

Appearance Matters 5 Conference

Abstract Book

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University of the
West of England

Keynote Abstract

PSYCHOSOCIAL ADAPTION TO BURNS: CURRENT KNOWLEDGE AND FUTURE DIRECTIONS

Professor John Lawrence,

College of Staten Island, City University of New York, USA

In this talk I will provide an overview of psychosocial burn rehabilitation with a focus on the social and emotional impact of scarring. The following topics will be covered: an introduction to burn injuries, the epidemiology of burns, the stages of recovery from a major burn, the cultural and interpersonal stigmatization of burn survivors, predictors of body image, surgery and camouflage strategies for changing appearance, cognitive behavioral therapy for body image and social concerns, school reintegration, social advocacy for the human and civil rights of burn survivors and other people with visible distinctions. In addition I will review the common methodological limitation of the psychosocial burn research and suggest priorities for future.



Biography

John Lawrence is a Professor and the Chairperson of the Psychology Department at the College of Staten Island (CSI), City University of New York. He has been at CSI since the fall of 2002.

John is a clinical psychologist who received his doctoral degree from the University of Miami, Florida. He did his internship at the Veterans Affairs Medical Center, Miami, Florida and completed a postdoctoral fellowship at the Behavioral Medicine Clinic at Johns

Hopkins Hospital.

From 1995 to 2002, John was an attending psychologist at Johns Hopkins Burn Center. Clinically, he specialises in treating people with comorbid medical and psychological conditions, in particular severe burns. His research has focused on psychosocial burn rehabilitation (eg, PTSD, psychosocial adjustment to scarring, body image concerns). He has been the director of a project for developing valid questionnaires for measuring the psychosocial impact of burns. The project has created three questionnaires: the Satisfaction With Appearance Scale (SWAP), the Perceived Stigmatization Questionnaire (PSQ) and the Social Comfort Questionnaire (SCQ).

Keynote Abstract

BODY IMAGE AND HEALTH: LINKS AND FUTURE DIRECTIONS.

Professor Sarah Grogan,
Staffordshire University, UK

This talk will focus on the links between health psychology and body image research. It has been widely argued that dissatisfaction and anxiety relating to physical appearance may be risk factors for various behaviours that can damage people's health. This talk brings together recent qualitative and quantitative work to evaluate the current evidence-base for a link between body image and health-related behaviours. Recent evidence from studies on exercise, use of performance enhancing drugs, unhealthy eating, smoking, screening, and sun protection will be reviewed to evaluate the links between appearance concerns and these health-related behaviours. It will be concluded that there are important links between dissatisfaction and anxiety relating to physical appearance and health behaviours, although there is still some work to be done to clarify the nature of these associations. The question of whether links between appearance concerns and health can be used in positive ways to promote health will then be considered, and recent research data from studies investigating the impact of facial ageing morphing technology on sun exposure and smoking will be presented. It will be concluded that these kinds of interventions are promising but that it is important to ensure that they are administered with sensitivity to ensure that they do not create additional concerns that impact negatively on other areas of people's lives. In summary, it will be argued that there are important links between body image and health psychology that require further understanding and collaboration between those engaged in both fields.



Biography

Sarah Grogan graduated from Cardiff University with an undergraduate Psychology degree and a PhD. Since then she has held lecturing posts at the University of Birmingham, Manchester Metropolitan University, Santa Fe Community College in Gainesville Florida (on a Fulbright exchange) and more recently at Staffordshire University. Sarah joined Staffordshire University in 2001 as Principal Lecturer and was promoted to Professor in 2006. She runs the Centre for Health Psychology at Staffordshire

University and is involved in various research projects linking body image to health. Current projects include an investigation of the impact of a dance intervention on body image in young men and women and interventions to investigate the impacts of age-appearance facial morphing on health-related behaviour.

SYMPOSIA ABSTRACTS

(In order of appearance)

Tuesday 3rd July

Session 1: Interventions for Patients seeking Appearance-Altering Surgical Procedures

Convenor: Diana Harcourt

Discussant: Alex Clarke

Increasing numbers of people are seeking appearance-altering surgery, including cosmetic, reconstructive and plastic procedures, in an attempt to reduce appearance-related concerns and distress. However, recent research, audit, clinical experiences and the personal accounts by those undergoing surgery have repeatedly identified worrying levels of patient dissatisfaction and regret. This has prompted much discussion by researchers and clinicians alike about the need to improve patients' experiences, patient reported outcomes and satisfaction with the result of such procedures. Yet, despite calls for improvements to the support available to these patient groups, there have been surprisingly few rigorously evaluated interventions in this area. Whilst some interventions are available to facilitate pre-surgical decision making or to improve satisfaction with outcome *after* surgery has taken place, the possibility of pre-surgical interventions in the period between decision making and prior to surgery taking place has been overlooked.

This symposium will discuss the need for pre-surgical interventions to improve the provision of care for people seeking appearance-altering procedures, and showcase a range of new interventions that aim to improve the patient experience and reduce levels of dissatisfaction with outcome.

Nichole Paraskeva will outline the development of a brief screening tool for patients considering cosmetic surgery, which aims to help clinicians identify those who may benefit from pre surgical or alternative psychological interventions, rather than proceeding with a cosmetic procedure. Two presentations will then focus on new interventions relating to women's experiences of breast reconstruction after mastectomy. Diana Harcourt will discuss the development and initial testing of a patient-centred intervention (PEGASUS) to elicit women's expectations, on the basis that those with unrealistic or unachievable aspirations are more likely to report dissatisfaction at a later date. Andrea Pusic will then present an overview of the EXPECTED questionnaire, a patient self-report measure of expectations of breast reconstruction. Esther Hansen and Fran Smith will then discuss the impact of excess skin after massive weight loss and patient's expectations and outcomes of body contouring surgery. Alex Clarke will act as discussant for this symposium, and lead a discussion on the importance of developing interventions such as these, and the challenges of incorporating them into routine care.

A. CLARKE¹, N. RUMSEY² & N. PARASKEVA²

¹ Royal Free Hospital, London, ²Centre For Appearance, University of the West of England

Psychological Assessment of Patients Attending for Cosmetic Surgery

Background: The number of people seeking elective cosmetic surgery in the UK has risen dramatically. The vast majority of procedures are carried out in the private sector, which remains unregulated. Potential patients can secure appointments without the filter of a preliminary assessment by their general practitioner. The majority of potential patients are motivated to seek aesthetic surgery by psychological reasons, yet psychological assessment prior to, or following the cosmetic procedure is the exception rather than the norm. There is a strong need for the routine use of an assessment of the psychological suitability of the patient for the procedure.

Methods: Existing data sets relating to the psychological factors contributing to adjustment to visible difference (Rumsey et al 2009) and adjustment in those seeking cosmetic surgery (Clarke 2011) were analysed in order to identify key items in existing measures. These items were combined to form a brief screening and audit tool (RoFCAR).

Findings: Results generated through routine use of the new tool with 140 patients attending NHS clinics will be reported, together with a report of the initial stages of a feasibility and acceptability study currently being conducted in the private sector.

Discussion: Whilst standardised measures with established psychometric properties are considered to be the 'gold standard' for screening and assessment, adjustment is multifactorial with many different constructs (and associated measures) involved. The routine use of a large pack of measures is not feasible. The acceptability and utility of the RoFCAR for this purpose will be discussed.

A. PUSIC¹, A. KLASSEN², A. SCOTT¹ & S. CANO³,

¹Memorial Sloan-Kettering Cancer Center, ²McMaster University, ³Peninsula College of Medicine and Dentistry.

Measuring and managing patient expectation for breast reconstruction: a new preoperative patient assessment tool

Background: The overriding goal of post-mastectomy breast reconstruction is to restore body image and satisfy patient expectations. Measuring individual patient expectations may allow surgeons to identify patients who have unrealistic expectations, and implement education programs. There is currently a lack of expectation scales for this population. The aim of this study was to develop a new patient rating scale to measure individual patient expectations for breast reconstruction.

Methods: Interviews were conducted with 44 women undergoing breast reconstruction. The interviews were recorded, transcribed, and analyzed thematically. Conceptual domains were used to organize statements into a preliminary version of the questionnaire. This version was then pilot tested, through cognitive interviews, with 23 women undergoing breast reconstruction. This was then administered to 146 women prior to breast reconstruction. Rasch analysis was used to guide the formation scales.

Findings: Patient interviews revealed that expectations for breast reconstruction fall into 4 main domains: Breast Appearance and Outcome, Physical Well-being, Psychosocial Well-being, and Process of Care. These domains formed the organizational structure for the questionnaire, under which nine preliminary scales were grouped. Pilot testing resulted in minor wording changes, clarified ambiguities, and recognized missing content. Scale formation resulted in minor changes, and preliminary confirmation of psychometric properties including item fit (all), item location span (2.0-5.5), and Person Separation Index (0.73-0.87).

Discussion: Patient expectations for the results of breast reconstruction are complex, and encompass not only breast appearance, but physical well-being, psychological well-being, and process of care. This study is essential in the quest to improve patient satisfaction with the results of breast reconstruction. The use of the new measure in clinical research and practice will help to facilitate dialogue, shared medical decision-making, and improved patient education.

D. HARCOURT¹, C. GRIFFITHS¹, E. BAKER² & A. CLARKE^{2,1} E.L.E. HANSEN²,

¹Centre for Appearance Research, University of the West of England, ²Royal Free Hospital, London.

A feasibility and pilot study of PEGASUS: an intervention to elicit patients' expectations of breast reconstructive surgery

Background: In 2011, a national audit reported that more than 30% of mastectomy patients undergo breast reconstruction in England, as an immediate or delayed procedure. However, previous research has shown that many women who elect reconstructive surgery have regrets about their decision (Sheehan et al 2008), associated with inadequate information, unrealistic expectations and depressive symptoms (Sheehan et al 2007). We have therefore developed a patient-centred intervention (PEGASUS) aiming to help women prepare for the consultation in which they discuss their decision with the surgeon, by encouraging them to consider and articulate their individual goals and expectations of surgery. This enables their surgical team to identify any unrealistic expectations, and provides an opportunity to address these issues prior to surgery taking place.

Methods: A feasibility and pilot study has been conducted with 17 women electing breast reconstruction, who completed the Breast-Q before completing the intervention and 3 months later. In

addition, semi-structured interviews explored patients' and health professionals' views of the intervention.

Discussion: This presentation will outline the development of the PEGASUS intervention, present findings from the feasibility and pilot work and consider the potential use of this intervention with patients seeking other types of appearance-altering surgery.

E.L.E. HANSEN, F. SMITH, E. H. BAKER, N. AUSTIN-PARSONS, & A. CLARKE,
Royal Free Hospital, London

The impact of excess skin after massive weight loss: evidence from a series of people seeking plastic surgery in the NHS.

Background: A substantial number of people are achieving massive weight loss in response to the risks of obesity. 12,000 – 14,000 are estimated to have undergone weight reducing surgery in 2011. Whilst massive weight loss achieves reduced health morbidity, many people develop excess skin folds particularly over the abdomen, thighs and upper arms. This often leads to requests for plastic surgery which are then managed through a low priority procedures pathway.

Methods: At this plastic surgery unit we have routinely assessed patients requesting surgery via this pathway over a 2 year period. Baseline assessment is followed by repeated measures at 3 months, 6 month, 1 & 2 year follow up. Measures include DAS24, HADS, FNE and RFCAR intimacy scale. 44 bariatric and 23 diet & exercise weight loss patients have been assessed at baseline, with 26 completing 6 month and 14 patients 1 year follow data so far.

Findings: Baseline measures indicate profound disappointment with the appearance of the body after weight loss with marked social anxiety and avoidance as measured on the DAS24. The impact on intimacy is particularly marked with patients reporting self-disgust and either withdrawing from existing relationships or unable to consider establishing new ones. Follow up data will be briefly reviewed.

Discussion: Patients expectations of both body appearance after weight loss and after subsequent abdominoplasty will be discussed in the context of a previous work that suggests that patients continue to chase an unachievable goal. Proposals for a redesigned pathway for these patients will be discussed.

Session 4: The Role of Sociocultural Influences and Body Image among Males

Convenor: Lina Ricciardelli

L.A. RICCIARDELLI,

School of Psychology, and Centre of Mental Health and Wellbeing, Deakin University, Australia.

Increasingly the media and other sociocultural influences are being viewed as the main factors that are affecting the body image of males. Many groups of males in our population are at risk. These include preadolescent and adolescent boys; middle aged and older men; and men from diverse cultural backgrounds. This symposium brings together exciting and innovative research from both Australia and the UK. The first paper examines the role of peers and the media on preadolescent boys' body image. From a qualitative approach, body image was studied via boys' lived experiences using both individual and group interviews. The second paper examines the role of specific media genres in relation to body image and disordered eating among adolescent boys. A range of different types and genre of media are examined using survey methods. The third paper takes a broader and conceptual approach to the topic of body image among boys by examining the construct and context of masculinity, and the ways that boys develop implicit and explicit expectancies about gender roles. The fourth paper examines a mechanism of men's peer influence, negative body talk, among both gay and straight men. This construct, negative body talk was examined using an online questionnaire administered via various UK community groups. The fifth and final paper examines the role of age and gender-role conflict in males' body image. Specifically using survey methods, the researchers explored how body dissatisfaction differs across age and the moderating role that gender-role conflict may play in this relationship.

G. TATANGELO,
Deakin University, Australia

The influence of peers and media on preadolescent boys' body image

Background: This study aimed to more fully understand how the media and peers determine young boys' body image. Research with girls has provided insight into the cognitive processes which underlie and facilitate these relationships. However research with boys in this regard is sparse with inconsistent findings. Much existing research on preadolescent boy's body image has been adapted or based on studies with girls or older males, consequently important features of young boys' body image may not have been previously tapped into. Therefore, this study examined internalisation of the thin/muscular ideal, gender schemas and social comparison use in preadolescent boys from a qualitative perspective.

Methods: A qualitative approach was used to ensure that constructs and measurements were grounded from boys lived experiences. 38 children, (8-to-11 years, 21 boys, 17 girls) participated in individual interviews and 32 children (16 boys, 16 girls) participated in focus-group interviews.

Findings: Thematic analysis revealed patterns of discussions which focused on appearance, friends, media and sports. From within these topics some major themes were elicited. First, sports and physical activity were of great importance and were a consistent reference throughout discussions of peers, media and appearance. Second, while the importance of appearance was downplayed, the importance of functionality was described in ways consistent with traditional gender role expectations. Third, gender differences were observed in the ways that media influences were processed and internalised.

Discussion: The findings highlight the way that peers and media interact to influence preadolescent boys' body dissatisfaction. In addition, further research to more fully understand the mechanisms underlying these influences will be discussed.

A. SLATER,
Flinders University, Australia

Media matters for boys too! The role of specific media genres in the body monitoring and disordered eating of adolescent boys.

Background: While research has demonstrated that adolescent boys are increasingly experiencing body dissatisfaction, boys have rarely been included in studies that have examined the impact of the media exposure on adolescent body image.

Methods: This study examined the impact of various types and genres of media on body monitoring and disordered eating symptomatology in adolescent boys. 182 adolescent boys (in Years 9 and 10) completed questionnaire measures of television and magazine consumption, self-surveillance, appearance comparison, drive for thinness and drive for muscularity.

Findings: Different media types and genres showed varying relationships with the body monitoring and disordered eating variables. The watching of soap operas and reality television programs showed positive relationships with self-surveillance and disordered eating variables and the consumption of men's magazines also showed positive relationships with the disordered eating variables.

Discussion: The current study significantly expands upon previous work on media and body image by examining these relationships in adolescent boys. A comprehensive approach that considers both type (e.g. television or magazine) and genre (e.g. music video, situation comedy, fashion magazine, men's magazine) is critical in order to more fully appreciate the complexity of these relationships.

R.J. WILLIAMS,
University of Sydney

Doing gender and body image among boys

This paper takes a broader approach to the topic of body image in boys. It examines the construct and context of masculinity boys and the way they develop implicit and explicit expectancies as they learn about the world and their roles in it. Perceptions about body image are intertwined with

emotional dimensions of identity which also influence information processing related to self-management. A particular style of stereotype called 'hegemonic masculinity' has been identified as being particularly problematic due to its insistence on the suppression of emotional concerns that could otherwise modify risk-taking behaviour related to health and wellbeing. Stereotypes which are a marker for gender-roles highlight personal and cultural interpretations of the meaning of biological similarities and differences. The strategy in terms of re-education and counselling is to increase the potential of personal choice via a better understanding of the inter-personal and social dynamics involved. Translating individual identification with gender-role stereotypes into a form of narrative involving 'scripts' that can subsequently be modified if not rewritten would be advantageous. Personality-type trait scores, when not taken to be limited to a description of some permanently embodied structure, can offer insight into the individual's use of social-comparisons. Social comparisons are likely to pre-figure the choice of negotiating strategies within the social milieu. The importance of including positive as well as negative dimensions of attributes of gender and suggestions indicated by the pattern of high and low scores will be discussed.

G. JANKOWSKI, P. DIEDRICHS, & E. HALLIWELL,
Centre for Appearance Research, University of the West of England

Exploring appearance conversations amongst gay and straight men

Background: Men report various sources of appearance influence (e.g. Jones & Crawford, 2006). 'Fat talk' has been shown to be a potent mechanism of appearance influence for females; the engagement of which is related to social cohesive and normative purposes (e.g. Stice, Maxfield & Wells, 2003; Nichter, 2000). Therefore, *appearance conversations* may also be a mechanism of appearance influence on men's BD and may help explain varying levels of *body image constructs* amongst gay and straight men (Smith, Hawkeswood, Boddell & Jonier, 2011; Morrison, Morrison, & Sager, 2004). The current study aimed to explore *appearance conversations* amongst both these groups of men.

Methods: An online questionnaire was administered to both gay ($N=93$) and heterosexual ($N=93$) adult men through various UK community groups assessing the prevalence, nature and relationship with *body image constructs* (i.e. *body dissatisfaction*, *appearance orientation*, and *ideal internalisations*) of *appearance conversations*.

Findings: Participants reported frequently engaging in appearance conversations. Gay men reported more frequently engaging in *appearance conversations* and greater degrees of *body image constructs* compared to straight men. These differences between the groups were mediated by *appearance conversations*; such that greater engagement in *appearance conversations* partially explained gay men's greater reports of these constructs.

Discussion: The results suggest that *appearance conversations* are a pervasive mechanism of appearance influence for both gay and straight men. In addition, this form of appearance influence appears to help explain gay men's greater reports of *body image constructs*. The importance of examining these constructs separately between the groups is emphasized.

V. LEWIS, & T. MURRAY,
University of Canberra, Australia

Men's body image – the role of age and gender-role conflict

Background: Body image dissatisfaction in men has been given increasing attention in recent years but it is not as well understood as women's body image. For men, masculinity and gender role conflict may have a significant impact on the development of male body image concerns. As well, men's age may have an impact on type and degree of body image dissatisfaction. This study sought to determine how body dissatisfaction might differ across age groups, and to examine the moderating role of age on gender-role conflict and body dissatisfaction.

Method: 156 Australian men participated with age categories including young adult (17 to 29 years), middle adulthood (30 to 49 years), and older adult (50 to 71 years) and completed the gender-role conflict and male body attitude scales.

Findings: Results revealed that younger males had higher levels of muscle and height dissatisfaction but that body-fat dissatisfaction was experienced similarly across the age categories. Additionally,

age moderated the relationship between gender-role conflict and muscle and body-fat dissatisfaction but not with height dissatisfaction.

Discussion: These findings add to the limited literature on male body image and suggest that age and gender-role conflict play an important role in the experience of male body dissatisfaction.

Session 8: Programs to Promote Positive Body image in Primary Schools: Successes, Challenges, and Future Directions

Convenor: Zali Yager

Discussant: Zali Yager

The primary school setting is an excellent place for the promotion of positive body image to begin. In primary schools, children are at an age where they are less likely to have internalised the thin or muscular societal ideals. The curriculum is also generally more flexible and responsive, parents tend to be more involved, and policy, school environment and ethos are able to be modified more easily than in secondary schools- all known features of effective school health promotion. Despite this ideal environment, less research has focussed on the content and approach of body image programs for pre-adolescents, and we don't currently know what represents best practice in this area. This symposium aims to advance the research in this specific area of body image by bringing together five papers relating to body image interventions in primary schools, and using them as a stimulus to promote discussion. The papers present interventions in primary schools that take a wide range of approaches, and were developed and supported by government, school teachers, nutritionists and psychologists. We will use the evaluations of these programs and resources to initiate conversations around the advantages and limitations of conducting this sort of research in the primary school setting, and to determine future directions for research in this area.

