

The Healthy Body Image Program: An Online Platform for Integrated Eating Disorder Screening and Prevention for College Students



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TECHNISCHE
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University in St. Louis

The Problem of Eating Disorders on College Campuses

- Increased vulnerability for ED onset
- 25% of college women have weight and shape concerns
- Increasing rate of EDs in college-aged men



Demands Exceeds Resources

- College counseling centers are **understaffed** and **overburdened**
- Lack of screening efforts forces **students** to evaluate the urgency of their needs
- <20% of students with EDs receive treatment



Eisenberg et al., 2011, J Am College Health



Using **Internet-Based** Programs for Eating Disorder Intervention



prevent ED onset in college women

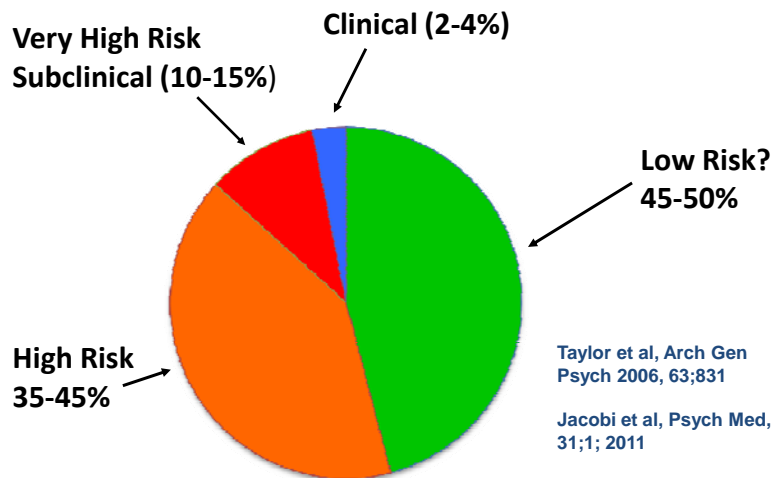
reduce risk factors for EDs

eliminate ED behaviors

Taylor et al., 2006; Jacobi et al., 2011; Jacobi et al., 2012; Taylor et al., 2012



Eating Disorders & ED Risk in College Students



Taylor et al, Arch Gen Psych 2006, 63;831

Jacobi et al, Psych Med, 31;1; 2011

Drewnowski et al, Am J Psych, 1994;151;1217



Our Goal

Develop an Internet-based program that:

- Achieves pre-determined universal, targeted/selected, indicated outcomes in defined populations (**all college students**)

Universal: Healthy weight regulation,
Positive body image (self and culture)

Targeted/Selected: Reduces onset of EDs,
Reduces symptom progression

Indicated: Reduces symptoms

- Is easy to disseminate (cost-effective, easy to implement, etc)
- Is widely used (most colleges and universities)



A Comprehensive Program

The Healthy Body Image Program is university-wide program designed to **prevent the onset** and **progression** of eating disorders and foster a **positive body image culture**.



The Healthy Body Image Program Can Be Tailored To Each School:

- The basic components include:
 - Universally-applied confidential screen administered online
 - Face-to-face, culture change programs and activities
 - 8-12 week evidence-based online programs tailored to needs and interests
 - Opportunities for clinical intervention as needed



Healthy Body Image Model

Screening Algorithm: Stanford-Washington University ED Screen



Healthy Body Image Model

Screening Algorithm: Stanford-Washington University ED Screen

High risk for ED
WCS > 45
ED screen --

Assigned to on-
line **targeted**
ED prevention
Program
(**StudentBodies**)

