their body procedures.

Although much research has been conducted on surgical cosmetic procedures, findings from the present study revealed that meanings of nonsurgical cosmetic procedures differ from meanings of cosmetic surgery within cultural discourse and in relation to feelings of the self. More research is needed to fully grasp the scope of the experience and meanings to self of nonsurgical cosmetic procedures.

WALBURN, J., WEINMAN, J. SCOTT, S. (KINGS COLLEGE LONDON), VEDHARA, K., (UNIVERSITY OF NOTTINGHAM)

Oral: The Importance Of Appearance Issues In Understanding Distress Experienced By Patients With A Venous Leg Ulcer.

Background

Venous leg ulcers (VLUs) are a common chronic wound whose prevalence increases with age. Little is known about the appearance issues important in this patient group and their significance related to distress and health-related quality of life (HRQoL). This study aimed to explore the lived experience of having a leg ulcer and factors associated with distress.

Methods

A cross sectional study involving in-depth semi-structured interviewing of 14 patients in primary care with a VLU. A thematic analysis of the interviews was conducted using Framework Analysis.

Findings

All participants described experiencing distress associated with their ulcer. Dominant themes associated with distress included: pain; chronicity; intrinsic revulsion at the appearance and smell of the ulcer; dislike of the compression bandages used to treat the ulcer, related to appearance and activity limitation; perceptions of the scar remaining once the ulcer had healed; social impact of the ulcer relating to concerns about others' reactions to the appearance and smell; strategies to camouflage the bandage and mask malodour.

Discussion

Although patients described a range of factors related to their distress associated with having a VLU, appearance-related issues were particularly significant. The findings emphasise the importance of appearance concerns for this patient group. Quantitative research is required to establish the prevalence of these concerns and whether they influence healing. In terms of improving well-being, this research highlights the importance of addressing factors related to HRQoL and clinical

aspects relevant to healing. This is of particular consequence for patients where complete healing is unlikely.

WALSH, E. CARDIFF UNIVERSITY

Oral: People's understandings of difference in appearance: A Q methodology study.

Background: In the UK there are over 500 thousand people estimated to be affected by a disfiguring condition, many of who report experiencing negative reactions from the general public. Previous research has been limited in investigating these negative reactions, focusing instead on the individual's adaptation to disfigurement. As an exploratory study, Q methodology was used to address this gap in the research and provide an alternative method to traditional attitude measures.

Q methodology was used as a dynamic mixed methods approach, which allowed respondents to construct their own viewpoint using qualitatively derived statements. In line with this, these viewpoints were considered to reflect socially prevalent discourses as part of a social constructionist application of Q methodology that was adopted.

Methods: Forty-eight participants from Wales and the Southwest of England completed the Q sort task, which involved arranging qualitatively derived statements from four focus group discussions about disfigurement. Factor analysis was used, as part of the Q methodology procedure, to quantitatively identify commonalities across these various viewpoints.

Findings: This analysis identified 6 distinct groups of viewpoints (i.e. factors). These conveyed differences in egalitarian principles, expectations and values of a normal appearance, and the role of society and the individual in the acceptance of disfigurement. The results suggest that there are many constructed reactions to disfigurement and conveying a general desire to behave in an egalitarian manner.

Discussion: The use of Q methodology demonstrates that reactions to disfigurement cannot be limited to positive or negative responses. This has complex implications for awareness raising and governmental policies that aim to mitigate discrimination based on appearance.

WHITE, J. CARDIFF UNIVERSITY.

HALLIWELL, E. UNIVERSITY OF THE WEST OF ENGLAND

Oral: Onset of disordered eating associated with gossip magazines: A six month prospective study.

Background: Evidence surrounding links between self-reported media consumption and the onset of

disordered eating has been inconsistent (Cusumano & Thompson, 1997; Thomsen, Weber & Brown, 2001), and focused on a limited range of TV and magazine genres (Vaughan & Fouts, 2004).

We investigated the of impact of different TV and magazine genres on the onset of disordered eating over a six month period, adjusting for adolescents' awareness of media pressure to change appearance.

Methods: 630 adolescents' change in disordered eating (aged 11-16) was categorised according to an established cut-point for subclinical disordered eating (≥ 20 CHEAT score) over a six month period into: never met, onset, stayed above, transitioned out. Logistic regression was used to estimate the impact of five TV (per week) and five magazine genres (per month) on experiencing onset (vs. never met).