This session will begin with a common introduction to the topic, and an overview of a review of the literature regarding the promotion of body image in primary schools, presented by Nicole Paraskeva (10 minutes). Each presenter will be allocated 12 minutes to give their paper. They will give background literature specifically related to their program, and an overview of the content, approach and the methods used to evaluate the program, as well as a presentation and interpretation of the results. A common discussion (20 minutes) will follow the papers, where all presenters will return to the stage and form a panel. They will be asked to discuss the following questions about the challenges and opportunities for promoting body image in primary schools:

- What are the reasons for involving parents in body image programs? And what are the challenges for doing this?
- We have heard from a range of speakers presenting resources in fiction and text-book format, formal programs, and online format. What seems to emerge as the most appropriate format for primary school body image programs?
- What is the most appropriate, sustainable and cost effective method of training primary school teachers to build their confidence and competence in tackling this topic?

P. DIEDRICHS, N. PARASKEVA, & Z. YAGER,
Centre for Appearance Research, University of the West of England.

Evaluating the impact of a brief media literacy intervention on body image, media influence and topic knowledge amongst 10-11 year olds.

Background: Media Smart, in partnership with the Government Equalities Office, developed a media literacy lesson designed to improve body image amongst 10-11 year olds. This lesson is freely available and has been downloaded by over 600 schools. However, there has been no evaluation of the effectiveness of the lesson. Therefore, the aim of this study was to evaluate this media literacy intervention.

Methods: Three primary schools located in Bristol were recruited and randomly assigned to the media literacy intervention condition (41 students, 23 boys, 18 girls) or waitlist control (56 students, 34

boys, 22 girls). All students filled in baseline measures of body esteem, media influence and intervention topic knowledge one week before receiving the intervention. The students completed the measures again immediately post-intervention and at 3 month follow up.

Findings: A MANCOVA found no significant main or interaction effects for body image or media influence. However, there was a significant interaction between condition and time for intervention topic knowledge, specifically topic knowledge in the intervention group was significantly higher after the intervention for both boys (<.001) and girls (<.05). There was no significant effect of time on topic knowledge for the control group. Therefore, the media smart lesson was effective at increasing topic knowledge but had no impact on levels of body image or media influence.

Discussion:

This study highlights the important role health psychologist's play in evaluating resources to determine whether they are having the intended impact on the target population.

E. HALLIWELL, H. SMITH, N. PARASKEVA, Z. YAGER, P. DIEDRICHS,
Centre for Appearance Research, University of the West of England.

Body Image Lessons in Primary Schools: An evaluation of a body image resource developed by teachers

Background: Research demonstrates that body dissatisfaction is established young, at age 6, and 40-50% of children aged 6 to 12 report the sort of dissatisfaction with their body shape and size that is typical of adolescents (Smolak, 2011). Currently there are few body image interventions targeting preadolescents and there is no evidence-base to support the use of these interventions. Therefore, the current study aimed to evaluate whether set of body image lessons developed by teachers for year 5 pupils are effective in promoting body acceptance.

Methods: Four primary schools were recruited into the study, 2 were randomly allocated to the intervention condition (39 girls and 40 boys) and 2 were randomly allocated to the control condition (26 girls and 24 boys). The intervention schools received 6 body image lessons delivered by teachers. The lessons were 1 hour long and focused on understanding body image, understanding pressures around appearance, accepting diversity in appearance and awareness and appreciation of individuality. All children completed measures of body image, perceived parental, peer and media pressure at baseline, post-intervention and at three month follow-up.

Findings: The intervention produced some positive changes in body image related behaviours and intervention topic knowledge.

Discussion: The implications of these findings for primary school education are discussed.

E. BIRD E, E. HALLIWELL, P. DIEDRICHS,
Centre for Appearance Research, University of the West of England.

Happy Being Me' in the UK: A controlled evaluation of a school-based body image intervention with pre-adolescent children

Background: Body image concerns among children are commonly associated with reduced physical activity, unhealthy eating behaviours, and low self-esteem. The majority of body image interventions have been developed for, and evaluated with, adolescent girls. However given the evidence of negative body image in pre-adolescent boys, early intervention that aims to prevent the onset of negative body image in both boys and girls is an important public health priority. This study aimed to evaluate an adapted version of 'Happy Being Me', a school-based body image intervention for pre-adolescent girls and boys.

Methods: Forty-three 10-11 year olds participated in a three-week, school-based intervention programme (45 in control group), completing measures of risk factors for negative body image, eating behaviours and self-esteem at baseline, post-intervention and three month follow-up. The intervention focused on educating children about the negative consequences associated with internalisation of the thin-ideal, appearance-related teasing, appearance-related conversations and body comparison. The programme also targeted self-esteem and unhealthy eating behaviours.

Findings: For girls, participants in the intervention condition reported significant improvements in risk factors for negative body image, eating behaviours and intervention topic knowledge at post-intervention, although changes were not all sustained at three month follow-up. For boys, participants

in the intervention condition reported significant improvements in risk factors for negative body image at post-intervention, but were not maintained.

Discussion: The findings indicate that this adapted school-based intervention, facilitated with a mixed sex, pre-adolescent cohort may have the potential to address the body image concerns among primary school children.

D. RYAN & D. COWMAN,
School of Psychology, National University of Ireland Galway

Evaluating the 'Magnificently U' book and programme in promoting high self esteem and a positive body image in primary school children

Background: The development of school-based educational programs to help in the promotion of a healthy self-esteem and body image have been proposed by several authors. Special attention has also been given to the possibility of integrating the two fields of self esteem and body image as they are both viewed as possible risk factors for disordered eating (Button et al, 1996).

The present study aims to evaluate a new primary school intervention aimed at promoting a positive body image and improved self-esteem.

Methods: The Magnificently U program combines a Children's book 'The Magnificent Toby Plum' and an accompanying teacher manual with four lesson plans. An interactive website also forms part of the program and teachers are given individual training. Participants were 140 male and female primary school students between the ages of 8-10. A mixed method design was adopted for this study using both standardised questionnaires and focus groups.

Findings: Male and female students improved in terms of self-esteem and body image. Teachers reacted positively to the program and indicated that this model was well suited to their practice.

Discussion: The success of this program demonstrates the opportunity for the promotion of self-esteem and body image using a book and related lesson plans. Recommendations regarding the cross cultural application of this book and program will be discussed.

D. COWMAN & S. GUERIN,
School of Psychology, University College Dublin, Ireland.

Involving parents in school-based disordered eating prevention.

This paper consists of a brief overview of the presenter's PhD research with a particular focus on a qualitative study which aimed to explore how parents can be engaged in disordered eating prevention activities.

Background: Several researchers have suggested integrating parent elements in prevention programmes (e.g. Kater et al., 2002; McCabe et al., 2006). However, researchers have also reported difficulties in maintaining parents' engagement with the prevention programme (e.g. Varnado-Sullivan et al., 2001). By consulting both with parents themselves and with experts in the design, implementation and evaluation of school-based programmes, this study captured a range of relevant viewpoints on an under-researched area of the disordered eating prevention literature.

Methods: The researcher conducted semi-structured expert interviews (n =5) and parent focus groups (n = 8) looking at the challenges of and strategies for involving parents in prevention activities. Thematic analysis was used to identify patterns in each data set. To identify over-arching patterns the researcher reflected on the entire data set and selected the key themes that featured consistently across the qualitative data.

Findings: Key themes included 'Parents Understanding of Disordered Eating', 'Contrasting Views on the Role of Parents' and 'Mixed Responses to School-Based Programmes'. Both samples were positive about involving parents in prevention programmes. However both groups also acknowledged there are considerable practical difficulties in recruiting and engaging parents in prevention activities.

Discussion: The discussion will focus on key challenges including participant recruitment and practical implications, including strategies for increasing parental involvement.

Session 9: Intersections of Gender and Sexuality, and Appearance and Embodiment: Critical Qualitative Perspectives

Convenor: Victoria Clarke

V. CLARKE & M. SMITH,

Centre for Appearance Research, University of the West of England

“Not hiding, not shouting, just me”: Gay and bisexual negotiate their visual identities

Background: Within psychology research the spoken word has tended to be privileged over the use of the visual. However, more recently there has been an increased interest in visual methodologies. This paper reports on the use of visual methods in a research project on bisexual women’s dress, appearance and visual identity.

Methods: Self-identified bisexual women volunteered to participate in a semi-structured qualitative interview to talk about their (bisexual) visual identity and were given the opportunity to include photographs. It was envisaged that a *visual* methodology would correspond well with the exploration of *visual* identity, and accordingly it was anticipated that the women’s visual worlds could be brought to life through their photographs (for example, of clothes, social spaces, or of theirs and others’ appearance). The women were asked a range of questions about their appearance, with the broad aim of exploring bisexual women’s (lack of) visual identity, using the photographs as focus for discussion. Another key aim of using a photo methodology was to empower the women to be more involved in the interview process.

Findings and discussion: In terms of findings, the some of the women used the photographs in order to lead the interviews, which corresponded well with a feminist approach (which had been chosen because of the potential it holds to reclaim, validate, legitimise and name bisexual women’s experiences). The discussion focuses on the practical aspects of using visual methods, and the ways in which the photographs both enhanced and restricted this study of appearance and visual identity.

N. HAYFIELD,

Centre for Appearance Research, University of the West of England

Using visual methods to research bisexual women’s appearance and visual identities

Background: Within psychology research the spoken word has tended to be privileged over the use of the visual. However, more recently there has been an increased interest in visual methodologies. This paper reports on the use of visual methods in a research project on bisexual women’s dress, appearance and visual identity.

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C. J. HUXLEY,
Warwick Medical School

“If you’ve got girly appearance you can’t possibly be gay”: Lesbian and Bisexual Women Discuss their Appearance

Background: Researchers have argued that LGBT identities, and affiliation to LGBT communities, can be demonstrated visually through appearance. Research with lesbian women has focussed on exploring the appearance norms prevalent within lesbian communities and the functions that such norms fulfil. However, bisexual women are often omitted from such research, and their experiences overlooked. Furthermore, the feelings that both lesbian and bisexual women have about prevalent appearance norms and the social consequences of (non)conformity have not been explored. This paper presents an exploration of British lesbian and bisexual women’s appearance norms and the social consequences that they perceive to result from (non)conformity to these norms.

Methods: Semi-structured interviews with eleven lesbian and four bisexual women, explored these issues. Thematic analysis indicated that sexual identity plays a unique role in influencing women’s feelings about their appearance.

Findings and discussion: Many of the lesbian women experienced a tension between their desires to be visually recognized as a lesbian (achieved through conformity to lesbian appearance norms) and their desires to look individual and unique (achieved through non-conformity). In contrast, the bisexual women described how the lack of bisexual-specific appearance norms resulted in a lack of visual recognition of their sexuality. Instead these women drew on lesbian and mainstream (heterosexual) styles when negotiating their appearance. Both lesbian and bisexual women experienced a degree of pressure to conform to the appearance norms popular in lesbian communities, in order to be visually recognized as non-heterosexual. This suggests that lesbian communities can uniquely shape lesbian and bisexual women’s feelings about their appearance.

N. RANCE,
University of the West of England

The visual lens of anorexia nervosa

Background: It is recognized that people with an eating disorder are sensitive to visual cues related to body weight/shape and food; it is also well established that the therapeutic alliance plays an important role in therapy outcome. However there remains a dearth of research exploring how eating disorder clients make sense of their therapist’s appearance and the ways in which their sense-making shapes the therapeutic alliance and their engagement in the therapy process.

Methods: Using semi-structured interviews this study investigated the experiences and beliefs of 11 women diagnosed with anorexia nervosa or bulimia nervosa with a history of restricting who had received counselling from a female therapist. Particular emphasis was given to the participants’ experiences of, and perspectives on, their therapist’s body weight/shape and their perceptions of her eating practices and relationship with her own body.

Findings and discussion: Results derived from a thematic analysis suggested that the women’s experiences and perceptions were shaped by an ‘AN Lens’ which influenced their views of their therapist and their willingness to engage in therapy. The AN Lens – with its subthemes “wearing eating disorder glasses” and “making all sorts of assumptions” – describes both the interviewees’ acute observational behaviors of others’ bodies and eating behaviours, and the expectations, judgments and responses they developed based upon them. The AN Lens was active in all the interviewees’ lives – whether they were conscious of it or not, each of them was highly attuned to others’ size, shape and eating behaviors.

I. TISCHNER,
University of Worcester

Gendered fat body politics

Background: In an atmosphere of neoliberalism and healthism, the war on obesity seemingly targets both women and men. Like others I would argue, however, that gender equality within this 'war on obesity' is still as elusive as in other areas of society.

Methods: Based on a post-structuralist discourse analysis of interviews and focus groups with 25 women and 6 men, in this paper I will explore the multiple and dynamic constructions of femininity and ('fat') women's bodies and how they seem to differ from constructions of masculinities and ('fat') men's bodies. I will further discuss how the discursive resources available to and deployed by 'fat' individuals regulate women's and men's practices and what gendered subject positions they make available.

Findings and discussion: Women's and men's ('fat') bodies, femininity and masculinity seem to be construed in qualitatively different ways and inscribed with different meanings. Whilst I also identified a small number of positive constructions of 'fat' women's and men's bodies in my data, as well as (very few) discourses that made positive subject positions available to 'fat' individuals, oppressive and negative effects of the gendered politics of body size dominate, and are often amplified for 'fat' women. I would maintain that 'fat' women are entangled in a discursive health/beauty/femininity triplex which positions them as inferior to slim women as well as ('fat' and slim) men on a variety of axes.

Wednesday 4th July

Session 2: Beyond Theories and Models: Directing Support for People with Appearance-altering Conditions or Injury

Convenor: Elizabeth Jenkinson

Discussant: Alex Clarke

Living with a visible difference can have a profound psychological impact and as a consequence, many patients seek advice and support from charities, health professionals and psychologists (Rumsey and Harcourt 2005). The effectiveness of cognitive behavioural therapy (CBT) and social skills interaction training (SIST) in treating psychological distress in this patient group has been suggested by a small number of empirical studies (Bessell and Moss 2007, Jenkinson 2012). However, research examining the acceptability of these approaches to clinicians working directly with patients' in 'real world' settings is lacking and consideration of how these approaches might 'fit' within patients' existing social world is required. The papers within this symposium begin to consider these issues.

The first three papers consider the practical issues concerning delivering training and interventions in partnership with health professionals. Firstly, Ms Borwick reports on the findings from an educational project with health professionals working in burns care. The programme was developed by Changing Faces with the London and South East Burns Network. The acceptability of the programme as well as its effectiveness in enhancing health professionals' knowledge and confidence in delivering psychosocial support is examined.

The following two papers consider the whether health professionals find manualised CBT for adults with a visible difference and computerised CBT & SIST for adolescents with a visible difference as acceptable and appropriate approaches to therapy. Both Dr Williamson and Dr Jenkinson will describe the results from qualitative studies where health professionals and adolescents have reviewed new packages of intervention designed by members of the Centre for Appearance Research in Bristol, UK in collaboration with UK NHS clinicians and service users. Participants were interviewed about their opinions, experiences and recommendations for the development of both therapeutic packages, with findings informing future studies designed to evaluate the effectiveness of these packages in practice.

The final paper considers the role of the social environment surrounding support for children with visible differences. Dr Billaud-Feragen discusses the importance of children's peer relationships and the role of friendships in children's adjustment to cleft lip and palate.

The discussion within this symposium will be led by Professor Alex Clarke, consultant clinical psychologist with expertise in the provision of psychological support for people with a visible difference, and will examine the contribution that current research is making towards increasing knowledge and informing clinical practice regarding adjustment to disfiguring conditions.

S. KHANCHE & G. BORWICK,
Changing Faces, London,

Designing, implementing and evaluating an educational intervention to improve psychosocial care in burn centres in London and the South East of England

Background: Psychosocial support provided for patients with burns was a major weakness in UK burns services (National Burn Care Review 2001). On behalf of the London and South East of England Burn Network (LSEBN), Changing Faces was commissioned to design and develop a resource training pack for staff to meet new burn care standards produced in 2008.

Methods: Working with four LSEBN burn centres and an advisory group, the aim was to ensure all staff received training *appropriate to their role* in understanding the psychosocial aspects of living with burn injuries. Staff members were trained in one of three tiers according to their job role within the centre. The draft resource was piloted in five burn centres in the UK. Questionnaires including qualitative and quantitative measures were designed by the Centre for Appearance Research at UWE were completed by both the participants and trainers. Baseline confidence, awareness and appreciation of psychosocial care were measured with retest post training.

Findings: There were statistically significant increases in staff members post-training knowledge of *why* psycho-social care should be provided, knowledge of *how* psycho-social care should be provided and knowledge of own role in providing psycho-social care.

Discussion: The resources are now being used throughout the UK. During 2011/12 a children and young people's pack was developed which demonstrated similar, positive outcomes at pilot stage. Both packs will be presented and discussed as part of this symposium.

E. JENKINSON¹, N. STOCK¹, E. THOMAS¹ & A. CLARKE²

¹Centre for Appearance Research, University of the West of England, ²Royal Free Hospital, London

Do psychosocial specialists find CBT an acceptable approach to working therapeutically with people with appearance-altering conditions or injury?

Background: CBT has been shown to be effective in a small number of studies (Bessell and Moss 2007) and is an approach to intervention advocated by researchers and clinicians working in the field of visible difference (Jenkinson 2012, Rumsey and Harcourt 2005). This qualitative study aimed to assess the acceptability and utility of CBT approaches to psychosocial specialists currently working with patients with visible differences, with a focus on a new CBT based training manual.

Methods: Eight psychosocial specialists working therapeutically with patients with visible differences in the NHS and charitable sector were interviewed using a semi-structured interview schedule. Data were analysed using thematic analysis (Braun and Clarke 2006).

Findings: 3 themes were identified; CBT is appropriate for some patients but not for all, CBT as one of my therapeutic skills and the strengths and difficulties of using manualised CBT interventions. Psychosocial specialists were overwhelmingly positive about the manual, particularly as a resource for information and guidance on CBT tailored to working with people with visible differences, but highlighted the importance of flexibility of approach and patient centred care in practice.

Discussion: CBT approaches were viewed as an appropriate and potentially effective therapeutic intervention for many patients with visible differences and appearance concerns. Study findings have been used to revise the manual and it is currently being peer reviewed for publication. Future research should focus on rigorously evaluating the effectiveness of such approaches in alleviating distress in patients with visible differences.

H. WILLIAMSON, C. GRIFFITHS, D. HARCOURT & J. CADOGAN,
Centre for Appearance Research, University of the West of England

An acceptability study of YP-face it: an online psychosocial intervention for adolescents with appearance-altering conditions or injury.

Background: There is a lack of evidence-based interventions to address the psychosocial difficulties experienced by adolescents with appearance concerns as a result of appearance-altering skin or congenital conditions, traumatic injuries, or from medical or surgical treatment side-effects. Therefore, in collaboration with adolescents and health professionals (HPs), we have developed an online intervention called YP Face It. It is an 8 session, interactive programme that aims to address low self-esteem, depression and appearance-related anxiety by encouraging the development of self-management skills via cognitive behavioural therapy (CBT) and social skills training.

Method: Using a facility to allow participants to post comments directly onto the website, qualitative feedback regarding its therapeutic content and its presentation was obtained from 18 adolescents with appearance-altering conditions and 28 HPs caring for adolescents with a wide range of appearance-altering conditions (including GPs, dermatologists, plastic and orofacial surgeons, oncologists, specialist burns nurses and clinical psychologists). Participants expanded on their views during telephone interviews. Responses were analysed using template analysis.

Findings: Participants identified deficits in appearance-specific resources to support adolescents and reinforced the need for YP Face It. Its therapeutic content was approved and revisions were suggested to improve its usability and presentation. HPs recommended how clients using YP Face It should be supervised and how they would utilise the programme within their practice.

Discussion: The collaborative nature of this research increases the likelihood that YP Face It will prove acceptable to future clients and HPs, and endorsement of the programme by participants justifies future trials to evaluate its effectiveness.

K. BILLAUD-FERAGEN,
Oslo CLP-team, Bredtvet Resource Centre

Coping with visible difference: The importance of social experiences

Background: In order to understand individual adjustment to a visible difference, we also need to consider the social environment surrounding the child, and the child's perceptions of these social experiences. Interpersonal experiences may generate, maintain, or enhance social vulnerability, while less is known about protective factors and psychosocial resilience. Research on visible differences has traditionally investigated the consequences of negative social experiences such as appearance-related teasing, staring and comments, while few studies have investigated the consequences of positive social experiences, such as close friendships and social acceptance.

Method: Cross-sectional quantitative data from 700 children and adolescents born with cleft lip and palate was collected using standardized questionnaires such as the Self-Perception Profile for Adolescents (SPPA), the Symptom Checklist (SCL-7), the Questionnaire for 15-year-old patients, and analysed using multi-variate analyses.

Findings: Associations were found between social experiences, satisfaction with appearance, and emotional adjustment. Adolescent girls with a visible cleft were less satisfied with their appearance. However, this association was fully mediated by negative social experiences, illustrating the importance of considering the child's social experiences when investigating adjustment to a visible difference.