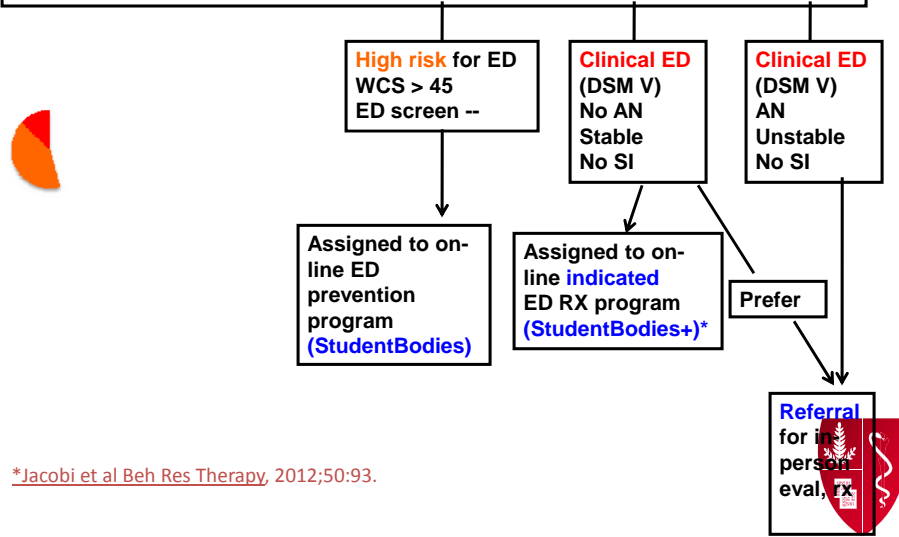


*Taylor et al [Arch Gen Psych](#) 2006; 63:831



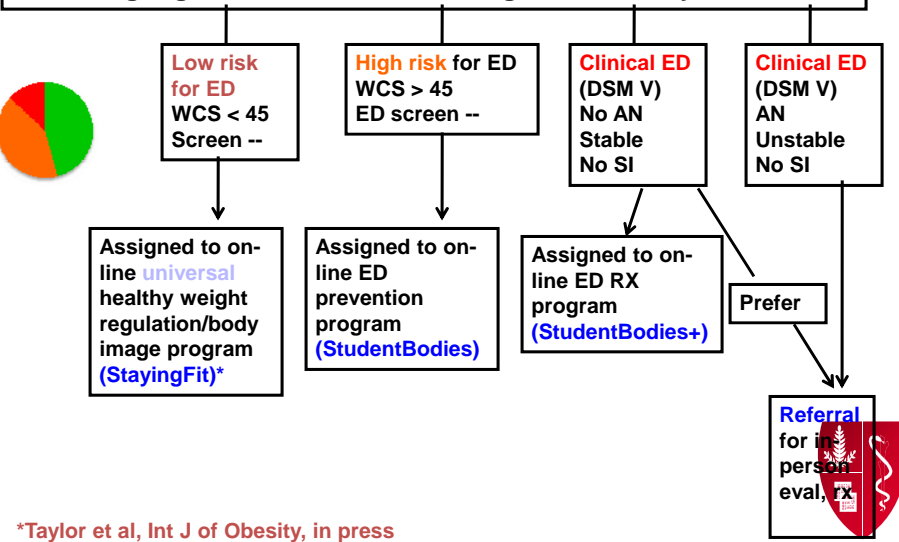
Healthy Body Image Model

Screening Algorithm: Stanford-Washington University ED Screen



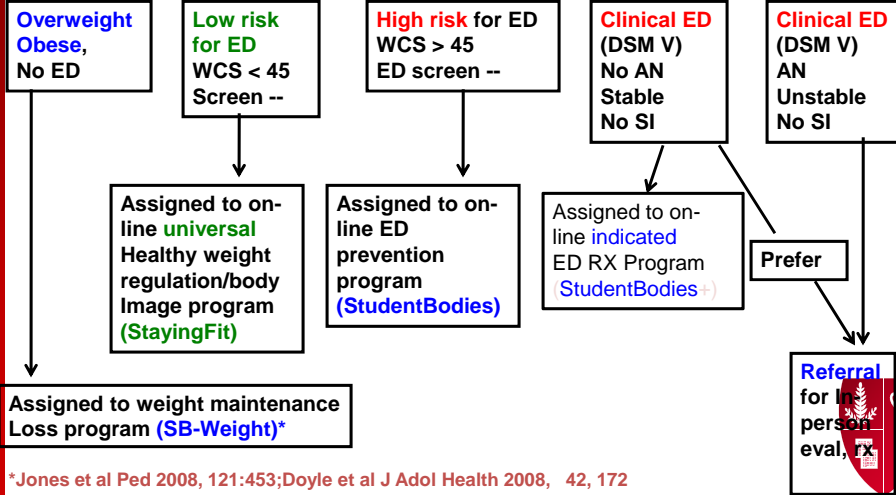
Healthy Body Image Model

Screening Algorithm: Stanford-Washington University ED Screen

