GIRLS SAY THEY FEEL: PRESSURED. BULLIED. UNSURE OF THEIR BODIES.**

WANTED
CONFIDENT GIRLS

ACCORDING TO A SURVEY* OF OVER 2,000 U.S. ADULTS OVER AGE 18

BULLIES are biggest threat to GIRLS' positive self-image[1].

followed by DRUG AND ALCOHOL USE and others

SO WHAT ELSE IS THERE[1]

74% UNREALISTIC IMAGES of women in the media

69% inappropriate SOCIAL MEDIA use

74% POOR RELATIONSHIPS with parents

YEP, THE MEDIA

SEARCH

4 OUT OF 5 women say unrealistic images of women in the media are threat to girls' positive self-image[2]

YOU SHARED WHAT?[1]

69% of adults think inappropriate photos/text messages threaten a girl's positive self-image[1]

POST

45% say a **positive role model** is THE BIGGEST asset to a young girl's development of a **healthy** self-image.[3]

1 in 5 think FRIENDSHIP SKILLS or GOAL SETTING are biggest assets to a girl's self-image[3]

WE 👍Like

FIRST LADY MICHELLE OBAMA is top Role Model for girls

of those listed.[4] *(1 out of 2 adults)*

42% Olympic gymnast Gabby Douglas

41% Oprah

36% Supreme Court Justice Sonia Sotomayor

23% Marissa Mayer

16% Sheryl Sandberg

10% Mary Kate and Ashley Olsen

Men are more likely than women to name business execs **Marissa Mayer** and **Sheryl Sandberg** as role models for girls.[6]

HUH. REALLY? 4% of young adults (ages 18-34) picked Miley Cyrus as a role model for young girls

BEST FOR GIRLS' SELF-IMAGE[3]

45% Positive Role Models

Healthy Friendships **18%**

18% Goal Setting

GENaustin
GIRLS EMPOWERMENT NETWORK