Discussion: Findings illustrating the role of friendships and social experiences will be presented and discussed. We need to understand the individual's subjective perception of his or her social experiences. The importance of subjective self-perceptions and social experiences mean that we, as psychologists, have tools for intervention and can work with the impact of having a visible difference and help strengthen protective factors such as friendships and social support.

Session 7: Understanding Body Image among Young Men: How do we get it right?

Discussant: Phillipa Diedrichs

Chair: Lina Ricciardelli

L. A. RICCIARDELLI,

School of Psychology, and Centre of Mental Health and Wellbeing, Deakin University, Australia.

The study of body image among young men became topical in the late 1990s, across the UK, USA and Australia. However, we still have a poor understanding of the issues relevant to males, and many of the research findings continue to defy researchers around the world. This symposium examines the enigmas associated with men's body image and the challenges faced by researchers. The first paper introduces the nature of body image concerns among adolescent boys. Paradoxically the study shows that body image is important to boys and boys are engaging in body change strategies but they are satisfied with their bodies. The second paper focuses on an innovative intervention program that was designed to improve the body image of adolescent boys. Overall, the program was found to be ineffective but it highlights the need for more research on how to work with young men. The third paper examines factors associated with body esteem among young adult Swedish men, with a particular focus on the conformity to masculine norms. Interesting this factor was associated with men's general appearance but not their weight concerns, thus highlighting the need to more fully evaluate different dimensions of men's body image concerns as these are different from those of women. The final paper examines some of the contextual issues associated with doing body image research with males, and the need to more fully address the issues that will facilitate men's engagement in body image research.

V. LEWIS & GUEST, D.,

Centre of Applied Psychology, University of Canberra, Australia

Body image in adolescent boys – the presence of body dissatisfaction and engagement in body changing behaviours

Background: Body image is the number one concern in Australian males aged 14-25 (Mission Australia 2010) and for some males, the importance placed on physical appearance and the body leads them to engage in behaviours which may be dangerous to their bodies and health.

Method: This study looked at the importance boys aged 12-16 years placed on their body image and their engagement in body shaping and changing behaviours using the Body Image and Body Change Inventories.

Findings: Results for 72 boys in Canberra, Australia revealed body shape, and size and strength of muscles were important to boys of this age group. These boys were generally mostly satisfied with their weight, shape and muscularity as well as their overall physical appearance and engaged in body changing strategies to lose weight, increase muscle strength and tone on an infrequent basis.

Discussion: The results of this study are interesting and may imply that boys who are more satisfied with their bodies and have a more positive body image are less likely to engage in behaviours which may be harmful to their health. Additionally, the adolescent males employed body change strategies on an infrequent basis. The implications of these results are for resilience based programs including promotion of a positive body image to be used as a buffer against behaviours which may be detrimental to teenage boy's health.

M. P. MCCABE , L.A. RICCIARDELLI & G. KARANTZAS,

Centre of Mental Health and Wellbeing, Deakin University, Australia

Impact of a healthy body image program among adolescent boys on body image, negative affect, and body change strategies

Background: This study evaluated the effectiveness of a healthy body image program specifically designed for adolescent boys. **Method:** In total, 421 adolescent boys completed a five-session

intervention program or were allocated to a wait list control group. Examined were body image, body change strategies, drive for thinness, negative affect, self-esteem, media influences and peer popularity. Both groups were assessed at baseline, post-test and at three followup periods (3, 6 and 12 months).

Findings: There were no differences between the intervention and the control group at post-intervention or any of the follow-up times. Boys in the intervention group who were one standard deviation above the mean on body dissatisfaction at baseline, demonstrated a reduction in negative affect in the intervention group at post-test and 6 months follow-up.

Discussion: Prevention programs need to target boys who are at risk of adopting health risk behaviours, rather than being universally applied. In addition, the challenges of conducting research with males will be discussed.

C. LUNDE, A., FRISÉN & S. BENGTSDOTTER,
Department of Psychology, University of Gothenburg, Sweden

Factors related to body esteem among young adult Swedish men

Background: Conformity to traditional gender roles is associated with body image concerns among men. Sweden has been ranked as one of the most gender equal countries in the world, and therefore, it represents an interesting cultural context for studying body image in men.

Method: In this study, we examined the links between different aspects of body esteem (evaluations of general appearance, weight, and attributions ascribed to other people), and BMI, body ideal internalization, drive for muscularity, drive for leanness, and conformity to masculine norms. Participants were 21-year-old Swedish men, participating in an ongoing longitudinal study.

Findings: Regression analyses showed that the most influential factors for men's views of their general appearance were BMI, drive for muscularity attitudes, drive for leanness, and conformity to masculine norms. For men's weight evaluations, BMI and drive for muscularity, both in terms of attitudes and behaviours, were significant predictors. Finally, men's evaluations of how other people view their appearance were predicted by BMI, body ideal internalization, drive for muscularity attitudes, and drive for leanness.

Discussion: In conclusion, preoccupation with muscularity and body size seem to be important predictors for body esteem also among Swedish young men. Conformity to masculine gender norms, however, demonstrated limited predictive ability for body esteem. Men who agreed with traditional notions of masculinity expressed more negative evaluations of their general appearance, but not in terms of weight or attribution. Future studies need to attempt to disentangle the role of conformity to traditional gender roles in Swedish men further, for example in relation to muscle-oriented body esteem.

Z. YAGER,
La Trobe University, Australia / Centre for Appearance Research, University of the West of England

Who should do male body image research? Preferences for the gender of interviewer, focus group leader and facilitator of intervention programs

Background: There are still many elements of male body image that are not well understood. This paper responds to a gap in this literature by asking young male and female undergraduate university students about the gender of the researcher that they would prefer if they were to participate in body image research.

Methods: Participants (N = 725, n = 505 female, n = 220 males) aged 18-30 from three successive cohorts of first year Bachelor of Education students in Australia completed a questionnaire that asked about gender preferences and included the Body Dissatisfaction subscale of the EDI (for women) and the Drive for Muscularity Scale (for men).

Findings: While most females indicated preferences for female interviewers (59.12%), the majority of males indicated they would be happy with 'either' (63.55%). Only 24.77% of males stated that they would prefer a male, and 11.68% preferred a female to interview them about body image. Slightly different patterns of results were seen in focus group and intervention settings. Males and females with higher levels of body dissatisfaction were more likely to have more specific gender preferences and this was significant for females for all research settings, and for males in interview settings.

Participants were asked to explain the reason for their choice with a brief written comment and the main themes will be presented alongside the quantitative data.

Discussion: This research indicates that those who are most dissatisfied with their body also have the most specific needs in terms of research environments and facilitators. This has implications for future research using interviews, focus groups and interventions to improve body image among males and females.

Oral & Poster Presentation Abstracts

Abstracts

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

N. AIRS, P. BRUG, C. CAMPBELL &
C. SCIPLINO
St Mary's University College

Oral: What are the factors that affect body appreciation in undergraduate males?

Background: Previous research has mainly concentrated on female body dissatisfaction, with only one study assessing body appreciation in undergraduate females. This study investigated the factors that affect body appreciation in undergraduate males. The factors being assessed are; ethnicity, self-esteem, life satisfaction and sociocultural influences.

Method: A survey design was used for this study. In total 203 undergraduate males from St. Mary's University College participated. The survey contained these scales: The Body Appreciation Scale; The Sociocultural Attitudes towards Appearance Scale; The Rosenberg Self-esteem Scale; and the Satisfaction with Life Scale. Data analyses included Pearson's Correlations, multiple regressions and one way ANOVAs.

Results: Significant differences were found across ethnic groups, with White Irish males displaying the highest body appreciation compared to Black African males, who displayed the lowest. Self-esteem ($F(20,182) = 5.28, p < 0.001$), life satisfaction ($F(19,183) = 2.70, p < 0.001$) and ethnicity ($F(4, 198) = 2.74, p < 0.001$) were found to be significant factors that affects body appreciation, with White Irish males displayed the highest self-esteem. Self-esteem was found to be the biggest predictor of body appreciation when conducting a multiple regression analysis ($F(6, 196) = 13.39, p < 0.001, \text{Adj } R^2 = .27$); ($\beta = .51, p < 0.001$).

Conclusions: The results suggest that self-esteem, life satisfaction and ethnicity are factors that affect body appreciation in undergraduate males, with significant differences found between White Irish males and Black African males. Interesting results were found for media influence across ethnic groups. Future research should examine the relationship between body appreciation and eating behaviour across ethnic groups, due to an increase in males being diagnosed with anorexia nervosa.

E. BAKER, D. BAKER, E. JONES & E. HANSEN
Royal Free London NHS Foundation Trust

Poster: Visible difference and social anxiety in axillary hyperhidrosis: Should psychological intervention, rather than Botox, be offered as a first line treatment?

Background: Axillary hyperhidrosis affects 2% of people. Current interventions focus on providing physical treatment to reduce sweating. However, there is evidence to suggest a relationship between hyperhidrosis and high levels of anxiety; with social anxiety linked to visible change in appearance (damp patches). Furthermore, recent research demonstrated that anxiety remains high, even after Botox treatment has reduced sweating. From these findings it has been suggested that psychological intervention should be offered as an adjunct to physical treatment.

Methods: Fifty-six axillary hyperhidrosis patients were interviewed prior to Botox injections. This brief psychological screen assessed the impact of hyperhidrosis on their emotional wellbeing, social behaviour, intimacy, use of concealing postures and clothing, employment/social role and their experience of external intrusions. An explanation of how psychological treatment can reduce the impact of hyperhidrosis on their psychosocial functioning was given.

Findings: Eighteen patients agreed to be contacted by letter to opt-in to psychological treatment. Of these, three patients contacted the researcher to arrange an initial assessment. Following which, one was offered 6 sessions of CBT, one had a one-off session, and one did not attend. Outcomes from a successful intervention are illustrated.

Discussion: Given the evidence that anxiety remains high even after physical treatment to reduce sweating, and the successful outcomes from a psychological approach, it is disappointing to see such a low uptake of treatment. In the context of current NHS funding cuts, and the cost of administering Botox, a case could be made for providing psychological intervention as a first line treatment.

J. BARKE¹, D. HARCOURT¹ & J. COAD² ¹University of the West Of England, ²Coventry University

Oral: Young peoples' experiences of Neurofibromatosis type 1 (NF1)

Background: Neurofibromatosis type 1 (NF1) is a genetic condition which is highly variable and unpredictable. The condition can result in varying degrees of visible difference which often manifest during puberty; a time during which appearance concerns are often heightened. There is currently little research into the psychosocial impact of NF1 during adolescence. This study is part of a programme of mixed methods research exploring support needs and psychosocial adjustment amongst young people living with NF1, from the perspectives of young people themselves, their parents and health professionals. This qualitative study explores young peoples' experience.

Methods: Nine young people aged 14-24 with NF1 took part in in-depth semi-structured interviews. Accounts were thematically analysed following the guidelines of Braun & Clarke (2006).

Findings: Three key themes emerged from the data. (1) NF1 means different things to different people (2) Relationships and reactions (3) Understanding and misunderstandings.

Discussion: Findings suggest that the variability of NF1 and managing an altered appearance are both important concerns for many young people. Findings are discussed in terms of their exploratory nature and their use in the production of a quantitative survey to further investigate these issues amongst a broader sample of young people with the aim of informing the provision of supportive care for young people with NF1. In particular, information and education about NF1, social support and practical tips to support both social skills and adjustment to an altered appearance are highlighted as areas to be considered further.

S. BARLOW, J. TODD, V. TAYLOR, R. DIXEY, S CARNEY, & R.J. NEWELL
University of Bradford, School of Health Studies.

Oral: Service user research into social difficulties and appearance concerns in lymphoedema secondary to cancer

Secondary lymphoedema (SL) is a common complication following cancer or its treatment. It is a chronic and progressive condition leading to a disfiguring swelling for which there is no curative treatment. The psychosocial adaptation to acquiring this condition has rarely been studied despite the impact on concordance to treatment. The nature of social difficulty, avoidance and reaction to visible differences in people with SL was examined. The extent to which questionnaires validated in other contexts capture these difficulties was also explored. The measures used were as follows: Brief Fear of Negative Evaluation (BFNE) short form; Derriford Appearance Scale (DAS) 24; Hospital Anxiety and Depression Scale (HADS) and the Work and Social Adjustment Scale (WSAS). Semi-structured interviews (N=14) and focus groups (N=15) with people with upper and lower limb lymphoedema revealed six main themes: impact of lymphoedema, psychological implications and self-perceptions, other people's perceptions, clothing restrictions, physical limitations and management of treatment. A large scale postal questionnaire (N=104) was also conducted, responses were similar to population norms. However, concerns were raised over the relevance of some of the measures. There was a clear preference for the DAS24 with the BFNE being the least preferred. A lymphoedema questionnaire (LQ) was designed and assessed alongside the validated scales. The LQ was accessible, acceptable and demonstrated good face and content validity. Most importantly, the LQ was able to distinguish between people with and without social interaction and body image concerns, suggesting the measure may be useful in clinical practice.

A.S. BATES¹, G.J KNEPIL², A. TAKWALE² & C.R DAVIS³

¹University of Bristol, ²Gloucestershire Hospitals NHS Trust, ³North Bristol NHS Trust.

Poster: A systematic review of appearance based outcome measures relevant to facial non-melanoma skin cancer

Background: Non melanoma skin cancer (NMSC) is a cause of appearance related distress, with an incidence of over 98000 per year in the UK. Recent Department of Health guidelines advocate Patient Reported Outcome Measures (PROMs) following common elective surgical procedures, however a PROM for NMSC does not currently exist.

Methods: A review of literature published on patient concerns due to NMSC of the face was conducted using the MEDLINE and PUBMED databases. Articles were sifted using Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines using keywords. Papers were included from 1960 onwards, in English. Of the 60 articles retrieved, 15 were analysed. Exclusion criteria included non-specificity to the face. Three quality of life scales identified were discussed by a multidisciplinary team of surgeons for relevance to NMSC of the face.

Findings: Currently there is limited selection of specific tools available to assess appearance distress in NMSC. One scale from the literature search, the Skin Cancer Index, was specific to NMSC of the face. Other scales analysed included the Derriford Appearance Scale-59 and the Skindex dermatological concern scale.

Discussion: We suggest a NMSC PROM would be of benefit to patients and the surgical specialties treating NMSC. Before a PROM questionnaire is constructed, patients should be consulted to elicit appearance related distress, due to the limited selection of NMSC patient concerns currently identified.

B. T. BELL & E. ASHIKALI

University of Sussex

Oral: The role of the “Material Ideal” and materialism in the mass media, body image and restrained eating behaviour relationship

Traditional explanations of how the mass media exerts its negative impact upon the body image and restrained eating behaviour of girls and women have focused on the media's prolific promotion of the 'body perfect' ideal. However, throughout the mass media, the body perfect ideal is ubiquitously blended together with a second ideal – *the material ideal* – which may present an additional mechanism through which the mass media may exert its negative influence. Materialistic messages and values have hardly been examined in relation to body image and restrained eating behaviour and so the present series of correlational and experimental studies provide a novel contribution to the research literature, by examining the relationship between internalisation of the media-promoted ideals surrounding affluence and beauty, and also the impact of repeated and acute exposure to *both* media-promoted ideals on adolescent girls' body image and eating behaviour. Collectively, the studies provide convergent evidence for the highly detrimental role that the material ideal and materialism play within the mass media, body image and restrained eating behaviour relationship.

C. BLACKMAN & V. CLARKE

Centre for Appearance Research, University of the West of England

Poster: Lived experiences of acquired facial disfigurement in young adulthood

Background: Although there are a number of anecdotal accounts of experiences of facial disfigurement in early adulthood, there is little systematic qualitative research on lived experiences. The aim of the current study was to explore the lived experience of acquired facial disfigurement in early adulthood.

Method: In-depth, semi-structured face-to-face interviews were used to collect data from a convenience sample of 2 women and 3 men who acquired a facial disfigurement between the ages of 18 and 25. One participant had extensive burns to the face (and other parts of the body) and four had scars of various degrees of severity resulting from accidents or physical violence. Participants were asked to 'tell the story' of their disfigurement; to describe how it happened, the impact it has had on

their lives and how they feel about their appearance and other people's reactions to it. The data were analysed using interpretative phenomenological analysis.

Findings and discussion: The data show that the experience of facial disfigurement is strongly gendered – the male participants were reluctant to appear invested in their appearance and seemed to have greater difficulty accessing and discussing the trauma surrounding an acquired facial disfigurement. All of the participants made sense of their disfigurement in a cultural context in which women are more likely to be judged and valued on the basis of their appearance. The socio-cultural meaning of scarring strongly mediated the lived experience of facial disfigurement – scars can make men appear macho and sexy, whereas scars for women are profoundly de-feminising.

A. BLANCHETTE,

University of Exeter Business School

Oral: (Re)discovering the Fat Subject

In the field of consumer research (CR), like in many others, the topic of fatness is typically studied from an objectivist perspective, despite the field's epistemological plurality in investigating consumers' behaviour and perspectives. Confronting the objectivist medical/moral framing of fatness with a more political one highlights the potential adverse stigmatising and dehumanising effects of these research practices -- often allegedly done for the sake of social/individual welfare. We contend that moving towards a research perspective where fat subjects are considered as a "thinking, feeling, acting, situated and embodied human beings", can not only be more appropriate in a context like CR, but less limiting in terms of insights for a field bound to both inspire and criticise marketing discourses. But conducting "more politically-sound" research dealing with the subjective perspective of fat individuals, whilst a necessary endeavour for progress, can be a politically and humanely delicate one too. In this paper, we would like to present how we address some of these issues by adapting a creative "photovoice" method to investigate the meanings bigger women can come up with for and by themselves, and which can be used to inform alternative modes of representation in advertising. More broadly, this presentation offers food for thought and discussion for researchers concerned with investigating otherwise stigmatised groups, or interested in creative/playful modes of inquiry, where research subjects are invited to imagine "what could, or potentially can be..."

H. BRANT¹, D. HARCOURT², A. NEWSON¹
& R. HUXTABLE¹

¹University Of Bristol, ²Centre for Appearance Research, University of the West of England

Oral: Psychosocial and ethical aspects of appearance associated with inherited condition, namely Ectodermal Dysplasia (ED).

Having a visible difference can, for some people, have a negative psychosocial impact but until now there has been a dearth of literature on the unique experiences of those whose visible difference is inherited. This qualitative study explores how psychosocial aspects of living with an inherited condition affecting appearance (Ectodermal Dysplasia) determine ethical challenges, from the perspectives of 13 individuals living with ED and 12 health care professionals working in this field. Through the use of thematic analysis, reproductive choice emerged as a key feature influenced by concepts of wellbeing and identity. Reproductive choice is well explored within the bioethical literature; however none consider the role of appearance within this debate. The combination of negative and positive psychosocial issues reported by participants and the methods they utilised to adapt to the challenges they faced, was acknowledged as "Wellbeing". The significance of "Identity" related to appearance and diagnosis, was a strong theme encompassing the development, maintenance, promotion and reflection of self. "Reproductive Choice" was a reflective process, closely associated with concepts of well-being and identity, but was related to a paradox in the importance of appearance. This presentation will define and explore these concepts in greater detail and, being the first study of its kind, reflect on how individuals with an inherited condition that affects appearance may be best supported, and opportunities for further research.

A.N.N.B. CAMPANA, F.F.R. MORGADO, M.B.CAMPANA, J.J.MORIGADO & M.C.G.C.F. TAVARES
University of Campinas / Federal University of Juiz de Fora

Poster: Translation and validation of the “Social Physique Anxiety Scale” into the Portuguese language.

Social Physique Anxiety can be defined as the anxiety that people experience in response to others' evaluations of their physiques. The aim of this study was to translate and validate the “Social Physique Anxiety Scale” for Portuguese language in Brazil. The translation, synthesis, back-translation, formulation of the questionnaire and its pretest were carried out following the Beaton et al. (2002) guideline. A sample of eight hundred and seventy eight men from different setting – as the army forces, gyms, university and industry – filled out the pack of questionnaire. Participants had a mean age of 20.94 years (SD = 4.74). The unidimensional model, with 10 items only, had the best fit ($\chi^2 = 92.58$, $p < .001$; RMSEA = .045, GFI = .99, AGFI = .99, NFI=1, CFI=1, NNFI=.99, $\chi^2/df = 2.80$). Items 8 and 11 were eliminated because of their low factor loading. In regard of internal consistency, the Cronbach's alpha test, $\alpha = 0.82$, and the Construct Reliability test, (CR=.81), gave satisfactory evidences of it. The study also generated evidence that SPAS could discriminates social physique anxiety score of eutrophic men and overweight men ($U=57905$, $p < .001$, $r = .41$). In conclusion, the present study provides evidence for the psychometric properties of this SPAS version. We hope the availability of this scale allow professionals in fitness and beauty care settings achieve a better understanding of social physique anxiety in their male clients. More broadly, it raises the possibility of conducting systematic cross-cultural research that includes a culture in where beauty is a symbol of success.