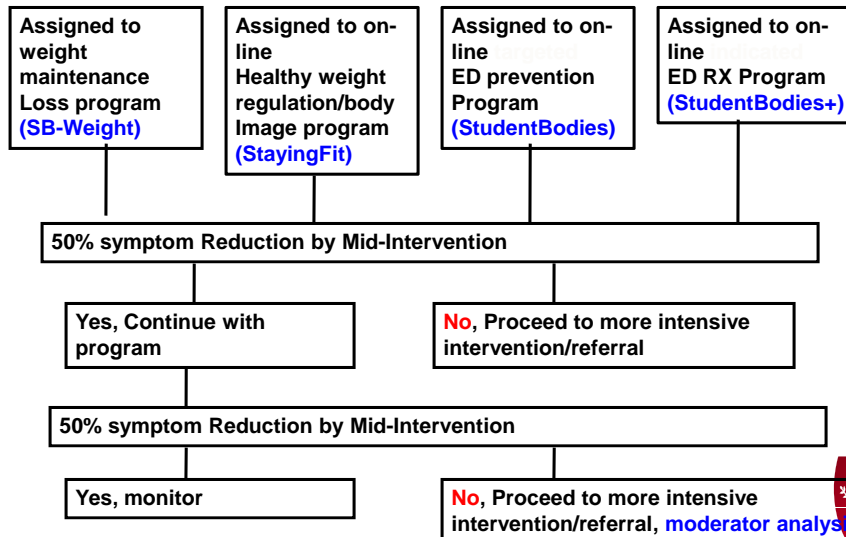


Two Dimensional Model

Screening Algorithm: Stanford-Washington University ED Screen



Healthy Body Image Model: Follow-up



If we build it, will they come?

In the last 2 years, over 1200 students have completed the Stanford-Washington University Eating Disorder Screen



in just **four** weeks...

