

54% of **women** would rather be hit by a **TRUCK** than be fat  
You look great have you **LOST** weight?

Look at  
fat **ROL**

1 out of  
adolescent  
reporter

**STARV**

themselves to lose  
How are  
you so  
**THIN?**

I need  
to lose  
**10 pou**

Do I look  
**FAT**  
in this?

to lose  
**10**  
ounds  
Do I look  
**FAT**  
in this?

In the U.S.,  
as many as  
**10 million**  
females  
are suffering  
from  
anorexia  
or bulima

How are  
you so  
**THIN?**



#### THE PURPOSE

Delta Delta Delta recognizes that body image is an issue among women worldwide. Fat Talk Free® Week 2010 (October 18th – 22nd) is an international, 5-day campaign to draw attention to body image issues and the damaging impact of the 'thin ideal' on women.

This annual public awareness effort was born from Tri Delta's award-winning body image education and eating disorders prevention program, *Reflections*.



[www.facebook.com/FatTalkFree](http://www.facebook.com/FatTalkFree)



[www.twitter.com/EndFatTalk](http://www.twitter.com/EndFatTalk)

#### THE CAMPAIGN

The 2010 campaign asks supporters to spread the message of Fat Talk Free® Week by inviting their friends and family to share the message of ending fat talk through self-expression and social media.

#### VIDEO CONTEST

In honor of the 3rd annual Fat Talk Free® Week supporters are encouraged to produce a short video of how they are ending fat talk and submit it to the digital contest page at [www.facebook.com/fattalkfree](http://www.facebook.com/fattalkfree).

Tools, including the Friends Don't Let Friends Fat Talk® decal, are available to download on the page. The contest will open for voting on October 18, 2010. The winner will be announced on 11/1/2010 and will receive a \$1,000 gift certificate to Best Buy.

#### SOCIAL MEDIA

We know that this campaign can only be successful with the support of those who believe in the message of Fat Talk Free® Week. This year, we are encouraging you to show your support by visiting the Facebook page and learn how to become involved. Those who 'like' the page can learn how to host Fat Talk Free® Week event, gain access to guest bloggers and web stories, sign the digital promise form and learn how others are spreading the message to end fat talk.

Does this make my butt look **BIG**?  
81% of ten-year-olds are **AFRAID** of being fat