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Poster: Psychometric properties of a Body Appreciation Scale for Brazilian men

Body Appreciation Scale (BAS) is a measure to evaluate a Positive Body Image. A Brazilian version of BAS was validated in Brazil (Swami et al., 2011) with exploratory factor analysis, using a sample of masculine and feminine participants. Recognizing the gender differences in body image, the aim of this research was to verify the factor structure and psychometric version of BAS with an exclusive male sample. . A sample of eight hundred and seventy eight men filled out the pack of questionnaire, including BAS, Body Esteem Scale-Revised (BES-R), Masculine Body Ideal Distress Scale (MBIDS), Social Physique Anxiety Scale (SPAS) and a demographic questionnaire. Participants had a mean age of 20.94 years (SD = 4.74). The unidimensional model, with 9 items had the best fit ($\chi^2 = 76.96$, $p < .001$; RMSEA = .049, GFI = .99, AGFI = .99, NFI=.99, CFI=1, NNFI=1, $\chi^2/df = 3.07$). Items 12, 11, 7 and 6 were eliminated. Two tests were made to generate evidences of internal consistency: the Cronbach's alpha test ($\alpha = .81$) and the Construct Reliability test, (CR=.84) Our data also suggest that BAS had a positive association with all five factors of BES-R ($r_s = .33-.42$). Negative association were found between BAS and MBIDS ($r = -.21$) and between BAS and SPAS ($r = -.56$). In conclusion, the present study suggests a different factor structure of BAS for men and provides evidence for the psychometric properties of this BAS version. We hope the availability of this scale allow more research in men's body image, not only focused in muscularity.

A .A. CHALIAN & S. H. KAGAN
University of Pennsylvania

Poster: Defining functional surgical aesthetics in reconstruction for head and neck cancer.

Background: Reconstructive surgery is integral to effective treatment of head and neck cancer. Historically, choices about seeking cure versus preserving appearance challenged surgeons and patients. While reconstruction is now a requisite element of treatment, few models guide surgeons in framing surgical decisions and aesthetic expectations.

Methods: This exploration incorporates consideration of classical facial proportions as employed by plastic surgery, oncological principles of cure and control, and functional aspects of regional anatomy. Relevant principles are arrayed to inform decision-making in head and neck reconstructive surgery.

Particular emphasis is given to analysing trade-offs in aesthetics and function, and in balancing clinician and patient expectations.

Findings: Functional surgical aesthetics is an effective frame for understanding aesthetic and functional expectations and outcomes of reconstructive surgery for head and neck cancer. Functional surgical aesthetics balances discrete functions in the face, mouth and neck with aesthetic possibilities of the involved anatomy. Functional aesthetics outcomes are achieved in the context of surgical technologies and techniques, available prosthetic and camouflage materials, and consideration of patient goals and daily life ways. Specifically, this model is easily used to describe reconstructive goals to the patient. In such application, incisions and autograft tissue reserves are described in terms of camouflage and restoration of structure and contour.

Discussion: Functional surgical aesthetics provides an explicit frame for understanding both surgical approach and human response to reconstructive surgery in head and neck cancer. It requires further study in observation of surgical consultation and in exploration of patient and family experience.

V. CLARKE,

Centre for Appearance Research, University of the West of England

Poster: Should lecturers wear gay slogan t-shirts in the classroom?

Background: The university classroom (and the university more generally) has been theorised as a heteronormative space in which both gay and straight individuals must conform to the rules of compulsory heterosexuality (in self-presentation, appearance and behaviour) to avoid censor. Wearing gay signs, symbols and slogan t-shirts has been discussed as one way in which gay lecturers can 'come out' (indirectly) in, and disrupt the heteronormative space of, the university classroom. This study explored students' reactions to a lecturer wearing a gay slogan t-shirt in the classroom.

Method: Psychology undergraduate students who attended at least one of the two lectures in which VC wore the Stonewall 'Some people are gay. Get over it!' t-shirt were invited to complete a short 'paper and pen' qualitative survey about their initial reactions to the t-shirt, why they thought VC wore it and what it communicated about her. Ninety-nine students (mostly white, heterosexual and in their late teens/early twenties) completed the survey. The data were analysed using thematic analysis.

Findings and discussion: Reactions to the t-shirt were mixed – some thought it was 'funny', others thought it was 'aggressive' and implicitly accused them of homophobia; in general the t-shirt was viewed as 'bold' and questions were raised about the (professional and ethical) appropriateness of a lecturer wearing such a t-shirt in the classroom. The results will focus on the ways in which the t-shirt violated core assumptions of the participants – that 'everything's equal now', that everyone should adhere to the rules of compulsory heterosexuality and that lecturers should be dispassionate and 'unbiased'.

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Oral: Psychosocial functioning and body image among adolescents seeking breast reconstructive surgery

Background: Breast anomalies, broadly characterized as hyperplastic, deformational and hypoplastic, are relatively common among adolescents. These appearance-altering conditions can lead to psychosocial difficulties including social stigmatization and body image dissatisfaction. Although psychosocial distress is an indication for reconstructive surgery, few studies have examined the psychosocial functioning of adolescents with breast anomalies.

Method: As part of an ongoing, prospective study, 29 adolescents (69% female; 15.9 ± 1.3 years of age) presenting for pre-operative surgical consultations completed standardized measures of body image, quality of life, and general psychosocial functioning. Parents also completed measures of

observed adolescent psychosocial functioning and quality of life. **Findings:** 58.6% of the sample reported a history of appearance-related teasing. Adolescents who had been teased reported significantly higher levels of internalizing symptoms ($U = 55.5$, $p = 0.04$); greater appearance-related distress and impairment ($U = 29.5$, $p = 0.003$); and lower general body esteem ($U = 142$, $p = 0.02$) compared to adolescents who had not been teased. Teased adolescents were rated by parents as having higher levels of internalizing symptoms ($U = 53$, $p = 0.03$) and lower quality of life ($U = 175$, $p = 0.001$) compared to adolescents who had not been teased. **Discussion:** These preliminary results suggest that appearance-related teasing is a potential marker for psychosocial difficulties among adolescents with breast anomalies. These findings have important implications for the preoperative screening of adolescents seeking reconstructive surgery. Data collection for this study is ongoing, and updated results will be presented.

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Poster: The impact of cosmetic surgery on body image and psychological well-being: an Italian follow up study

Background: It has been postulated that the goal of cosmetic surgery is to facilitate improvement in the patient's psychological functioning primarily by modifying the patient's body image (Pruzinsky, 1993). This study intended to investigate pre and post-operative changes in psychological well-being and body image.

Methods: Seventy seven patients (91% F; $M_{age} = 32.68$) scheduled for profile, breast and body contouring cosmetic surgery from two Italian hospitals completed the Body Uneasiness Test (BUT) and the Psychological General Well-Being Index Short Version before and 13 months after surgery.

Findings: Cosmetic surgery, irrespective of the specific type of operation, has a positive impact on psychological well-being. Instead the improvement in the distress related to body image depends on the pre-operative degree of severity (Global Severity Index of BUT): all patients with a body image disorder in the pre-operative stage (45.45%, measured using the cut-off value of BUT) continue to show this even 13 months after the operation.

Discussion: The results confirm that a positive change in physical appearance leads to an improvement in psychological well-being. Nevertheless, the improvement in the distress related to body image was found only in patients without body image disorders (BID). Additionally, consistent with literature, this study outlines the high prevalence of BID in patients who demand aesthetic procedure and suggests therefore the importance of a preoperative clinical evaluation.

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Poster: Extension of objectification theory into the realm of body dysmorphic disorder.

Background: According to objectification theory, repeated experiences of sexual objectification, illustrated by the portrayal of body in the visual media lead viewers to self-objectify or to adopt a view of themselves as objects whose value is based on physical appearance. Self-objectification is manifested as habitual body surveillance and leads to body shame, which is related to the etiology of eating disorders (ED). Although dysmorphic appearance concern (DAC) is the hallmark of body dysmorphic disorder (BDD), several studies found that individuals with ED and BDD exhibit comparable DAC and highlighted how both disorders are variants of a body image disorder. If this is the case, factors that influence the development of ED should also influence the development of BDD. This study investigated whether objectification theory could be used to explain the etiology of BDD in both genders. **Methods:** A sample of 113 men and 119 women ($M_{age} = 20.60$) completed self-report questionnaires.

Findings: Women obtained medium scores significantly higher in every variable, with the exception of DAC (both genders were similar). Exposure to objectifying media leads to body surveillance which in turn leads to body shame, that is related to the etiology of BDD in women. Path analyses indicated

similar results for men and gender issues were found only in body surveillance if considered as mediator variables.

Discussion: The similar levels of DAC may reflect the relatively equal rates of BDD among the genders. In conclusion, it is possible to admit that the objectification theory provides a useful framework for examining BDD.

N. DEIGHTON-SMITH, H. FAWKNER, G. MARKS & F. FYLAN
Leeds Metropolitan University

Oral: Negotiating social comparison and appearance-related comments: Does pregnancy really offer women a period of respite?

Social comparison and appearance-related comments have been shown to influence body image development in women. Research findings on how women cope with bodily changes in pregnancy however, are equivocal. For some, pregnancy naturally bestows a period of protection from appearance-related concerns. In contrast, pregnancy can also present a time of increased body dissatisfaction. Semi-structured interviews were conducted with nine pregnant women; all who were first-time mothers-to-be. The aims were to explore their thoughts and experiences of their pregnant bodies, discuss motivations and barriers to exercise and understand their perceptions of how the pregnant body is represented in the media. Using thematic analysis, (Braun & Clarke, 2006), six themes were revealed: 1) "No man's land"; 2) "Stranger in the mirror"; 3) "The scarves came off!"; 4) "If she looks like that, should I?"; 5) "Pregnancy dictates ability to exercise" and 6) "Resigning control". This presentation focuses on findings from theme four and highlights an uneasy period of self-evaluation for women during pregnancy, following appearance-related comments and comparisons from other people. Women described an array of effects; for some, this made them question their own pregnancy experience or appearance. Some felt compelled to 'justify' their weight gain or size following such comments. Exercise was predominantly described as a weight-management mechanism. Media images, in particular, precipitated unrealistic expectations about weight gain, pregnancy development or weight loss postpartum. This study suggests that despite being pregnant, women's bodies continue to be scrutinised and therefore pregnancy may not necessarily offer women the period of respite from appearance concerns that they might expect.

H. A. DODD
University of the West of England

Oral: The link between female body image and exercise behaviour - A social marketing perspective.

Rising numbers of middle-aged women experience chronic health conditions caused partly by busy yet sedentary lifestyles. This social marketing study explores several key psychosocial issues that impact on middle-aged women and their exercise behaviour. This includes how they perceive their aging body, the comparisons they make with peer groups and the role of exercise in their lives.

Methods: Study 1 comprised 15 depth interviews with women who did less than 3 hours physical exercise per week and 15 depth interviews with women who did more than 3 hours physical exercise per week. All women were 40 – 54 years of age who resided in Bristol. Data was collected between August/December 2011 and transcripts were analysed using Nvivo qualitative software. Study 2 will comprise 4 focus groups with respondents from Study 1 to compare individual perceptions of physical exercise, peer group and social comparison in a group setting.

Findings: Initial findings from Study 1 indicate body dissatisfaction continues into middle-age and is present among female exercisers and non-exercisers. Body acceptance is however more evident in non-exercisers who believe the aging process and menopause is inevitable so physical exercise becomes a low priority.

Discussion: Several key issues exist including how to convince middle-aged women to take regular exercise when they perceive weight gain and a sedentary, yet busy lifestyle as normal behaviour.

L. DODD¹, K. BERGIN¹, J. BLACKWELL YOUNG¹, K. HOGAN¹ & M. FORSHAW²
¹Newman University College, ²Staffordshire University

Poster: The impact of an appearance-based workbook intervention on young adult's indoor tanning intention

Background: The growth of the indoor tanning (IT) industry poses a serious long-term public health risk. Despite the adverse health effects, IT seems to be gaining considerable popularity amongst young adults. The present study designed and implemented an appearance-based IT prevention intervention in UK young adults, aimed at reducing IT exposure.

Method: Eighty-four female respondents were randomly assigned to either the experimental or control group. The experimental group completed an appearance-based intervention, which took the form of a workbook. Both groups completed self-report pre and post measures, which included variables on; 'attitudes towards tanning' 'appearance reasons to tan', 'perceived susceptibility to damaging appearance', 'perceived susceptibility to health consequences', 'tanning knowledge' and 'intentions to IT expose'.

Findings: The appearance-based intervention was successful in reducing IT intentions ($p < 0.01$). Similarly, the intervention was successful in changing attitudes, appearance reasons to tan, perceived susceptibility to damaging appearance & health consequences. Furthermore, clear significant differences between the experimental and control group were identified.

Discussion: The appearance-based intervention holds promise as a cost-effective skin cancer reduction tool, which may impact upon behaviour change. Appearance is a prominent factor within ultraviolet exposure, thus appearance-based interventions are warranted.

C. FINDLAY
Melbourne, Australia

Oral: I'm not just a red face

Background/about me In 2010 I was ordered by a shopkeeper to leave a store, because she was afraid of my appearance. She thought my skin and cream may ruin clothes in the store. Brutal. My speech will cover challenges I've faced looking so different, how I built resilience, and what I'd like to change. I believe it's important to include contributions from a personal perspective, alongside doctors and academics.

I was born with a severe skin condition called Netherton's Syndrome – a form of Ichthyosis. While it is medically challenging, with pain, regular visits to dermatologists and occasional stays in hospital, it poses greater social challenges. I receive stares, comments, questions and ridicule daily. "Curiosity" is tiring.

I work full time for the Federal Government, am a blogger and writer, present on community TV and have made some notable achievements in writing and mentoring young people with chronic illnesses, including receiving a grant from the Layne Beachley Foundation which has helped me with my trip to the UK. I am currently completing my Masters thesis: an auto-ethnographic study of how blogging helps people with chronic illnesses create a sense of identity. **Resilience:** The stares, comments and ridicule received has helped me to achieve my goals and awards. I constantly have to prove that I am not just a red face. People underestimate the intelligence of and take pity on those with facial difference, chronic illnesses and disabilities. While it is difficult for me, and the hurtful things people say stick, my facial difference is also a positive. My appearance is a talking point – sometimes for the worst, but so often for the better. Because of my appearance (and hard work) I've been remembered and offered some amazing opportunities.

The change I'd like to see: I'd like to speak to young people about about facial difference and diversity, and to help people with facial differences develop confidence. I'd like more diversity of appearance in the media – there's more to women's fashion and media than diversity of size. There needs to be a greater representation of race, disability and sexuality. We need to normalise difference.

M. FINGERET, S. NIPOMNICK, M. CROSBY & G. REECE
The University of Texas M.D. Anderson Cancer Center

Oral: Appreciating the complex relationships among patient satisfaction, body image, and quality of life for women undergoing breast reconstruction

Background: Within the field of breast reconstruction, there is an increasing focus on patient-reported outcomes related to satisfaction, body image, and quality of life. These outcomes are deemed highly relevant because the primary goal of breast reconstruction is to recreate the appearance of a breast or breast(s) that is satisfying to the patient. Many prominent researchers have suggested the need to develop improved standards for outcome evaluation which can ultimately benefit patients as well as physicians. The purpose of this presentation is to synthesize some of the basic findings in the area of patient-reported outcomes for breast reconstruction and provide a theoretical framework for advancing research in the field.

Methods: We conducted a comprehensive literature review of outcome studies for breast reconstruction focusing on patient-reported results. We developed a proposed theoretical framework to define the major domains of patient satisfaction, body image, and quality of life and how these constructs conceptually interact with one another.

Findings: Our theoretical model can be used to facilitate greater conceptual understanding of the relationships among patient satisfaction, body image, and quality of life outcomes for women undergoing breast reconstruction. This model identifies 22 distinct factors (e.g., demographic, disease, and treatment-related) that can potentially influence patient-reported outcomes and need to be taken into consideration when designing future research in this area. **Discussion:** Our proposed theoretical framework suggests a tremendous opportunity to expand research in this area with the goal of optimizing body image adjustment, satisfaction, and psychosocial outcomes for the individual patient.

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Oral: A randomised controlled trial of an appearance-related facial-wrinkling intervention with male and female smokers: The impact of a maintenance technique

Background: Recent research suggests that physical appearance may play an important role in smoking cessation in terms of influencing quit smoking cognitions. The current study aimed to investigate the impact of an age-progression, anti-smoking intervention and maintenance technique on smoking cognitions and behaviors using a randomized controlled trial.

Methods: Male and female smokers ($N = 132$) aged between 18-34 years were allocated at random to one of four groups. Group 1 (Age-Appearance Photograph Condition), Group 2 (Diseased Lung Photograph Condition) and Group 3 (Comparison Condition) were shown how their faces will be likely to age with and without smoking using age-progression software. In order to investigate a maintenance tool Group 1 received personalised facial-wrinkling photographs and Group 2 received pictures of a diseased lung to take home. Group 4 (Control Condition) was not exposed to the age-progression software. Questionnaires based on the Theory of Planned Behavior were administered before the intervention/usual care, immediately after it and four weeks later. Smoking behavior was assessed by the following: nicotine dependence questionnaire, self-report and objectively-assessed smoking (carbon monoxide: CO levels), measured at the first and last time point.

Findings: The groups that participated in the age-appearance intervention showed more positive outcomes on smoking cognitions compared to the control condition. Analysis of the impact of the maintenance tool revealed a mixed pattern of results. *Discussion* Results support previous findings that appearance interventions may be a promising adjunct to current smoking cessation programmes. It is suggested that maintenance tools require further investigation.

J. GILMARTIN

School of Healthcare, Baines Wing, University of Leeds

Oral: Surgery and identity transformation following massive weight loss: a pilot study.

Background: Reconstructive surgery is a major growth intervention for body improvement, enhancing appearance and psychological well-being following massive weight loss. The loose hanging skin following massive weight loss usually present new and unanticipated problems such as body image dissatisfaction, low self-esteem, depression, limitation in physical activity, sexual problems and hygienic discomfort. Reconstructive surgery treats both the functional and aesthetic problems of extra skin with anticipated positive repercussions for body image and self-esteem. However little collective evidence exists regarding the impact of body contouring on patients identity shifts and Quality of Life (QoL.) **Methods:** Data were collected in a community setting in the South of England via digitally recorded semi-structured interviews with twenty participants (18 women and 2 men), who had undergone reconstructive surgery. Medical notes were also reviewed retrospectively to elicit data about body mass index (BMI), comorbidities, eating profiles/lifestyle, uptake of bariatric surgery and type/number of re-constructive procedures undergone.

Findings: The interview data were organised using Nvivo7 and analysed to identify themes. The results provide unique glimpses of appearance related suffering in the pre-surgical body and the impact of reconstructive surgery for facilitating a 'transformation', a 'new identity', a 'new start' in life, greater body-image satisfaction, a stronger sense of well-being and an improved quality of life (QoL). Furthermore a few of the participants who reported that their weight gain was powered by childhood traumas (abuse, neglect, abandonment) continue to struggle for 'normality', with fragile eating control and addictive traits.

Discussion: The main data reported in this pilot study clearly show that reconstructive surgery optimises quality of life with significant transformations in identity, body image, mental health and psychosocial function amongst massive weight loss patients. Furthermore, it seemed to be extremely difficult for those patients who experienced childhood psychological trauma to breakthrough or transcend patterns of disordered eating that were established previously. Moreover, further research is warranted including a multi-centred large patient population to identify gender, ethnic and cultural variables, important to identity transformation.

S.E. GOW

Queen Margaret University, Edinburgh

Poster: Understanding the experiences of overweight and obese men and women

Background: The conditions of being overweight or obese are of growing concern within society as it becomes a serious challenge for public health. Previous research on weight and obesity has largely adopted a biomedical approach, failing to consider the contribution of psychological and social factors. Additionally, research has concentrated on the physiological consequences of obesity and has neglected the psychological implications for obese individuals. In order to better understand obesity and the barriers individuals trying to manage their weight must overcome, the perspectives of overweight and obese individuals must be explored through qualitative research. This is crucial for informing future public health initiatives and the medical profession in their treatment of the obesity crisis.

The current study aimed to understand the experiences of overweight and obese men and women through their own lived experiences.

Method: Semi-structured interviews were conducted with 16 overweight and obese individuals (10 female and 6 male). The transcripts were analysed using Interpretative Phenomenological Analysis.

Findings: Following analysis, five main themes emerged: emotional and psychological distress, social support, loss of confidence in health services, personal responsibility and blame, and stigma.

Discussion: The results were discussed with reference to previous research and the implications for future research, as well as methodological limitations.

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Poster: A qualitative study of patients' motivations and expectations for dental implants.