820 students
completed the
screen

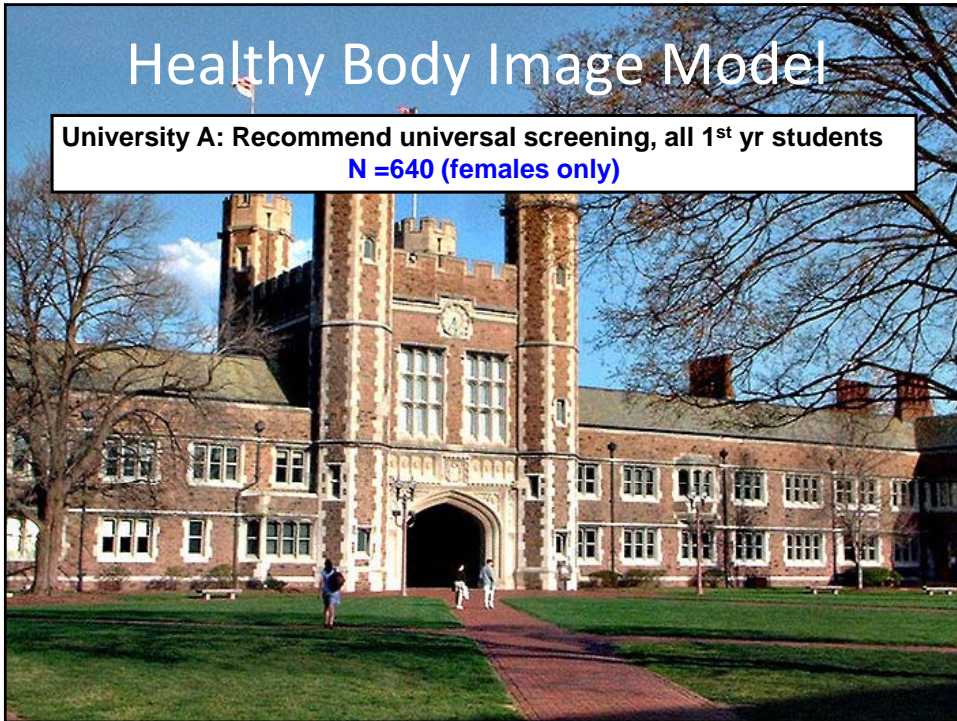


large sample size
(and participation was not
required)
fast turn-around
no cost to recruit
no cost to implement



Healthy Body Image Model

University A: Recommend universal screening, all 1st yr students
N = 640 (females only)



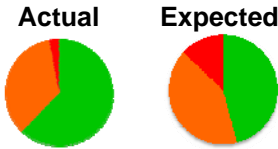
Healthy Body Image Model

University A: Recommend universal screening, all 1st yr students
N = 640 (females only)

Low risk for ED
N = 395 (62%)

High Risk
N = 224 (35%)

Clinical ED?
N = 21 (3%)



Community Culture Change

Last year, over 3000 Stanford students participated in one or more of Healthy Body Image Program activities



Healthy Body Image Model

University B: Community based screening
332 (females only)



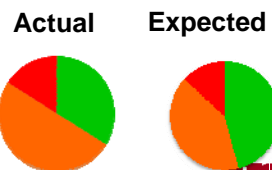
Healthy Body Image Model

University B: Community based screening
332 (females only)

Low risk for ED
N= 112 (34%)

High Risk
N = 166 (50%)

Clinical ED?
N =54 (16%)



Staying Fit

Prevention Based Program

Login

Green Foods

Another very important way to practice healthy eating is to eat low-fat, low-calorie, and high nutrient foods. In the Staying Fit program, these highly nutritious foods are called GREEN foods.



- 12-week Internet-based program for males and females
- Designed to encourage students to adopt or maintain healthy nutrition and exercise habits and alleviate excessive body image concern



STUDENT BODIES



- Evidence-based, 8-week online program with a moderated discussion group
- Shown to reduce eating disorder risk and prevent onset and progression of EDs in high risk groups
- Cited by the director of NIMH as one of the 10 most important prevention studies in mental health




Student Bodies™

Login
 Password [Password vergessen?](#)


Student Bodies™ ist ein geschlossenes (passwortgeschütztes) **Trainingsprogramm für junge Frauen** zwischen 18 und 29 Jahren, das sich unter Einsatz neuer Medien mit Themen wie Essstörungen, dem Bild vom eigenen Körper und Schönheitsidealen beschäftigt. Bisherige Erfahrungen mit dem Programm haben gezeigt, dass Frauen, die das Programm mit allen seinen Komponenten durchlaufen, ihr **Körperbild entscheidend verbessern** können.

