



The Body Project

What is the Body Project?

The Body Project is a cognitive-dissonance-based body acceptance intervention for adolescents girls and young women ages 12-26 that confronts and challenges unrealistic appearance ideals, develops a healthier body image, and builds self-esteem.

Body Project Objectives:

1. Define the “appearance” ideal and explore its origin
2. Examine the costs of pursuing this ideal
3. Explore ways to resist unrealistic standards of beauty
4. Challenge personal body-related concerns
5. Talk more positively about our bodies
6. Talk about our future responses to these ideals

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