Background: Missing teeth can affect an individual's appearance and functioning, which likely impacts their psychosocial wellbeing. Although with improved dental services the prevalence of total tooth loss has declined, missing some teeth is still common. Dental implants are an increasingly popular method of replacing lost teeth. Little is known of patients' motivations and expectations for dental implants, yet these are important issues as they strongly predict patient satisfaction.

Objective: To explore patients' motivations and expectations for dental implants.

Method: Semi-structured, telephone interviews were conducted with nine patients who had consulted a restorative dental practitioner about the possibility of replacing their missing teeth with dental implants. Interview transcripts were subjected to thematic analysis to identify relevant themes.

Results: The main theme to emerge was "normality". Participants expected implants to restore their oral-related quality of life to 'normal'; however, individual definitions of normality differed; some were appearance focused, whilst others were more concerned with functioning. Several participants who had completed implant treatment regarded their new prostheses as 'just like ... natural teeth'.

Conclusions: Patients' belief that dental implants are just like natural teeth could be cause for concern if it leads them to treat them as such, and thereby not follow the recommended specialist care they require. The findings emphasise the importance of good dental practitioner-patient communication in assessing expectations of treatment and outcomes. Further studies should explore the expectations of patients of different ages and socio-economic backgrounds, and consider ways of eliciting patients' beliefs about implants prior to treatment taking place.

C.GRIFFITHS, H.WILLIAMSON & N.RUMSEY

Centre for Appearance Research, University of the West of England

Oral: The romantic experiences of adolescents with a visible difference: exploring concerns, protective factors and support needs.

Background: Romantic relationships during adolescence play a key role in development, self-esteem and adult relationships. Adolescents with a visible difference can receive negative responses from others and experience psycho-social difficulties as a result. These factors may impact on their ability to instigate and develop romantic relations. However, very little research has been conducted in this area. The romantic experiences of adolescents with a visible difference were therefore explored, with the aim of identifying if this group experience romantic concerns related to their appearance and to identify any support needs.

Methods: 21 males and 18 females with a variety of conditions affecting their appearance completed a mixed method, qualitative dominant, online survey. Qualitative responses were analysed using thematic analysis.

Findings: Many participants revealed concerns related to their difference that impacts on their self-esteem and confidence and inhibits the development of romantic relations. In contrast, others spoke of positive experiences and identified attitudes and behaviours that appear to protect them from appearance-related romantic concerns. Adolescents provided recommendations for the type of support they would prefer.

Discussion: Findings can inform interventions delivered by Health Professionals working in the area, and have already informed the development of a romantic relationships advice section within YP Face It, an online support programme developed by the Centre for Appearance Research for young people with a visible difference.

M. HALL

Nottingham Trent University

Poster: 'We want to look our best without appearing flamboyant': Stake management in men's online cosmetics testimonials

Although the Internet has opened up new avenues for identity expression, many web-based sources have yet to be examined. Online testimonials as a form 'word-of mouse' (word-of-mouth) advertising are a relatively new development (Dellorocas, 2003). The present study examines the presentation of masculinities in 4VOO's web-based men's cosmetics advertising testimonials. My dataset is examined using a discursive psychology methodology (Edwards and Potter, 1992) informed by membership categorisation analysis (Sacks, 1992). My findings indicate that when men write facial cosmetics testimonials they still justify the use of these non-typical masculine products even in the absence of others' responses. Our analysis highlights the continued difficulty men report in using typically feminised products, frequently accounting for their cosmetic use as a 'corrective' measure rather than for beautification. The implication for contemporary masculinities is discussed.

S.HINDS & S. CAHILL
University of East London

Oral: An interpretative phenomenological analysis of the perception and experiences of seven black women living in the United Kingdom, pertaining to hair type and complexion

Hair and complexion continues to be a topical and sometimes controversial topic amongst black communities. Historically, both have been used as a means of division, categorising and creating hierarchies, and assisting in the maintenance of ideologies that can impact on an individual's sense of self and place within the black community (White, 1995, Stevens, 2003).

Much research has taken place in the United States since the 1940s, highlighting how hair and complexion form an intrinsic part of an individual's identity – particularly women – and how political and sociological changes such as the Civil Rights movement in the 1960's, helped to influence identities within the black community. Whilst research has taken place in the United Kingdom detailing the experiences of the black people community as a whole, there are few studies highlighting the way in which black women understand and experience their identity within the black community in relation to hair type and complexion.

This interpretative phenomenological study involved interviewing seven black women, who identify as being black, using a semi-structured interview. Key themes generated in the analysis of their experience included: (a) Discrimination within the family regarding complexion; (b) Fairer skin seen as preferable (despite acknowledgements of some changes); (c) A lack of representation of women with natural afro hair in the media; (d) The time-consuming and costly experience of treating black hair. These themes are discussed in relation to identity and cultural mores.

M. HURST
University of Sussex

Oral: The experience of intrinsic and extrinsic reasons for exercise and their impact on body image.

Given the promising findings from exercise interventions aimed at improving body image, physical activity would appear to have the potential to reduce body dissatisfaction and promote well-being in women. However, cross-sectional studies have produced more mixed results, suggesting that not all exercise is beneficial for body image, and prompting further investigation of this link.

The present study goes beyond measuring the mere quantity of exercise by considering psychological variables associated with exercise. We focus in particular on intrinsic reasons (health) and extrinsic reasons (appearance) for exercise behaviour, using data from a cross-sectional sample of 221 female students as empirical evidence.

Structural equation modelling suggested that appearance and health reasons predict body image in different ways. Intrinsic health reasons had a direct and positive effect on body image, whereas extrinsic reasons focusing on appearance had a negative effect. The latter pathway was partially mediated by the experience of exercise as motivated by the avoidance of guilt and shame (introjected regulation). In addition, further analysis provided some evidence that these pathways were moderated by participants' level of exercise.

These findings are interpreted with reference to self-determination theory and objectification theory, and directions for future research and policy implications are discussed.

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Oral: Exploring the correlations between subjective and objective clinical measures of disease severity in adult patients with active 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 relationship between objective clinical measures and the subjective measures of psychosocial distress experienced by TED patients.

Methods: Sixty-seven participants were recruited (48 female; age range: 25-73 years, average 48.2±11.6 years). Participants were given a questionnaire pack comprising standardised questionnaires 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). Additionally, two visual analogue scales (VAS) focussed on participant-perceived TED noticeability and severity. Objective clinical measures were Total Eye Score (TES; disease severity) and Clinical Activity Score (CAS; inflammation).

Findings: Pearson's correlations were undertaken exploring relationships between variables. Higher TES scores were associated with significantly higher subjective VAS ratings of disease severity ($p<0.003$) and noticeability ($p<0.019$). Similarly, higher CAS scores were associated with significantly higher subjective VAS ratings of disease severity ($p<0.048$), but no significant relationship was observed in relation to TED noticeability (VAS). No significant correlations were observed between the TES and any of the standardised psychosocial measures; while only one significant negative correlation was observed for the CAS (lower CAS scores were associated with significantly increased ratings of visual function; GoQoL, $p<0.05$).

Discussion: The objective measures of TED severity and activity, commonly used in clinical practice correlate well with patients' perception of their disease.

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Poster: The psychological status of adults with Strabismus seeking surgery

Background: Strabismus can have a considerable impact on a patient's quality of life (QoL). Patients seek surgery to treat double vision or for improved ocular alignment. This study aims to identify the clinical and psychological factors that are associated with QoL in adults with strabismus undergoing surgery.

Methods: A prospective cross-sectional study was conducted recruiting consecutive patients listed for strabismus surgery. 48 patients completed a number of psychological questionnaires and underwent standard assessments of ocular deviation and visual function. QoL was measured using the Adult Strabismus Quality of Life Questionnaire (AS-20).

Findings: The sample was 48% female with a mean age of 45 years. Mean scores on the AS-20 were 61.15 (SD=21.11), over 80% of participants scored below norms. A forward stepwise multiple regression suggests that a combination of 5 psychosocial variables explained 77.6% of the variance in overall QoL. No significant relationships were found between clinical variables and overall QoL.

Discussion: Mean AS-20 scores indicate poor QoL and this was associated with psychosocial rather than clinical variables. Poorer QoL was associated with having strong beliefs about the negative consequences of your strabismus, a more negative self-evaluation of your appearance, having strong functional and psychological motivations for surgery and higher expectations of post-operative improvements in social relationships.

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Oral: The impact of burn injury and scarring on identity development, quality of life and self concept for children and adolescents

Background: The traumatic experience of a burn injury can leave patients with psychosocial challenges including identity development, and long-term physical scarring. Children and adolescents with scarring are required to face the challenges that scarring may bring to reintegration and participation within their community including self-acceptance and by significant others'.

This mixed methods study aimed to explore burn-injured children and adolescents' psychosocial functioning focussing on identity development within the domains of quality of life, self concept, body image and social integration as well as investigating the impact cosmetic camouflage (Microskin™) use had on overall psychosocial functioning.

Method: This study consisted of a prospective multi-centre randomised control trial and a qualitative component. It was conducted across paediatric hospitals in Australia and New Zealand. 66 participants were enrolled aged between 8 -16 years. Quantitative data was collected using validated psychometric measures and qualitative via semi-structured interviews.

Findings: This sample reported low rates of quality of life, significant behavior problems and identity development challenges. Following the camouflage intervention, significant trends in improvements for socialization, behavior, and quality of life, including appearance were found. There were no similar improvements for self-concept.

Discussion: Children and adolescents with burn scarring report low rates of quality of life and can struggle significantly through life. The use of a cosmetic camouflage has been shown to lead to improvements in quality of life particularly socialisation, perceived appearance and behaviour. Family, peer and psychological support is necessary to enable this population to develop positive coping strategies to manage unpleasant experiences that may occur throughout life.

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Oral: The multifarious body image of osteoporosis

Background: Osteoporosis is a disease characterised by loss of bone mass that leads to an increased risk of fracture. It is a silent and invisible disease with concealed symptoms until fracture occurs. The focus on osteoporosis has increased over the last 15 years with more and more men and women being diagnosed with the disease. According to the literature patients with osteoporosis experience a change in body image that is influenced by gender, age, knowledge and ideas about osteoporosis, for example the prototypical image of a small, fragile and deformed woman. Our study investigates this prototypical image and how it corresponds to the men and women with osteoporosis.

Methods: A mixed methods study of men and women with osteoporosis who had attended osteoporosis group education from 2006 to 2011. Analyses of qualitative data from participant observation and 35 interviews and quantitative data from 335 questionnaire responders.

Findings: Preliminary results imply that the body image of men and women with osteoporosis is multifarious. Despite experiencing a vertebral fracture, the risk of fracture and preventive measures to protect their bodies, a large number of patients with osteoporosis successfully resume their former daily life and activities and do not perceive themselves as either vulnerable or deformed.

Discussion: Clinicians should acknowledge and be more attentive towards the multifarious body image of osteoporosis and include it in health-promoting interventions and patient education.

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Oral: Acquired disfigurement from medical illness: Correlates of body image distress among people with scleroderma

Background: Disfigurement to visible and socially relevant body parts is common in scleroderma; however, appearance concerns are infrequently studied. This study's objective was to identify sociodemographic and disease-related correlates of dissatisfaction with appearance and social discomfort among people with scleroderma.

Methods: Scleroderma patients came from the 15-center Canadian Scleroderma Research Group Registry. Sociodemographic information was obtained through patient self-report and disease characteristics via physician examinations. The Brief-Satisfaction with Appearance Scale was used to assess dissatisfaction with appearance and social discomfort. Structural equation models were conducted to determine the relationship of dissatisfaction with appearance and social discomfort with age, sex, education, marital status, race/ethnicity, disease duration, skin involvement (thickening and tightening), telangiectasias, skin pigmentation changes, and hand contractures.

Findings: A total of 489 scleroderma patients (432 female, 57 male) were included. Extent of skin involvement was significantly associated with both dissatisfaction with appearance and social discomfort (standardized regression coefficients=0.02, $p=0.001$; 0.02, $p=0.020$, respectively), as was skin involvement in the face (0.18, $p=0.016$; 0.23, $p=0.006$, respectively). Greater social discomfort was robustly associated with younger age (-0.017, $p<0.001$) and upper-body telangiectasias (0.32, $p=0.021$). Dissatisfaction with appearance was associated with hand contractures (0.07, $p=0.036$).

Discussion: In this study, dissatisfaction with appearance and social discomfort were associated with numerous disfiguring characteristics of scleroderma in addition to age. This underlines that there are multiple factors contributing to body image distress in scleroderma, as well as the need to attend to both disease and social contexts in understanding the impact of disfigurement among patients and possible interventions.

S. H. KAGAN & A. A. CHALIAN
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Oral: Restoring embodied self: Provision of care to people with Visible Malignancy

Background: Typical approaches to care for people with fungating cutaneous tumours or disease extravasating from body cavities focus on palliation of associated symptoms. Commonly, provision of care emphasizes control of pain, odor, and exudate. Occasionally, authors address strategies to camouflage disfigurement. Little guidance is available to address appearance and meaning for people made vulnerable through the physically and emotionally dissonant experience of a visible malignancy.

Methods: Using iterative reflective practice, analysis of patient exemplars illustrates alterations in appearance and threats to embodiment with visible malignancy. Exemplars, drawn from a nurse specialist practice, represent people living with cancers affecting varied anatomy and function, differentially influencing appearance.

Findings: People living with visible cancer report bother from symptoms and disruption emerging from altered appearance and meaning in daily life. Analysis of four patients' experience and treatment reveals a range of bother and disruption and of meaning assigned to the visible cancer. Meaning derived by patients includes "transcending it", "not looking", "not part of me" and "solving the problem". Interventions included "practical solutions" that address symptoms and camouflage appearance and "coaching to restore you" that focuses on embodiment and identity.

Discussion: With increasingly effective treatment, living with visible malignancies poses an ever more common challenge in care. Delimiting experience of visible cancer, including its meaning, and effective intervention suggests ways to advance current approaches to care. The nurse specialist role offers a resource to manage symptoms and coach for self-care fostering restoration of embodied self. Early identification of need and referral may improve care.

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Poster: Factor structure and psychometric properties of Body Checking Questionnaire among young Brazilian women

Body checking behavior is defined as the repetitive attempts to evaluate someone appearance. Ritualistic measures, comparisons, mirror checking, pinch the body fat or muscles are expressions of body checking behavior. This study aimed to validate the "Body Checking Questionnaire" (BCQ) for Portuguese language in Brazil. A previous study (CAMPANA, 2009) translated syntheses, back-translation, and formulated the Brazilian questionnaire and its pre-test. However, the validation study had methodological gaps. Four hundred young women participated in this study. They were recruited from beauty clinics, watch weight programs, gyms and a public university. The BCQ data were analyzed with confirmatory factor analyses to assess the questionnaire validation. The Brazilian version of BCQ showed a good fit (RMSEA<.08; CFI, NFI, NNFI, GFI, and AGFI all>.95), and evidences of convergent and discriminant validity were found in this study. Also, internal consistency, verified with Cronbach's alpha test and construct reliability test were satisfactory (>.70). We hope that this work will make possible a better understanding of body checking behavior in Brazil, where the corporeal beauty is an essential element for the construction of the population identity (SWAMI et al., 2011). Also, cross-cultural studies toward body change behaviors are being developed across the world and the availability of this Portuguese version is a contribution for this field.

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Children's Research Centre and the School of Psychology, Trinity College Dublin

Poster: Body image perspectives of young Irish adolescents

Despite concerning levels of overweight and obesity, dieting behaviours, and body dissatisfaction in Irish adolescents, there is little research in this country on factors associated with negative body image appraisals, in particular, involving young people's own perspectives. To gain insight into the meaning of the 'ideal' body, experiences of sociocultural influences, and cognitive processes used to conceptualise body image and appearance, eight single-sex focus groups with adolescent males and females (n= 40), aged 12-14 years were executed. Data were analysed using qualitative research methodology, specifically, thematic analysis within a constructionist framework. Gender patterns emerged in the expression of thoughts and feelings regarding body image appraisals, particularly in motivations for attaining the body 'ideal'. The peer group emerged as highly influential throughout the groups. Celebrities, sport stars, and new forms of media such as social networking sites, were also cited as strong sources of influence transmitted both directly and indirectly through the peer group. The dynamic negotiation that occurred within the group context enabled the co-construction of narratives to illustrate body-related experiences, and revealed participants' collective attitudes related to appearance. This insight highlights the complex ways by which multifaceted sociocultural influences related to body image and appearance are transmitted, viewpoints are negotiated, and, overall, the important role of body image appraisals in young adolescents' lives. These findings can inform: instruments that aim to assess the multidimensionality of sociocultural influences; the development of conceptual aetiological models; and related policy decisions.

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Poster: Translation and validation of the "Body Image Quality of Life Inventory"

In order to study the health care needs of people with diverse cultural backgrounds, research instruments must be reliable and valid in each culture studied. Most diseases cause bodily changes, whether they are temporary, recurrent or chronic. Such bodily changes are not merely objective visible changes, but are also subjective, and are linked to the ways in which we see our bodies, the world and our relationships with others. Until now a questionnaire measuring Body Image translated into Danish, non disease specific, has been missing.

The Body Image Quality of Life Inventory was developed in 2002; it is a self-reported questionnaire that quantifies the influence of one's body image experiences on multiple relevant facets of psychosocial functioning and wellbeing in everyday life. It uses a 7-point response format ranging from very negative (-3) to very positive (+3) effects of body image on 19 life domains and has shown good temporal reliability, convergent validity and internal consistency. The authors' permission to translate it into Danish was obtained.

Forward- and back-translation was followed by cognitive testing. In 6 interviews the translation was tested.

Lessons learned about cognitive testing will be presented, including questionnaire lay-out, sampling and difference in connotations.

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Oral: Body satisfaction and sexual satisfaction and fantasies– a longitudinal study.

Background: Both sexual satisfaction and fantasies are related to sexual behavior. There are few studies on the relationship between body satisfaction and sexual satisfaction/fantasies, especially among men. The objective of this paper is to investigate this relationship longitudinally among both women and men.

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). Body satisfaction was measured using the subscale Physical appearance from The Self-perception Profile for Adolescents. Sexual satisfaction, sexual fantasies, and sexual behaviour were measured at T4.

Findings: Sexual satisfaction was associated to frequency of both petting and intercourse, while sexual fantasies were mostly related to frequency of masturbation. Although men scored significantly higher than women on both sexual satisfaction and fantasies, the degree and type of association with sexual behaviour was quite similar for both men and women. There was a stable, low to medium, association between body satisfaction and sexual satisfaction from adolescence to early adulthood, also when controlling for present BMI and relationship status. There was no clear association between body satisfaction and sexual fantasies among either men or women.

Discussion: Body satisfaction predicted adult sexual satisfaction already from adolescence for both men and women, also when controlling for adult body weight and relationship status. This indicates that it is equally important for men to be being comfortable with their body in order to enjoy their sexual life, as it has been documented previously for women.

C. LAMBERT & V. CLARKE

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Poster: Perceptions of acquired facial disfigurement

Background: Most research on visible disfigurement/difference has focused on the perspectives of people with visible disfigurements, rather than exploring wider perceptions. Yet research shows that other people's reactions to visible disfigurement are a key element in the trauma experienced by people with acquired visible disfigurements. The aim of the current study was to examine perceptions of acquired facial disfigurements within an exploratory qualitative framework.

Method: A convenience sample of psychology undergraduate students was invited to respond to one of four versions of a story completion task featuring either a school-girl or a young woman (Susie) who has acquired a facial disfigurement following an accident. Various features of the story stem were varied across the four versions of the story including the nature of the accident (unspecified accident vs. a fire) and the people reacting to the disfigurement (family vs. people at school/work). The data were analysed using thematic analysis.

Findings and discussion: Most of the stories portrayed an initially fearful and anxious Susie triumphing over adversity and coming to terms with her visible difference or with being the subject of the public gaze. The data were underpinned by various (contradictory) constructions of the relationship between the inner and outer self. The importance of appearance/the outer self was both de-emphasised ('it's what's on the inside that counts') and emphasised ('staring is an inevitable and

natural reaction to visible difference’); and the inner self was both changed (‘a brand new Susie’) and unchanged (‘the same girl as before’) by the disfigurement.

J. LAWSON & J. ROBERTSON Buckinghamshire New University

Poster: Behind the birthmark: A thematic analysis investigating the experiences of living with a facial port-wine stain

With a quest for equality and the end of discrimination based on physical image, there has been a proliferation of research into visible differences. There is now increasing evidence of the psychological consequences of living with a disfiguring condition, but the outlook is not immediately optimistic. Areas identified as posing potential difficulties have been negative emotions and self-evaluations, problems with social encounters and resultant implications for behaviour. However, due to the wide variety of visible differences, understanding of the impact of more specific conditions is limited. Using a thematic analysis and semi-structured interviews this study examines the experiences of four individuals (three female, one male; age range: 19-40) with facial port-wine stains to gain insight and understanding into the impact of living with the congenital disfigurement. Results highlight eight key themes: personal relationship with the birthmark, support and its function, perceptions and reactions, relationship with makeup and with laser treatment, relationships, impact on career and identifying with others. Although it is difficult to generalise findings, a number of areas are highlighted that would benefit from further research. For example access to, and the requirement of support is one area, along with how this could be tailored to suit the needs of individuals living with port-wine stains. Additionally with participants indicating positive self-evaluations, determining whether this finding could be generalised to a wider population of individuals with facial port-wine stains would be of interest, and a contrast to existing research.