Student Bodies verfolgt vier Ziele

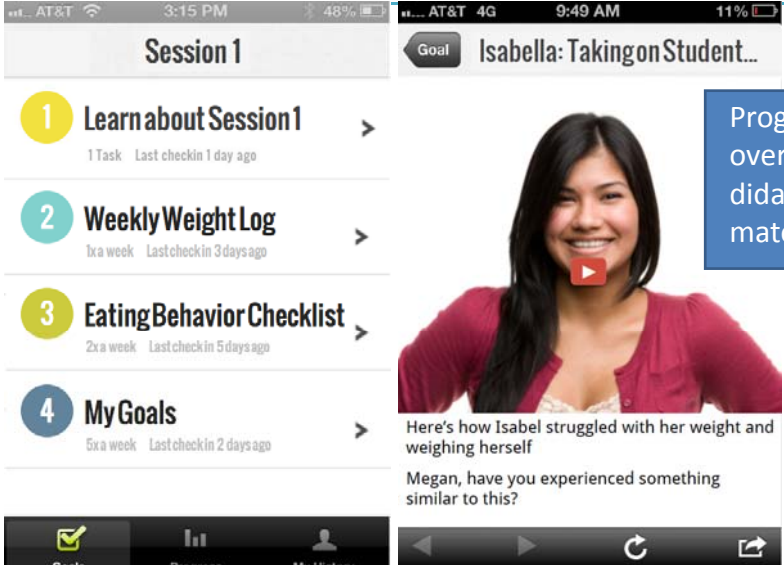
1. Ihnen ein gutes Körpergefühl zu vermitteln, ohne dass sich ihr Körper dafür verändern muss
2. Sie dabei unterstützen, ein gesundes Essverhalten beizubehalten oder aufzubauen
3. Ihnen Alternativen für Situationen mit problematischem Essverhalten aufzuzeigen
4. Ihr Selbstbewusstsein unabhängig von Figur und Gewicht zu stärken



- Indicated prevention program for students with subclinical eating disorders
- 8-session, online guided self-help to reduce symptoms and symptom progression



StudentBodies-Indicated (mobile)




Session 1

Goal Isabella: Taking on Student...

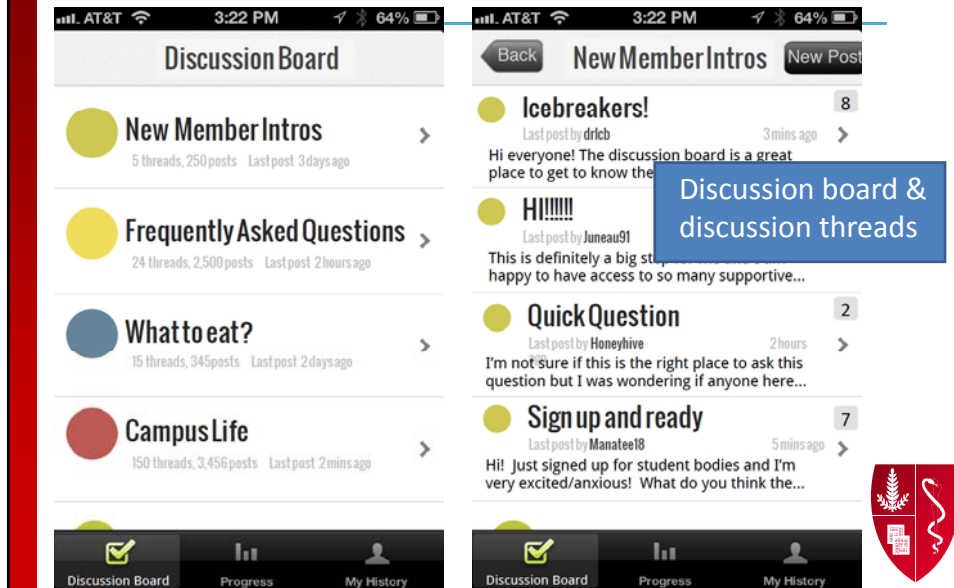
- 1 Learn about Session 1
1 Task Last checkin 1 day ago
- 2 Weekly Weight Log
1x a week Last checkin 3 days ago
- 3 Eating Behavior Checklist
2x a week Last checkin 5 days ago
- 4 My Goals
5x a week Last checkin 2 days ago