Findings: Frequent viewing of gossip magazines (OR=1.48; 95% CI 1.15-1.73) and high BMI (OR=1.22; 95% CI 1.07-1.37) were associated with the onset of disordered eating. Other magazine and TV genres were not associated with onset. These relationships held after adjusting for an established risk factor for disordered eating: perceived pressure to change appearance from the media (OR=2.10; 95% CI 1.24-3.55); age and sex. Transitioning out of disordered eating classification was associated with decreases in media exposure, particularly women's fashion magazines.

Discussion: These results suggest the impact of self-reported media exposure may occur outside of adolescents' awareness of pressure. Gossip magazines may impact upon disordered eating through exposure to thin, or ridiculing of overweight celebrities.

WILLIAMSON, H., HARCOURT, D., HALLIWELL, E. UNIVERSITY OF THE WEST OF ENGLAND.
FRITH, H. UNIVERSITY OF BRIGHTON.
WALLACE, M. UNIVERSITY OF CAPE TOWN
MEDICAL SCHOOL.

Poster: Adolescent Experiences of Appearance Change During Treatment for Cancer

Background: Adolescents with cancer experience temporary or permanent changes to appearance resulting from treatment (e.g. hair loss, weight changes, skin complaints and scarring) which present particular challenges because adolescence is a time when individuals are acutely aware of their body, and physical appearance contributes more than any other factor to levels of self-esteem. Limited research suggests altered appearance during cancer treatment can be problematic but there has been little in-depth exploration of how adolescents and their parents respond to or cope with the challenges presented by an altered appearance, nor ways in which support is provided. This research provided a detailed insight into adolescent patients' and their

families' lived experiences of an altered appearance as a result of cancer treatment.

Methods: This study used a mixed-method design, combining multiple case study interviews with data from an on-line survey. Interviewees discussed photographs they had taken to help record and express their experiences. Data was analysed using template analysis.

Findings: Many adolescents described feeling anxious and self-conscious about their appearance and experienced staring and teasing which often led to low self-confidence, avoidance of social activities and threats of non-compliance. Some developed strategies (e.g. concealment, warning friends, humour) to manage their altered appearance and its social consequences. Parents felt poorly prepared to manage appearance-related anxieties. Adolescents wanted advice and support to maintain a 'normal' appearance and skills to manage negative social responses.

Discussion: These findings will directly inform the provision of a psychosocial intervention for adolescents with appearance-related concerns during cancer treatment.

Information for Delegates

Conference venue

Oral presentations and workshops are taking place in the Reception Room and two of the lecture rooms on the first and ground floors of the Wills Memorial Building. The venue is well signposted and staff will be on hand to direct you to the relevant rooms.

Posters

Posters are on display throughout the conference in the Great Hall.

Posters are set up in numerical order, as per the Poster Programme (page 13 & 14). If you have a poster, please take it down at the end of the meeting.

Refreshments

Lunch, coffee and tea will be served in the Great Hall.

Mobile phones

We ask that you ensure all mobile phones and pagers are switched off or “silent” during conference presentations.

Emergency contacts

In case of emergency, the porters lodge at The Wills Memorial Building can be contacted on 0117 954 5219

Toilets

Toilets can be found on the ground floor, near the porters lodge

Cloakroom

Delegates may leave bags and coats at the cloakroom facilities in the Great Hall but valuables are left at the owners' risk.

Accessibility

The conference is taking place on the ground floor and first floor of The Wills Memorial Building. The first floor is directly accessible by lifts. If you need any assistance please ask a member of the conference team.

Social Programme

A wine reception will be held from 18.30 - 20.00 on *Tuesday 22nd June*, in the Great Hall of The Wills Memorial Building. The Saving Faces art exhibition displays paintings by BP National Portrait award winner Mark Gilbert, produced during a three year period as artist-in-residence in the Department of Oral and Maxillofacial Surgery at St. Bartholomew's and the Royal London Hospital.

The wine reception is included in the delegate registration fee. Additional tickets for guests who are not registered for the conference are available at a cost of £10 per ticket and can be purchased at the conference registration desk until 4pm on Tuesday 22nd June.

The wine reception will be followed by dinner in a number of restaurants chosen to suit a range of tastes and budgets, in the area surrounding The Wills Memorial Building within a few minutes' walk from the wine reception.

Please sign up for the restaurant of your choice, by 1pm on Tuesday 22nd June, on the reservation lists on the conference registration desk. Please note that the cost of this evening meal is not included in the conference registration fee.

Alternatively, if you would prefer to make your own arrangements for dinner, you will find that there are plenty of restaurants close to the conference venue, particularly on Park Street and around the waterfront. Please ask any member of the conference team for further details.



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