G. LECOCQ

I.L.E.P.S-P.R.E.S Cergy University, France

Poster: I was raped and I was injured, but I’m now a champion! When an adolescent athletic body masks a hidden embodied trauma...

Between peak performances and painful experiences, severe injuries and excessive behaviors, the clinical sport psychologist is often obliged to take care about the connections between the Scylla of an Adolescent Athletic Body and the Charybdis of an Embodied Trauma. The notions approached during this communication arise from observations elaborated during psychological consultations receiving five adolescents,

- who lived experiences of rape,
- who have to live with a body that has been the medium of the abuse,
- who consider that their bodies have betrayed them.

By taking support on interviews developed during these consultations, we’ll explain how an adolescent can mask, behind a champion’s status, an Embodied Trauma. The first purpose of this communication will consist to explore steps which allow an injured adolescent to discover what lies beyond an Invulnerable Athletic Body which become fragile: the blackness of a traumatic event. The second purpose of this communication will be to answer to the following question: how an injury provoked by an intensive sports practice allows an adolescent to restart an authentic dialogue between the appearance of his body and his embodied dys-appearance? To develop the discussion, we’ll use first the concept of structural dissociation from which we shall discover how an injury reveals some hidden dissociate parts of personality. Second, we’ll question the concept of secure attachment to identify the roles of sport which allow a raped adolescent to become resilient.

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Oral: Exploring attitudes towards individuals with visible differences through the evaluation of the 'Changing Faces' poster campaigns

Background: A recent public attitudes survey suggested that 9 out of 10 people struggle to attach positive qualities to individuals who have facial disfigurements (Changing Faces, 2008). *Changing Faces* launched the *Face Equality* campaign, including a series of posters displayed publically throughout the UK, in order to increase public awareness about disfigurement and to address appearance-related prejudice. The aim of this study was to qualitatively assess reactions to the posters and attitudes towards individuals with disfigurement more broadly.

Methods: Six semi-structured focus groups were conducted with 26 university staff and students aged 18 to 52. Discussions were audio-recorded and transcribed verbatim.

Findings: Thematic analyses showed that participants often perceived visibly different individuals as "abnormal" and suggested that they were victims. The posters invoked a variety of strong emotions, including sadness and guilt, and simultaneously shock and discomfort. Uncertainty regarding how to interact with disfigured individuals was also expressed and many were keen to learn about the causes and consequences of living with a visible difference. Participants also expressed that they would like suggestions on how to improve interactions with, and perceptions of, people with a visible difference.

Discussion: These findings emphasise the importance of evaluating campaign material to ensure that intended effects on viewers are achieved. The results have produced a number of design and content recommendations for future poster campaigns targeting appearance-related prejudice.

I. LOVEIKAITE

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Poster: How media texts affect teenage girls' bodies in globalised Ireland

Studies reveal the damaging impact media text has on young girls' bodies (Simpson, 2002; Thompson and Heinberg, 2009). Contradictory media messages - how to consume more food and constrain one's body through diet leave girls in the Land of Confusion (Bordo, 2003). Media tells us that slim, fragile, thus feminine, bodies are the ticket to a success, where fat bodies are morally deficient (Orbach, 1998; Carryer, 2001). Ireland, a strong Catholic country marked by The Great Irish famine and English colonisation, has a unique relationship to food. The fear of going hungry is embodied in Irish identity (Menell, 1996). Simultaneously representation of Irish nation as '... Erin, a young, beautiful but weak woman who needed 'marriage' to her strong masculinised neighbour for control and protection' (Bronwen, 2000:32) left a significant mark in Irish mentality. Statistics show that 'one-fifth of Irish teenagers are overweight or obese' (Hogan, 2008), at the same time eating disorders, like anorexia and bulimia, have increased in adolescents during the past 20 years (O'Reilly, 2011). Relationship to food can be interpreted as identity work; 'we relate to food in ways that say something about who we are and who we want to be' (Gard, 2009). However, what we feed our bodies reflect one's social class, sex and culture (Sayers, 2009). Therefore, this qualitative semi structured study aims to analyse how media texts affect teenage girls' identity in globalised Ireland. Key questions aim to reflect how Irish and non-Irish girls relate to food, what does it mean to the girls to have slim/fat bodies living in an Irish culture, how do girls interpret and resist media messages?

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Oral: Predictors of Swedish adolescents' attitudes toward cosmetic surgery. A pilot study.

Sweden has witnessed a dramatic increase in cosmetic surgery procedures during recent years. Yet, there are no studies to date that have examined attitudes toward cosmetic surgery, and potential predictors thereof, among Swedish adolescents. I will present data from a pilot study on 110 Swedish 16-19-year-olds (60 boys, 50 girls), who answered questions about cosmetic surgery attitudes, body appreciation, and body ideal internalization. Attitudes of cosmetic surgery were assessed with the Acceptance of Cosmetic Surgery Scale (ACSS), which comprises three subscales: *intrapersonal*,

social, and *consider*. Regression analyses were performed with each dimension of the ACSS as the outcome, and gender, age, body appreciation, body ideal internalization, and a gender x age interaction as predictor variables. For perceived *intrapersonal* benefits of cosmetic surgery, the sole significant predictor was thin ideal internalization with respondents high on internalization believing that cosmetic surgery would improve self- and body-image. Similarly, *social* motivations of cosmetic surgery were significantly predicted by thin ideal internalization, but there was also a significant interaction between age and gender. This interaction accounted for the youngest boys scoring the highest on items such as “If it would benefit my career I would think about having plastic surgery”. *Consider* was predicted by thin ideal internalization and age, with younger participants being more likely to report considering cosmetic surgery. As a final note, participants’ body appreciation seemed uncorrelated to their attitudes of cosmetic surgery. Findings from this pilot study will be discussed from a developmental perspective, and in terms of directions for future research.

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Oral: Who’s that girl? Body image, self-recognition, and self-concept in young women with high vs. low risk for eating disorders

Background: Many studies describe a distorted body image in young women with eating disorders and those at risk for developing an eating disorder. These distortions are linked to specific correlates in brain activity; especially deficits in neural networks implicated in the recognition, discrimination, and processing of body related stimuli. However, it has not yet been investigated whether the ability to correctly recognise one’s own body is a relevant factor in body image disturbances.

Methods: Thirty healthy young women were presented with photographs of themselves and photographs of other women, matched for Body Mass Index. Faces were masked and on some pictures body shapes were distorted to look thinner or fatter than the original. Participants were instructed to press a first button for self-pictures and a second button for other-pictures.

Subsequently, several questionnaires were administered, assessing eating behaviour, body image (body dissatisfaction, checking, avoidance), and self-esteem. Additionally, participants were asked to indicate their actual, ideal, and intolerable body images, using an individualised photographic rating scale which consisted of the respective participant’s original and distorted images.

Findings: Self-recognition was most accurate for participants’ real photographs and deteriorated with increasing levels of distortion. Moreover, accuracy was related to body- and eating-related attitudes and behaviours, and self-esteem.

Discussion: The previously neglected aspect of self-recognition provides additional insights into the specific symptomatology of body image disturbances. By comparing high- and low-risk individuals, more general problems related to self-concept and identity can be inferred as potential risk factors for the development of eating disorders.

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Poster: Anxiety, stigmatization, and appearance concerns in youth with cleft lip and palate

Background: Dissatisfaction with facial appearance and social stigmatization are common among individuals with cleft lip and palate (CLP). The combination of dissatisfaction, appearance difference, and social stigmatization are likely to contribute to feelings of anxiety. This study explored the relationships between anxiety, appearance concerns, stigmatization, and teasing among youth with CLP.

Methods: Youth ages 8-17 with non-syndromic CLP (N = 36, mean age = 12.08 ± 2.71; 55.6% male) completed the Multidimensional Anxiety Scale for Children (MASC), the Body Esteem Scale for Adolescents and Adults (BESAA), the Perceived Stigmatization Questionnaire (PSQ), and a questionnaire assessing teasing history and demographic information.

Findings: 27.8% of the sample reported above average anxiety *T*-scores based on MASC norms. Total anxiety was significantly related to appearance dissatisfaction (Spearman's $\rho = -.421$, $p = .023$) and stigmatization ($\rho = .429$, $p = .016$). 52.8% reported of children teasing. Children who were teased had significantly lower appearance satisfaction ($U = 227.00$, $p = .037$), lower weight satisfaction ($U = 229.0$, $p = .032$), and higher stigmatization ($U = 38.00$, $p = .001$) compared to those who did not report teasing. There were no significant differences in anxiety based on teasing status.

Discussion: Preliminary results suggest that many youth with CLP experience higher than normal levels of anxiety and a majority experience teasing, which are both associated with psychosocial difficulties. Findings may have important implications for the screening and treatment of youth with CLP. Data collection for is ongoing, and updated results will be presented.

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East of England Cleft Team, Addenbrooke's Hospital

Poster: The impact of ethnicity on children with cleft lip and palate

Background: One in approximately 650 babies are born with cleft conditions annually in the UK. Prevalence is greater in South Asian communities. The psychological implications of even mild visible difference can be severe, and there is evidence that certain Ethnic Minority groups experience higher levels of peer discrimination within family and community. However, there is no literature investigating the psychosocial issues faced by children with cleft conditions. The aim of this project was to explore this within the UK.

Methods: 1. Parents of children of various ethnic groups were interviewed in a questionnaire-based format using the Psychology Audit of the Craniofacial Society of Great Britain.

2. Experiences with care provided were explored through a novel "Further Needs Questionnaire"

Outcome: A social / educational gathering for Asian Ethnic minority parents/children with cleft lip/palate was organised to informally meet some of the needs identified

Findings: Parents of 24 children were recruited. Results suggest that teasing/bullying is under-reported by parents of Ethnic Minority children (0%), compared to Caucasians (29%). Ethnic Minority parents are less willing to report their children as having difficulties (20%) in comparison to Caucasian parents (43%). However, 66% of Ethnic Minority parents are anxious about their child's future, compared to 42% of Caucasian parents. Ethnic Minority parents were significantly less willing to seek professional support (0% vs. 71%).

Discussion: We intend to raise awareness of the access to service issues raised in this small study to stimulate research into an important area of psychological adjustment to having a cleft lip and/or palate.

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Poster: Acceptability of 3D whole body laser scanning and 2D digital photography as an adjunctive treatment of females with a diagnosed eating disorder

Body image is a multifaceted, multisensory and dynamic phenomenon involving cognitive, behavioural and emotional constructs. These negatively combine in individuals with eating disorders, precipitating distortions of body image that are manifest in inaccurate perceptual judgements of true body shape and unhealthy preoccupation with body dissatisfaction. Cognitive-evaluative assessments of an individual's attitudes and feelings towards their own body have been most recently made using software which allows manipulation of 2D coronal photographic images of the person's body via veridical and ideal shape tasks. The true size of body regions was frequently overestimated in *Anorexia* and *Bulimia Nervosa* patients recruited into this study by their clinical consultants; patients and controls both expressed a slimmer ideal appearance. We also used novel full body laser scanning to acquire accurate 3D graphical representations of participants. 3D-volume:2D body area relationships indicated tissue pattern differences in upper and lower body areas in *Anorexia* compared with *Bulimia* cases. Individuals with an eating disorder were particularly sensitive to their appearance

revealed by the 3D scanning process. Since discussion of body image is an important facet of treatment, use of interactive 3D scan visualisation in particular could form an important part of the discussion between therapist and patient at a follow-up session. Although referred patients were prepared to participate in 3D scanning, our data also highlight the importance of understanding the acceptability of the procedure to patients as an adjunctive treatment option in CBT for eating disorders.

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Universiti Putra Malaysia, Malaysia

Oral: Body dissatisfaction and psychological factors in Malaysian male university students

Studies on body dissatisfaction among Malaysian male university students are scarce and those relating psychological influences on body dissatisfaction are almost non-existent. This study determined the associations between psychological factors and body weight status with body dissatisfaction among male students. A total of 237 male students with a mean age of 19.8 years ($SD = 1.5$), from four universities, completed the Multidimensional Body Image Scale, Eating Attitudes Test-26 and Depression, Anxiety and Stress Scale-21. Body weight and height were measured using standard procedures. About 13.9% of the students were overweight/obese, one in ten (9.7%) were highly dissatisfied with their body image, 13.5% were at-risk of eating disorders, 14.3% had severe depression, 30.0% had severe anxiety, and 8.0% had severe stress. Body weight status ($\chi^2 = 11.32, p = .023$), disordered eating ($\chi^2 = 16.76, p < .001$), depression ($\chi^2 = 12.69, p = .013$), anxiety ($\chi^2 = 15.42, p = .004$), and stress ($\chi^2 = 14.44, p = .006$) were all associated with body dissatisfaction but not ethnicity. About one in five (24.2%) of overweight males reported high body dissatisfaction compared to 7.6% of normal weight and 5.9% of underweight males. About 20% of the males who were at-risk of eating disorders were highly dissatisfied with their body image as compared to 8.3% of the non at-risk group. Males who reported to have severe depression (11.8%), anxiety (12.7%) and stress (21.1%) levels were also highly dissatisfied with their body image. Promoting positive body image is crucial among male university students.

Y. MOREY, S. WARREN, J. VERNE University of the West of England, South West Public Health Observatory

Oral: Cutting out the fat: self harm, appearance and eating disorders on social media sites.

Background: This presentation reports on findings from an online ethnography of self-harm content on the Internet, focusing on user-generated content on social media sites. Self harm incorporates a broad spectrum of behaviours including, amongst others, cutting, burning and poisoning. Despite evidence that the majority of self harmers never receive medical attention, research is dominated by clinical populations (Conterio & Lader, 1998). Definitions vary – some characterise self harm as *any* act intended to harm oneself (Strong, 2004), while others regard it as the deliberate destruction/alteration of body tissue (Whitlock et al., 2006) – thereby ruling out behaviours such as eating disorders and substance abuse (Klonsky, 2007).

Methods: Netnography (Kozinets, 2002a) makes use of traditional ethnographic research methods for the online observation of virtual cultures and communities. Observation criteria focused on the ways in which self harmers engaged with and represented self harm, including the identification of prevalent narratives, types of content, and the social functions of sites.

Findings: Personal blogs oriented around self harm were often accompanied by content related to appearance, size and practices associated with eating disorders. Prevalent tags (labels) on self-harm blogs included 'ED' (eating disorder), 'EDNOS' (eating disorder not otherwise specified), 'ana' (anorexia), and 'mia' (bulimia). Other prevalent narratives were related to depression, anxiety and suicide.

Discussion: The co-occurrence of content related to self-harm and eating disorders on personal blogs suggest that these behaviours are often blurred and interrelated. The risks and benefits associated with the availability of this content online are debated; arguably however it provides researchers and health care professionals with a rich body of data with which to understand the meanings and life-worlds of an otherwise invisible population.

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Poster: Tridimensional Silhouette Scale for the congenitally blind

Body dissatisfaction is a discomfort that someone feels in relation to the aspects of the appearance of the body or a dislike of the body as perceived and/or judged. To study the body dissatisfaction of a blind subject, an instrument suitable for this finality is necessary, being indispensable that the measure has proven its validity and reliability. This study aimed to verify the validity and reliability of the Tridimensional Silhouette Scale (TSS) for the congenitally blind. It was structured in three steps. In the first, the language for the scale - bidimensional or tridimensional - was chosen. For this, 58 congenitally blind people (30 men and 28 women) organized the Tridimensional and the Bidimensional Silhouette Scale, from the skinny to the fatter figure. In the second step, 16 experts judged the TSS content validity, based on 10 items report. In the third step, the construct validity and the internal reliability were assessed. For this, 58 congenitally blind people (30 men and 28 women) chose a model to represent the ideal and actual body. Two weeks later, the test was redone. The tridimensional language was defined as the better one for a silhouette scale. TSS showed satisfactory internal consistency, content and construct validity. In conclusion, our study reveals that the TSS is adequate for assessing body dissatisfaction for the congenitally blind, in Brazil. Further studies with the use of the TSS are needed in other countries so as to make the psychometric properties of this tool more consistent.

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Poster: Attractiveness judgments among congenitally blind people

Physical attractiveness can be considered as the level at which physical appearance is evaluated as positive. Whereas the appearance is the most evident information about a person, physical attractiveness may have different interpretations for the blind and the sighted. This study aims to identify attractiveness indicators among congenitally blind people. Two focus groups were formed with congenitally blind adults (mean age: 34.8 / SD: 7.34). There were 6 women in the first one and 5 men in the second. Even without ever having experienced visual stimuli of their own body or another body, the participants described in detail bodily features that they considered attractive. Women reported the following attractiveness indicators: a) in women: height, size and shape (leaner and slimmer), body parts considered sexy such as breasts and buttocks; b) in man: bigger muscles in the upper body, including broad shoulders and chest, non-bald men, face features, body hair, voice, attitudes, banter, hygiene and body odor. Men, in turn, consider these indicators: a) in women: low waist-hip ratio, sensuality, hair, voice, body odor, way of speaking and dressing, and cognitive potential; b) in man: body posture, hair, clothing, and muscularity. It was observed that, although some non-visual indicators such as body odor, cognitive potential, among others, were mentioned by participants, physical indicators were strongly connected with the ideal of attractiveness of the sighted people's culture. In conclusion, the absence of sight is not an obstacle for the blind to formulate references of an ideal attractive body.

R. MURRELL & V. CLARKE,
Centre for Appearance Research, University of the West of England

Poster: The stigma of visible difference

Background: Although it is widely acknowledged that people with visible differences are profoundly stigmatised, there is little systematic qualitative research on stigma. The aim of the current study was to qualitatively explore the lived experience of stigma.

Method: An online qualitative survey was used to collect data from a convenience sample of 33 people (10 men, 23 women) with self-identified (acquired and congenital) visible differences.

Participants were asked about whether they are treated differently and discriminated against because of their difference, and whether their difference inhibits their lives and how they relate to others. The data were analysed using thematic analysis.

Findings and discussion: Participants used a variety of forms of concealment (both of the difference and of the self) to manage the stigma of visible difference, and in particular their own feelings about, and other people's reactions to, their difference. Concealment had both positive and negative aspects. For participants who had a concealable visible difference, being able to control if and when other people saw their difference was important. Some participants reflected that their *self*-concealment had been excessive; they had limited their lives and not put themselves forward because of a lack of self-confidence or fear of negative reactions. Other people's reactions was another key aspect reported by participants, and again had positive and negative aspects, providing both a buffer from stigma and being one of the worst aspects of living with a visible difference. Finally, the social meanings of the difference and what it was assumed to communicate about the self was integral to experiences of stigma.

P.PELL¹ & B.A. HODGE²

¹Facing Forward Inc, ²Canadian Burn Survivors Community,

Oral: What to do when people stare workshop empowers disfigured individuals to communicate with confidence

Introduction: Disfigurement caused by burn injuries can be a barrier to communication, complicate social integration, and cause isolation and rejection. Advancements in burn care enable severely burned patients with extreme disfigurement to survive. Contending with staring is one of the most frequently reported concerns of burn survivors and their families, yet, there are no standardized programs in the U. S. to help survivors adjust to their altered appearance, and few resources for patients and families. For more than 30 years, experts in the psychological care of burn survivors have determined that, "The more obvious the deformity or disfigurement with which a patient was left, the greater was the social challenge. As we begin to observe features in people that draw unflattering attention to the face itself, the whole nature of communication is altered." (Bernstein) This workshop offers techniques to facilitate communication and ease social encounters. More than 750 burn survivors and family members in the U.S. and Canada have participated in the workshops introduced in 2000. In 2010, an interval scale was created to measure the effectiveness of the workshop.

Method: Twelve adult burn survivors participated in a workshop in 2010. The instructor, who has a facial difference, briefly reviewed her injury and experience and discussed the science of staring, asked open ended questions to elicit feelings and beliefs about why people stare, and how it feels to be the object of a stare. Participants discussed verbal and nonverbal communication skills, and explored specific actions to use to manage stares. After the workshop, participants rated their experience and information gained by answering questions like "Having completed the seminar, to what extent do you feel better prepared to contend with staring?" They rated their responses on a scale from 1 being (Same) to 7 being (Much Better). Attendees received a companion brochure that summarized the information and actions to use.

Findings: Seventy-five percent reported that they felt better prepared to manage staring after completing the workshop, and 75% reported that they had a better understanding about the motives of staring, after the workshop.

Discussion: Equipped with knowledge and new skills, survivors are better prepared and empowered to contend with staring and communicate with confidence. These techniques will not eliminate uncomfortable incidences, but may reduce the number and significance of unpleasant encounters.

P. PELL¹, & T. GABOURY²

¹Facing Forward Inc, ²Shriners' Hospital for Children, Cincinnati

Poster: Outside, Inside: You decide. Middle-school program fosters acceptance of physical differences

Children with physical difference often draw unwanted sympathy, patronizing remarks and behavior, intrusive stares, teasing, and bullying. The Outside, Inside: You Decide program encourages students

to explore their personal beliefs about differences, discuss their feelings, and creates a foundation for self-acceptance, appreciation and tolerance of those with physical differences.

Method: The 45-minute program was presented to six classes of middle-school students in 2001, 2004 and 2007. About 175 students participated in the programs developed to incorporate preferred components of a disability awareness program that supports and promotes integration and inclusion. Students participated in interactive exercises emphasizing sameness, responded to open-ended questions, and wrote about their impressions.

A total of 125 signed letters were received.

Findings: Students reported gaining a new understanding and appreciation for those with physical differences, and all said that they would be respectful and accepting of people with physical differences. The most frequent comment was, "I will never stare at someone who looks different again, because I found out that it is not what they look like on the outside; it is what they are on the inside."

Discussion: Intense peer pressure will continue to motivate middle-school students to conform to the norms of the majority of individuals who value beauty above character and intellect. An intervention such as this program may influence middle-school students to become more accepting of themselves, each other, and those with physical differences.

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Oral: Systematic review of psychosocial interventions to improve psychological outcomes for individuals with hair loss.

The visual nature of hair loss can affect individuals' body image, self-esteem and QOL. To date, support services available tend to focus on information and advice around scalp care, the use of wigs and headscarves, which have not been rigorously evaluated; therefore, we do not know how successful they are. The aim of this review was to identify what types of psychosocial interventions for patients experiencing hair loss have been evaluated. The inclusion criteria for the review consisted of adults (>18 years) who were experiencing clinical hair loss. A highly sensitive and inclusive approach to synthesising data on a range of psychosocial interventions and study designs was conducted. Quantitative and qualitative studies were included which comprised of outcome measures of body image/appearance concerns. Electronic searches were conducted on the 14 databases. For each database specific MeSH terms were identified for: hair loss, psychosocial intervention; and body image and were entered as search terms. A systematic search yielded nine studies reporting on seven different interventions: two were found to be successful; four were partially successful in reducing psychosocial distress related to hair loss. Characteristic of the successful interventions included: commencing intervention delivery immediately post diagnosis of clinical hair loss, information-giving, promoting communication and coping skills; and an opportunity for individuals to express their concerns. The scientific quality of the studies is questionable, with a number lacking adequate sample sizes and measures not specific enough to detect changes. Therefore limited psychosocial interventions exist that provide beneficial effects for individuals with hair loss.

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Oral: Measuring quality of life in facial aesthetic patients: Field-testing of a new modular system (The FACE-Q)

Background: The purpose of this study was to develop a new PRO measure to evaluate patient satisfaction and quality of life following facial cosmetic procedures. The main scale: 'Satisfaction with face overall' will be presented.

Methods: Field-testing was performed at 3 centers. Preoperative patients were > 18 years and scheduled to undergo a facial cosmetic procedure. Postoperative patients had undergone a facial cosmetic procedure within 5 years. Patients received a questionnaire with standard incentives and

reminders. Rasch analysis was used for item reduction and scale development (RUMM2030©), each scale and item were examined according to 7 measurement criteria (clinical meaning, thresholds for item response options, item fit, item locations, DIF, standardized residuals, person separation index).

Findings: 344 facial cosmetic patients (preoperative n=79, postoperative n=265) participated. Scales were constructed for each area defined as important to patients by the qualitative data. This was achieved by choosing sets of items hypothesized to constitute a scale, analyzing the data against measurement criteria and making decisions on item retention. The scale fulfilled Rasch and traditional psychometric criteria (including Person Separation index 0.94; Cronbach's alpha 0.95).

Discussion: The FACE-Q is a new PRO measure that will provide essential information about the impact and effectiveness of surgical and non-surgical facial aesthetic procedures from the patients' perspective. It is conceptually grounded in patient perceptions and fulfils criteria for rigorous measurement. It will support multi-center studies, while also being clinically useful.

M. RAHMAN & R.W. HILES

Acid Survivors Foundation, Bangladesh

Oral: Transformation of 'acid victim' to 'change agent'

Background: Acid violence is a vicious and one of the worst forms of gender-based violence. Acid is highly corrosive chemical has a catastrophic effect on human flesh. Often acid attacks are perpetrated against women because they transgress conventional norms that relegate women to subordinate positions. Indeed, a significant portion of attacks occur when a woman exercises decision-making power by rejecting a marriage or "love" proposal. Acid attackers aim for a woman's face in an attempt to destroy what many members of society consider to be one of her most important assets—her beauty.

Acid violence takes place in many societies but very few have faced it head on. Before late nineties acid throwing was not recognized as a form of violence against women in Bangladesh too, until the **Acid Survivors Foundation** (ASF) was set up on 12 May 1999 as the first organization to challenge this scourge. Since then ASF has emerged as a global pioneer in tackling the problem of acid violence.

Methods:

Qualitative evaluations, mixed methods, case studies, discourse analysis, public perception surveys
This impact evaluation will discuss:

- How acid victims have been transformed into 'survivor ambassadors' who function as a platform for a collective voice to demand justice, protect rights, and act as an agent for prevention and integration into family and the society.
- Change in laws, policy and services to support acid victims
- Effectiveness of ASF's prevention campaign which significantly reduced the number of acid attack

H. RICHARDS, E. JENKINSON, R. HARRAD., H. HERBERT, H. GARROTT, F. KALAPESI, O. MACVIE & N. RUMSEY

Oral: Does surgery for the eye condition, Ptosis ameliorate patients' appearance concerns and improve patient quality of life?

Background: Improved visual function after ptosis surgery has not been shown to directly relate to improved quality of life for patients. The role of appearance concerns and psychological factors relating to ptosis have been suggested as key factors mediating the relationship between successful corrective surgery and psychological wellbeing, but these factors have not been investigated in previous research.

Methods: Ten patients who had undergone ptosis surgery were interviewed post-operatively using a semi structured interview schedule. Questions focussed on functional impairments, potential psychological and social implications of the condition and changes after surgery. Patients reflected on the impact on their quality of life and appearance concerns pre and post surgery. Interview data was transcribed verbatim and analysed using Inductive Thematic Analysis.

Findings: Analysis revealed four inter-related themes: functional impact, psychological impact, social impact and impact on behaviour. Male and female patients differed in terms of how they interpreted

and coped with the implications of ptosis, though were similarly negatively affected by the social impact. Many patients spoke about avoidance of social situations especially having photographs taken, and female patients discussed the use of make-up as a disguising tactic. All patients cited some improvements post surgery including social functioning, self-confidence and reduced anxiety. **Discussion:** Ptosis surgery helped in alleviating concerns about appearance for many patients, by decreasing the severity and visibility of their visible difference. Gender, appearance concern and psychological factors were identified as mediators of the process of coping with the appearance aspects of ptosis and adjusting to surgery.

J. ROBERTSON

Buckinghamshire New University

Poster: Why are all the best looking men gay? Evidence for phenotypic feminisation as one possible factor mediating male same-gender sexual orientation.

The possible genetic aetiology of same-gender sexual orientation (SGSO) has been investigated through the development of mathematical modelling, the first suggesting that two models of selection, either overdominance or sexual antagonism, could lead to the stable permanence of this trait in human populations (Gavrilets and Rice, 2006), and the second concluding that male SGSO may be a product of 'androphilia' or 'phenotypic feminization', both enhancing fecundity in the female line of gay men whilst reducing fecundity in the men (Camperio-Ciani, Cermelli & Zanzotto, 2008). To investigate possible differences in phenotypic feminization, composite facial images of 13 self-labelling gay and straight men (matched for age) were created using Psychomorph 8.3. In the preliminary study, *t*-tests revealed that male and female undergraduate participants ($N=105$) perceived the gay composite to possess more 'feminine' characteristics and to be less aggressive than the straight composite. Women (but not men) also rated the gay composite as more physically attractive, consistent with research showing female preference for more feminine male faces. In the second online study ($N=406$), using BEM's Sex Inventory, *t*-tests similarly showed the gay composite rated more highly for feminine characteristics, the straight composite for masculine characteristics, and the gay composite to be more physically attractive. All results were significant at the .001 level except male ratings of physical attractiveness which was significant at $p = .003$. Initial investigations therefore endorse models indicating phenotypic feminization as one possible explanation of male SGSO, providing support for further investigation in this controversial area.

T. ROBINSON & V. CLARKE

Centre for Appearance Research, University of the West of England

Poster: Lived experiences of visible differences

Background: Although there are a number of anecdotal accounts of experiences of visible difference and there is little systematic qualitative research on the lived experiences of visible difference. The aim of the current study was to qualitatively explore the meanings and experience of visible difference, focusing on the broad experience of visible difference and prioritising participants' understandings of what it means to have, and live with, a visible difference.

Method: Qualitative surveys and email interviews were used to collect data from a convenience sample of 20 people with (acquired and congenital) visible differences, ranging from a broken nose to self-harm injuries to extensive scarring as a result of cancer treatment. Participants were asked about their feelings about their difference, the impact it has on their lives and other people's reactions to their difference. The data were analysed using thematic analysis.

Findings and discussion: People live with visible differences in an appearance obsessed socio-cultural, where discontent with appearance is normative, and where an ideology of 'vertical representation' (in which the outer surface expresses the inner self) is commonplace and outer disfigurement is often represented as an expression of inner flaws. For many of the participants their disfigurement masked their true selves and some attempted to conceal their disfigurement and manipulate their appearance to more closely approximate normative appearance ideals, and manage their own and others' feelings about their difference. The notion that 'it's what's on the inside that counts' was often cited, but many felt it impossible to escape the valorisation of appearance.

A.M. SANTOS, M.S. BAHRKE & J.C. HOENISCH
Federal University of Bahia, Brazil

Oral: Appearance among Brazilian bodybuilders: “80% is vanity”!

Recent research suggests cultural norms for the ideal male physique have grown increasingly more muscular. The purpose of this study was to examine the importance of appearance among young male Brazilian bodybuilders. Employing an ethnographic approach, 7 bodybuilders (20-30 yrs) from a gym in Northeast Brazil were queried with in-depth interviews. We used the Discourse of the Collective Subject (DCS), a technique permitting synthesis of individual narratives – written in the singular, first person – into “one voice”, in order to express “community thought”. Main themes that emerged included: “appearance is a great thing for all” and “in the gym, 80% is vanity and 20% health”, among others. According to the DCS: “Appearance, looking good, and being beautiful are very important and worthwhile; my purpose for training is to look good; people can talk, but I do what I like; this is a matter of vanity, because everyone is concerned about feeling good socially”. The concept of developing one’s physique to meet the current standards of Western culture, thus bringing increased attention to the physique’s “owner”, can best be described with the terminology of “body-consumer” and “body-appearance”. We live in a consumer culture and media influence on body image (Grogan, 2006; Featherstone, 1991). We believe bodybuilders modify their physiques primarily to meet personal and societal expectations, therefore making them more susceptible to high-risk behavioral practices and disorders such as anabolic steroid abuse and body dysmorphia. Further research should provide health care professionals with effective strategies to address this public health concern.

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Centre for Rare Disorders, Oslo University Hospital, Oslo

Oral: Working together!!!

National Craniofacial team (NCFT) and Centre for Rare Disorders (CRD)

Craniofacial Disorders represent a wide spectre of rare anomalies regarding function and appearance. Many patients require advanced surgery and regular multidisciplinary follow-up. Initially consisting of two specialists in 1993, the NCFT has gradually developed into a multidisciplinary team including 8 different specialities and two external centres, one of which is CRD, the only non-medical member of the team.

NCFT aims:

- Reduce the number of operations required via multidisciplinary coordination
- Gain knowledge and establish methods of treatment for craniofacial anomalies and syndromes via a multidisciplinary approach

CRD aims:

- Increase local competence via information meetings, thus ensuring the patient/family and professionals a common platform so all can contribute to good solutions for living with a CFD

Organisation: The team meets once a month for a six hour clinic, with up to 12 patients. The main role of CRD in the team is to ensure that psychosocial concerns are identified and addressed, for example regarding daily function and special needs in kindergarden. CRD informs new patients/families of the centres activity and function and emphasises that CRD is a supplement to the established help systems. The patient and family can then decide whether or not they wish assistance from CRD.

Evaluation: The majority of patients are very satisfied with these team consultations, but a few are overwhelmed by the presence of so many specialists and feel as if they are on exhibition. The multidisciplinary team approach offers a unique opportunity for all present to discuss and coordinate treatment plans for and with the individual patient. Team members also gain a wider knowledge of the patient through multidisciplinary discussion.

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Oral: Enhancing self-help for social anxiety associated with Vitiligo.

Background: Vitiligo is a de-pigmenting skin condition that can be associated with psychological distress. As yet there is little evidence for any particular therapeutic approach. The recent clinical guidelines suggest cognitive behavioural therapy (CBT) (Gawkroger *et al.*, 2010). This study developed and tested the effectiveness of a self-help leaflet targeting social anxiety associated with vitiligo.

Method: There were two interventions within the leaflet, guided imagery and relaxation, both of which were based on cognitive-behaviour therapy for social anxiety but adapted to target people with vitiligo. The study also sought to examine whether the addition of a simple implementation intention (specific action plan) enhanced self-help. Seventy-one participants were randomly assigned to one of three groups: (A) 'leaflet with implementation intention' group, (B) 'leaflet only' group and (C) 'control' group [with no intervention]. Participants completed measures of psychological distress and quality of life at baseline, and demographic data was also collected. After eight weeks baseline measures were re-administered post intervention and the two intervention groups also completed a questionnaire evaluating the self-help leaflet.

Findings: Results showed that clinically significant improvements were gained within the intervention groups however statistical significance between groups was not found. **Discussion:** This study is the first to uniquely demonstrate that providing a self-help leaflet incorporating an implementation intention can lessen psychological distress associated with vitiligo, as supported by clinical significance. The leaflet could potentially reduce referrals, which is economically beneficial. As the use of self-help is in its infancy in psycho-dermatology, future research is warranted.

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Poster: Parents' perceptions of the effectiveness of pulsed dye laser surgery for children with port wine stains

Background: Port wine stains (PWS) are congenital vascular malformations frequently located on the face and neck. Pulsed dye laser (PDL) is the standard treatment commonly used to diminish the effects of the visible difference. The burden of the decision to pursue PDL treatment falls on the parents, yet few studies report the outcomes of PDL from the parent perspective.

The aim of this study was to examine the physical & psychological impact of PDL surgery from a parent perspective, and to investigate the factors that influence a parent's decision to pursue laser treatments.

Method: A cross-sectional survey of 20 parents of children who received PDL for a PWS was performed. Data were collected via telephone using quantitative ratings of color and satisfaction, and semi-structured interview. Pre & post-operative photographs were evaluated by blind review.

Findings: 80% of parents rated lesional lightening at or above 50% (*mean*=66.25%, *n*=20). There was high agreement between parent ratings (*mean*=58.3%, *n*=6) and clinician ratings (*mean*=60.83%, *n*=6) of the change in PWS color. 75% of participants were satisfied with treatment, and 100% of participants would recommend it again. The top reasons for deciding to pursue surgery included fear of bullying (30%), self-consciousness (15%), and fear of progression of the lesion (10%).

Discussion: The majority of parents felt that PDL treatment was effective and worthwhile. The findings highlight parents' ability to estimate treatment outcomes for their children and participate in decision-making. Parents of children with a PWS need accurate, relevant information to guide decision-making regarding laser treatment.

A. SLATER & M. TIGGEMANN
Flinders University

Oral: “Always Connected”: Internet use and body image in adolescent girls

Background: While an extensive literature exists outlining the impact of media exposure on adolescent body image, to date research has predominately focused on ‘traditional’ forms of media, namely television and magazine consumption. Adolescents are prolific users of the Internet, a ‘new’ and as yet understudied media. Two studies examining aspects of Internet use in adolescent girls will be described.

Methods: The first study was a content analysis of advertisements found on popular adolescent websites. 631 advertisements were analysed with respect to product advertised and emphasis on the thin ideal. The second study was a large-scale questionnaire study that examined Internet use and body image in a sample of 1096 girls (M=13.7 years).

Findings: The content analysis revealed that adolescents using the Internet are likely to be exposed to numerous advertisements that reinforce the importance of beauty and thinness. The cross-sectional study indicated that time spent on the Internet was correlated with greater internalisation of thin ideals, weight dissatisfaction, body surveillance, body shame, drive for thinness and lower body esteem. More detailed analyses indicated that the use of social network sites (e.g. Facebook) may be of particular note. Girls who used social networking sites had higher levels of body image disturbance than girls who did not use these sites.

Discussion: The Internet represents another influential source of the thin-ideal for adolescents girls. As such, the Internet should be incorporated into prevention programs that aim to combat weight concerns and disordered eating in this vulnerable group.

S. SMAILES
Manchester Metropolitan University

Oral: Negotiating and navigating my body – a preliminary exploration of an auto-ethnographic encounter

This paper will explore my autoethnographic encounters with my body, my resistances & my reluctantly acknowledged collusion with the ‘male gaze’ and conforming discourses of female body objectification. Autoethnography offers a rich, if oft times uncomfortable, arena in which to explore the lived ‘culture’ of the female middle aged body – what it is to live within that framework and implications in terms of identity construction, intersectionalities and subjectivities. Like Rubin et al (2004, p 28) I am interested in women’s agencies and with “investigating women’s strategies for negotiating – resisting, subverting, or otherwise navigating-body image concerns within the constraints of a culture that objectifies women’s bodies”. Interwoven in these discourses are those of the ‘normative’ and indeed the ‘feminising’ positioning of women’s discontent with their bodies. Autoethnographic research, which is concerned with the telling of a ‘life event’ through drawing on the experiences of the researcher herself (Ellis and Bochner 2000) provides an arena in which to explore these emergent issues and experiences. Thus, the telling a story about the telling of a story is a focus of this work, the complexities of mapping these multiple sightings, and the experiences of ‘disclosing’ my story to myself and others – a coming out story so to speak.

S.D. STAGG, R. SLAVNY, C. HAND, A. CARDOSO & P. SMITH
Royal Holloway, University of London

Poster: Does facial expressivity count? How typically developing children respond initially to children with autism.

Research investigating expressivity in children with autism spectrum disorder (ASD) has reported flat affect or bizarre facial expressions within this population. The impact abnormal expressivity may have on first impression formation has received little research input. We examined how videos of children with ASD were rated for expressivity by adults blind to the condition. We further investigated the friendship ratings given by 85 typically developing (TD) children to the same videos. These ratings were compared to friendship ratings given to video clips of typically developing children. Results

demonstrated significantly reduced facial expressivity in the ASD children. These children were also rated lower on all aspects of our friendship questionnaire when compared with the TD children. Results are discussed in relation to the development of social skills in children with autism and the need to focus remediation work on both ASD and TD children.

DANIELLE STEPHENS & IRMGARD TISCHNER
University of Worcester

Poster: 'She was asking for it, look at the way she was dressed': The construction of the Adolescent Rape Victim

Background: The age at which the survivor of rape was at the time of an attack can have a huge impact on how they will be perceived; as a victim or a liar. Furthermore, the age of a woman can have a significant influence on their risk of being victimised. Research has reported that younger women are more at risk of experiencing violent rape with it being estimated that approximately one in 10 school-aged young women have been raped, with approximately 6% of girls experiencing some form of physical violence before entering their third year of secondary school. This paper explores how female rape victims are positioned and constructed in day-to-day discourses, with a focus on the meaning of a victim's physical appearance.

Methods: The theoretical and analytic approach assumed in this research is derived from a feminist poststructuralist perspective (Gavey, 1989; 2005). A critical form of discourse analysis was adopted in examining the complex ways in which the general public speak about issues surrounding rape. Six one-to-one, semi-structured interviews were conducted with members of the public.

Analysis: Critical discourse analysis identified neoliberal discourses within which victims were constituted as actively involved in their self-presentation as physically attractive and promiscuous (and thus as temptress), which ultimately positioned female rape victims as blameworthy for their rape. Within discourses that described rape victims as 'dressed more seductively', 'wearing hardly anything' or as being 'a 16 year old girl who is wearing a short skirt that is more like a belt' the participants positioned them as being culpable through provoking an attack. We would argue that such rape-supportive discourses continue to be prevalent within British society constituting the female body/appearance generally as responsible for men's (sexual) actions and the female rape victim in particular as complicit in her rape.

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Oral: Local support: needs, opportunities and outcomes in cleft lip and palate

Background: A cleft in the lip and/or palate (CL±P) poses many challenges for those affected, and having access to appropriate support when it is needed is an important contributory factor in psychosocial adjustment. Through ongoing consultation with service users of cleft care, the Cleft Lip and Palate Association (CLAPA) identified a strong need for increased support at a local level. In response to this, CLAPA employed a Regional Coordinator (RC) as part of a pilot project trialled in the East of England.

Method: The Centre for Appearance Research (CAR) conducted an independent evaluation of the RC pilot project. Both quantitative and qualitative evidence was drawn from various sources, including a focus group with 8 parents of children born with CL±P; results from an online survey with a total of 60 parents, individuals with a cleft and Healthcare Professionals; testimonials written by those who have been affected by the project; and other formal documents collected by CLAPA and CAR throughout the pilot year. Analytic techniques included descriptive statistics and inductive thematic analysis.

Results and Discussion: With the RC in place, CLAPA were able to successfully engage service users in the region thereby increasing their volunteer and branch capacity; to support the development of social networks for parents, young people and adults affected by CL±P; and to raise the profile of CL±P and CLAPA among the general public and other healthcare disciplines. Key recommendations will help to guide similar projects in the future. This project demonstrates the many benefits of active service user involvement and the value of providing regional support.

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Oral: Exploring young people's attitudes towards visible difference

Background: Visible facial differences (VFDs) can pose a number of psychosocial challenges for those affected. In particular, exposure to social stigma may have a harmful effect on the psychological adjustment of the individual concerned. This is especially pertinent for young people, who are at an age where appearance becomes increasingly central to social interaction and self-esteem. In order to reduce social stigma there is a need to provide suitable and effective interventions. However, the prevalence and the processes involved in appearance-related discrimination are poorly understood.

Method: A semi-structured questionnaire was administered to 412 pupils aged 12-14 years, recruited from three UK schools. Participants were asked to look at five photographs of people with VFDs and answer the question: "what do you think when you see people with facial differences?" Results were analysed using inductive thematic analysis. Four main themes were identified; Them & Us, Initial Reactions, Common Assumptions, and Behavioural Intentions.

Results and Discussion: Participants reported a wide range of complex responses. Although negative reactions and judgements were described, these were often the result of seeing something unusual, or through a lack of understanding, rather than intending to cause harm. Conflicting emotions led to an uncertainty and a lack of confidence in how best to behave around people with VFDs. Findings suggest the need for a two-tiered intervention. First, to raise awareness of VFDs and to facilitate the development of appropriate social skills within the general population, and second, to provide support for those with VFDs to cope with any negative reactions they may encounter.

M.C.G.C.F. TAVARES, A.N.N.B. CAMPANA & L.FERREIRA

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Poster: Acceptance of cosmetic plastic surgery in Brazil

Brazil is the third country in world in number of cosmetic plastic surgery. The aim of this research was to verify correlations between acceptance of plastic cosmetic surgery, body satisfaction and media internalizations and others psychosocial variables among a sample of Brazilian adults, of both sex. A non-probabilistic sample of one hundred and 198 participants, being 50% women answered a pack of four questionnaires, including Sociocultural Attitudes Towards Appearance Scale - 3, Acceptance of Cosmetic Surgery Scale, Body Appreciation Scale and a demographic questionnaire, including questions about age, weight, height, marital status and life satisfaction. Data analysis were made with correlation and variance tests, adopting 95% of confidence. The results suggest significant correlations between acceptance of cosmetic surgery, media internalization, body appreciation in both sex and just for women acceptance of cosmetic surgery correlates with life satisfaction. There were no statistical significant differences between gender in general acceptance of cosmetic surgery, however there is a significant difference on factor "consider", which deal with the probability to have a cosmetic surgery after consider the risks and discomfort. Our data points to a convergence with international data, and despite the limitations of this research, we hope to contribute to a better understanding about the acceptance of cosmetic surgery in our country and stimulate cross-cultural researches in this area.

M. TIGGEMANN & A. SLATER

Flinders University

Oral: NetTweens: The Internet and body image concerns in pre-adolescent girls

Background: This study aimed to examine the relationship between media exposure and body image in pre-adolescent girls, with a particular focus on the 'new' and as yet understudied media, namely the Internet. **Methods:** A sample of 204 girls in the last two years (Years 6 and 7) of primary school completed questionnaire measures of media consumption and body image.

Findings: The reading of teen magazines and watching of particular television shows (teen shows and music videos) was related to greater internalization of thin ideals, body surveillance and dieting. All but 5 girls (97.5%) had access to the Internet in their home. Time spent on the Internet was related to a range of body image variables. Further, 15% of the girls had a MySpace profile and 44% had a Facebook profile. These girls had higher internalization, dieting and body surveillance, and lower body esteem, than their counterparts who did not use social networking sites.

Discussion: It was concluded that the Internet represents an influential socio-cultural force among pre-adolescent girls, one that promotes the importance of appearance.

D. TOWNSEND & N.M. STOCK,

Centre for Appearance Research, University of the West of England

Oral: Exploring media representations of exercise in women magazines

Background: The number of individuals exercising for appearance-related reasons is increasing within Western society. While research has highlighted the rising frequency of both appearance- and exercise-related articles in women's magazines, few studies have examined the nature of these media representations and how this impacts on women's expectations and beliefs about what is realistically achievable through exercise.

Methods: In-depth content analysis of nine of the most popular UK women's magazines was conducted between November 2010 and January 2011. A number of genres were explored, including 'health and fitness', 'gossip and celebrity' and 'fashion and beauty'.

Findings: In all magazine genres, exercise was primarily depicted as a means of slimming and sculpting the body, rather than improving overall health and wellbeing. Exercise could and should be conducted anywhere, at any time, with specific exercises targeting individual body parts. Guaranteed results were promised within rapid time frames, and images of smiling, toned and perspiration-free women in revealing attire were common. Although 'end' results were guaranteed to increase confidence and improve relationships, the underlying message implied that the quest for the perfect body was an ongoing journey of self-improvement, with goalposts that continually shift to generate a perpetually unfinished product.

Discussion: Women's magazines appear to encourage an unhealthy relationship with exercise. Findings provide insight into why motivations to engage in exercise are becoming increasingly appearance-based. Women's unrealistic expectations of achieving dramatic and rapid results may explain why many become even more dissatisfied with their appearance than ever, and why so many women are unlikely to continue exercising in the long-term.

C. UYTMAN, C. MCVITTIE & K. GOODALL Queen Margaret University, Edinburgh

Oral: Living with limb loss: An IPA exploration of the patient and prosthetist perspective.

Background: A presentation of case studies taken from a larger piece of research examining the experience of prosthetists and individuals living with amputation. Themes of shared importance and/or discrepancy are discussed. A greater understanding of the aspects of living with limb loss which are most considered as important to these groups is vital in providing essential, patient sensitive care.

Methods: 15 individuals living with lower limb amputation and 13 prosthetists were interviewed. Interpretative Phenomenological Analysis was used to gain a subjective understanding of the experience of their experience. Themes were developed within each study and then compared to the other in order to explore any similarities or discrepancies.

Findings: IPA revealed themes in both groups including expectations of life after amputation, positive rehabilitation, ideal outcome and the patient/professional relationship. Aspects of NHS care are also highlighted. Similarities in themes as well as areas in which the 2 groups differ greatly are discussed.

Discussion: The novel aspect of this study is the introduction of comparing the lived experience of both the patient and the prosthetist. IPA allows the researcher to gain a novel insight into the subjective lived experience of amputation and also of the professionals views on this experience. The prosthetist and the healthcare system have the potential to greatly influence the subsequent rehabilitation of individuals. A greater understanding of this influence and of the lived experience of these participants will shed light on this area and allow suggestions for clinical practice to be made.

D. TOWNSEND, J. BYRON-DANIEL, E. HALLIWELL & D. HARCOURT
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Oral: Tracking the body image journey of new exercisers, regular exercisers and non-exercisers

Background: The relationship between body image and exercise is complex, with the literature reporting small effect sizes and equivocal findings. In addition, the majority of research has recruited habitual exercisers. Therefore, the current study investigated the body image, self-esteem and exercise motivations of new exercisers, regular exercisers and non-exercisers over 6 months.

Methods: 295 women (M age = 22, SD = 5.7) were recruited (21% new exercisers, 37% regular exercisers and 42% non-exercisers). Participants completed an online questionnaire at months 1, 2, 3 and 6.

Findings: Regularly exercising women generally reported higher body satisfaction and self-esteem at baseline compared to new exercisers and non-exercisers. The only group to report changes in body image over time were new exercisers, who reported improvements to body image between Months 1 and 2 which was maintained at Month 3, independent of changes to BMI. New exercisers with high social motivations reported increased satisfaction with body areas between Months 1 and 2, which was maintained at Month 3, compared to those with low social motivations. New exercisers who exercised in a fitness centre reported increased drive for thinness between Months 1 and 2, which was maintained at Month 3, and established exercisers that exercised within a fitness centre reported decreased health and fitness motivations, although this did not change for those that exercised outside.

Discussion: The results suggest that, although exercise has the potential to improve body image, important variables can moderate the relationship. The implications and future research directions are discussed.

L. J. VENUS & D. HARCOURT
Centre for Appearance Research, University of the West of England

Oral: A study of public responses to Changing Faces' Face Equality in TV Campaign

Previous research has emphasised the need for interventions to break down stigmas and prejudices about appearance, which may contribute to the challenges and psychosocial difficulties experienced by some people living with a visible difference (disfigurement).

This research investigated the impact of a societal-level intervention aiming to promote diversity of appearance in the media. Specifically, it examined reactions to footage of a person with facial burns reading the lunchtime news on a UK terrestrial TV channel, as part of Changing Faces' "Face Equality in TV" Campaign.

The research utilised a triangulation technique. Findings from a thematic analysis of online comments posted at the time the news was broadcast (Study 1) informed the design of an experimental survey (Study 2) which collected both qualitative and quantitative data to compare public responses (n =203) to news stories presented by a newsreader with or without a disfigurement. The studies revealed some audience discomfort with the appearance of the newsreader with a visible difference but, on the whole, most were supportive of the campaign and wanted to see more diversity in appearance on television. Respondents prioritised qualities relating to presenters' ability to read the news (i.e. professionalism, enthusiasm, empathy) above appearance. .

Collectively, the findings from these two studies highlight attitudes and behaviours towards visible differences which have been reported by previous studies. It was clear that watching the news programme had a positive impact on many viewers and, as such, positive implications for the Face Equality in TV Campaign were reported.

J. VERNE

South West Public Health Observatory

Oral: Body image and self worth in chronic disease aging and end of life

An individual's feeling of self worth is entwined with their psychological comfort regarding their body image and function and influenced by the attitudes and behaviours of those close to them and of society at large.

Chronic disease, aging and approach of death are associated with changes in appearance, bodily function, loss of independence and reliance on others. Our society and culture prepare us poorly to accept these changes as a natural process. Health is defined by the WHO as a complete state of physical, mental and social wellbeing. Marketeers offer us a plethora of solutions to our imperfections. Moreover we are fed myths that these processes can be held at bay or reversed by medicine and alternative forms of therapy.

The natural psychological and social processes of recognition and acceptance of loss in the context of body image: appearance and function, and even life itself is being increasingly medicalised with prescriptions for diagnosis and treatment rather than a societal approach to normalise these processes.

Furthermore, our cultural places autonomy and self determination above other values, and when the ability to be independent is lost, body image and self worth suffer a major insult and many fear becoming a burden to their loved ones and to society. 63% of physician assisted suicides reported under the Oregon Death with Dignity Act feared becoming a burden.

Change in body image and function is as certain as death itself. Coping with these natural changes is a skill for life which everyone needs to evolve.

J. VERSTUYF, M. VANSTEENKISTE, B. SOENENS & S. VAN PETEGEM

Ghent University, Belgium

Oral: The influence of identity styles on adopting the thin-ideal and dietary efforts: A longitudinal study

In current society, adolescents are overwhelmed with images of extremely thin, attractive models. Previous research indicated that this sociocultural pressure translates into more unhealthy eating behaviors. However, not all adolescents are equally vulnerable to these sociocultural messages. Especially adolescents who personally adopt the thin-ideal tend to use unhealthy dietary behaviors. In the current study we investigated whether one's identity style can help explain why some adopt the thin-ideal more strongly compared to others. A three-year longitudinal study was designed to investigate this research question. At time 1, 418 adolescents (46% male, mean age 13.6) filled in self-report questionnaires on their identity styles, adoption of the thin-ideal and dietary behaviors and goals. 60% of the respondents participated again at time 2 and/or 3. Results indicated that an informed identity style was prospectively associated with less adoption of the thin-ideal at time 2 and more healthy eating regulation efforts at time 3. A normative and diffused identity style didn't predict adoption of the thin-ideal at time 2, but a diffused identity style was associated with less healthy eating regulation efforts at time 3. These results indicate that an information oriented identity style can protect adolescents from adopting the thin-ideal and unhealthy dietary efforts, whereas especially adolescents with a diffused identity style are at risk of developing unhealthy eating behaviors. Theoretical and clinical implications are discussed.

A.WEST

The Sherborne Clinic

Poster: Medical Tattooing. An overlooked procedure for long-term scar camouflage?

Introduction: Medical Tattooing has for some time been Surgeons' procedure of choice when re-creating the appearance of areola and nipple following reconstructive breast surgery post mastectomy, which for many patients is an appearance issue in itself. Medical Tattooing can also help to correct symmetry to the lip area, re-create the appearance of eyebrows, add definition to the eyes with eyeliner and disguise white, marbled scarring to the scalp, post burn.

Methods: Medical Tattooing procedures are well documented but sadly infrequently used to their best advantages usually in favour of the application of camouflage creams or make up. Camouflage make up serves well but may not necessarily be of value if the cause of the injury has resulted in poor eyesight or restricted use of the hands, causing difficulty in applying disguise. Likewise, it would be impractical to attempt to apply camouflage make up to the scalp area as it would obviously clog in the hair, and it must be difficult to apply such products to the back of the head. Medical Tattooing can easily overcome such problems and offers long-term results when carried out by a trained technician.

Findings: Medical Tattooing offers a long-term, semi-permanent answer to correct symmetry and disguise areas that traditional make up may not. It also saves day-to-day application and removal.

Discussion: By replacing missing eyebrows, re-creating facial symmetry or disguising scalp scars by Medical Tattooing, self-confidence in appearance can be restored enabling an easier pathway to rehabilitation.

A.WEST

The Sherborne Clinic

Poster: Percutaneous Collagen Induction Therapy (PCIT). A non-surgical procedure to improve the appearance of burn scars.

Introduction: Patients with burn scars often seek help to improve the aesthetic appearance of their residual scar deformity in the hope that a more normal appearance and texture to the site of the injury can be achieved. The psychological and rehabilitation aspects are of great importance in this respect.

Methods: PCIT (micro skin-needling) trials were initially carried out in Germany, 2009, using skin-needling rollers with a needle length of 3mm, requiring either local or general anaesthetic and carried out 'in theatre'.

Recent trials aimed to establish if similar results could be achieved by using a skin-needling roller with a needle length of just 1.5mm. By employing such, the procedure could now be carried out using topical anaesthetics thereby obviating the need for theatre time and becoming a cost-effective procedure that could be performed at outpatient or outreach burn clinics by suitably trained practitioners.

Findings: The trials showed that similar results could be achieved, although additional sessions would be required. Ridged scars became softer and flatter, skin more elastic and the overall appearance more regular.

Discussion: In German trials, patients concurred that on average, the appearance improvement was as much as 80% following 6 monthly sessions with a 3mm roller, with 10-12 sessions probably necessary to achieve the same results using a 1.5mm roller.

These findings could offer a genuine psychological boost to sufferers of burn scars.

PCIT is not a camouflage technique it is a restoration towards normalized skin.

K. WHALE & F. GILLISON

University of Bath

Oral: "Are you still on that stupid diet?": Women's experience of societal pressure and support regarding weight loss, and attitudes towards health policy intervention

Background: Obesity is one of the foremost health problems in today's society. As a result, the prevention of obesity has become a priority in the UK and is a key component of public health initiatives. However, research investigating how societal pressures regarding weight, interact with wider environmental pressures to influence individuals' attitudes and motivation towards weight and weight loss have been largely unexplored.

Method: Semi-structured qualitative interviews were conducted with 10 women currently attending Commercial Weight Loss Programmes, and were analysed using theoretical thematic analysis. Two main themes were identified: Conflicting Weight Norms and Attitudes Towards Policy Intervention.

Findings and Discussion: Women who were seeking to achieve and maintain a healthy body weight experienced competing pressures in relation to weight norms. At a contextual level, participants acknowledged powerful social norms relating to thinness and beauty conveyed by the media, such as achieving the 'thin ideal' and maintaining the 'body beautiful', which were considered by participants to be largely unattainable. However, at a more situational level, changes to the food environment, an

increased prevalence of overweight, and interactions with friends and family commonly undermined weight-loss activities and promoted increased consumption. This lack of social and environmental support to maintain a healthy body weight may need to be a primary focus of obesity related policy, in order for future initiatives to be successful.

E. WHITE

British Association of Skin Camouflage

Poster: What is skin camouflage?

Introduction: Those of us who work with patients following trauma, surgery or have skin conditions know the distress that the change in appearance can cause. Are we as knowledgeable on what is possible in the area of skin camouflage?

Discussion: Scars, Skin blemishes and dermatoses cause a visible difference. Many people with skin abnormalities report that they have met with rejection, unwarranted comments, intrusive questioning and verbal abuse. There is evidence that they can also experience higher levels of anxiety, depression and social isolation. Independent research into scarring concluded psychosocial inhibition was irrespective of the scar being visible or hidden by clothing.

Skin camouflage can be a vital tool during early stages of rehabilitation and adjustment to altered image.

It reduces the visual impact of scars and pigmentation differences helping the person regain self esteem and confidence.

Conclusion: Knowledge of skin camouflage, its uses and its limitations is vital if we want to be able to best inform our patients. The psychological benefit to a patient who has been taught how to successfully apply and manage skin camouflage cannot be over-emphasised.

H. WILLIAMSON & N. RUMSEY

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Oral: The perspectives of health professionals on the psychosocial impact of an altered appearance among adolescents treated for cancer.

Background: Despite evidence that an altered appearance can negatively impact the psychosocial well-being of adolescent cancer patients, patient and parental reports imply that the provision of appearance-related psychosocial support can be inadequate. This study investigated the perspectives of 62 health professionals (HPs) from paediatric oncology multi-disciplinary teams across the UK, regarding the impact of appearance change on adolescent patients, their experiences of delivering appearance-related care, and their training needs in this area.

Method: A two-phase qualitatively driven mixed methods design was employed. An inductive qualitative approach generated detailed data about a thus far unexplored topic. Findings from this phase informed phase two: a deductive mixed qualitative / quantitative approach employed to triangulate and further explore the initial qualitative themes.

Findings: Integrated findings were divided into two main outcomes. The first depicts HPs' perceptions of the psychosocial and behavioural impact of appearance change and their experiences of interventions that prevent or ameliorate appearance distress. The second illustrates personal (among HPs, adolescents and parents) and organisational barriers that inhibit the delivery of appearance-related support and suggestions by HPs on how these may be overcome.

Discussion: Appearance needs of patients are extensive and varied, but due to the barriers identified can be poorly addressed or overlooked. Nonetheless some HPS are utilising a variety of interventions supported by theory and evidence of their success in other clinical areas.

Recommendations are made for the content, design and co-ordination of appearance interventions for adolescents and for the content of education programmes to meet the training needs identified by participants.

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Oral: Informing the CLEFT-Q: Defining the gap in the measurement of health concepts important to patients with cleft lip and/or palate.

Background: The goal of cleft surgery is to improve the physical, psychological, and social well-being of patients with cleft lip and/or palate (CLP). The CLEFT-Q is a patient-reported outcome (PRO) instrument being developed for patients with CLP. The purpose of this study was to identify concepts important to patients with CLP that have not been measured previously with a PRO instrument in the literature.

Methods: We conducted a systematic literature review to identify all health concepts important to patients with CLP that have been measured with a PRO instrument. Our team then conducted in-depth qualitative interviews with patients with CLP, aged 6-22, in three different countries. Interviews were transcribed verbatim and line-by-line coding was used to establish categories and themes. Constant comparison was used to examine relationships within and across codes and categories. Interviewing continued until no new themes emerged. These themes were then compared to the concepts identified from the systematic review.

Findings: Patient interviews revealed several concepts not previously measured with a PRO instrument. These concepts were more specific to CLP. The difference between the concepts from the systematic review and the qualitative interviews will be discussed in detail.

Discussion: We identified concepts important to patients with CLP that have not been measured previously. These data were used to develop a conceptual framework to form the basis of the CLEFT-Q. The ability to measure treatment outcomes from the patient's perspective should greatly enhance our understanding of how best to manage this complex condition.