Program overview & didactic material

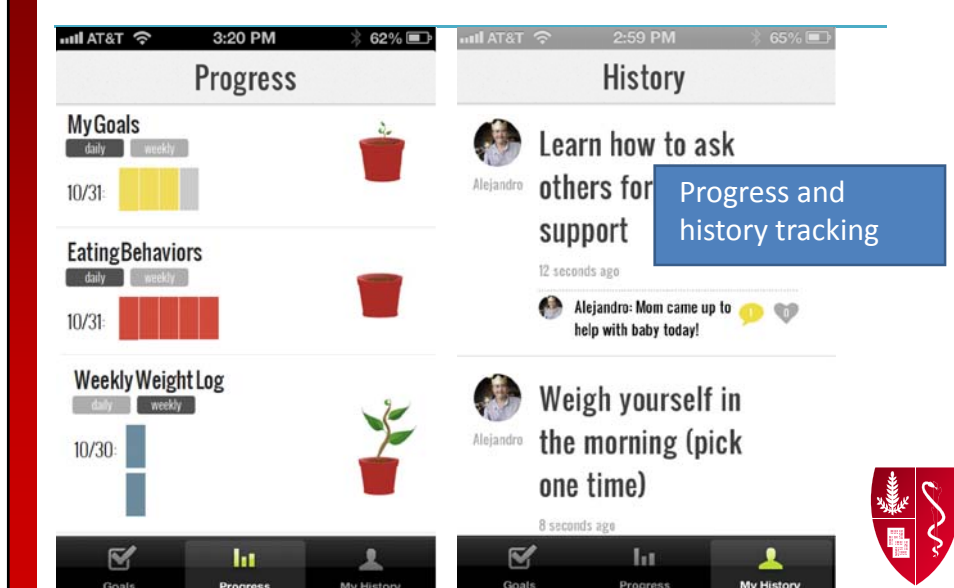
Here's how Isabel struggled with her weight and weighing herself
Megan, have you experienced something similar to this?



StudentBodies-Indicated (mobile)



StudentBodies-Indicated (mobile)



StudentBodies-Indicated (web)

The screenshot shows a 'Patients' dashboard with a table of user information. A blue callout box points to a red flag icon in the 'Flag' column, stating 'Priority flags Based on standard of care guidelines'. Another blue callout box points to the top of the dashboard area, stating 'Moderator dashboard'.

User Name	Current Session	Last Login	Last Check in	Last Feedback Sent	Discussion Posts	Flag
Abramson, Lisa	Session 1	9/25/13	9/24/13	9/15/13	8	Priority flag
Ackner, Nitzan	Session 1	9/25/13	9/24/13	9/15/13	3	Standard flag
Akindele, Jimi	Session 1	9/25/13	9/24/13	9/15/13		
Andrews, Jenn	Session 1	9/25/13	9/24/13	9/15/13	8	

StudentBodies-Indicated (web)

The screenshot shows a 'Participant Log' table with columns for 'Module' and 'Answer'. A blue callout box points to the table, stating 'Easy to read participant log entries'.

Module	Answer
What could Jen do differently next time?	Go to dinner with Lisa and be friendly
What about your day to day life?	I will make sure to stick to a schedule and always eat
Motivation Rating 1	High
Motivation Rating 2	
Motivation Rating 3	Low
Motivation Rating 4	Medium
Reflections	I still don't feel like I am the person I want to

Interfacing with the campus community

- student health services
- residential life
- health-oriented student groups



The Whole Image

Body Image Culture Change for College Students

Home Session 1 Session 2 Session 3 Session 4 Session 5 Session 6 Session 7 Session 8

- 8-session “on” and “off-line” program designed to improve body image culture and prevent eating disorders
- Designed for students of all genders, sexual orientations, ethnic and sociocultural backgrounds
- Implementation:
 - Partner with Residential Education and Greek Life to offer to dorms, sororities, and other residential communities
 - Offer individual students access and course credit through Athletics as one of a “Wellness” suite of courses



High Acceptability

- Appealing to both students and administrators
 - Saves administration time and resources since program is online
 - Student Testimonials:



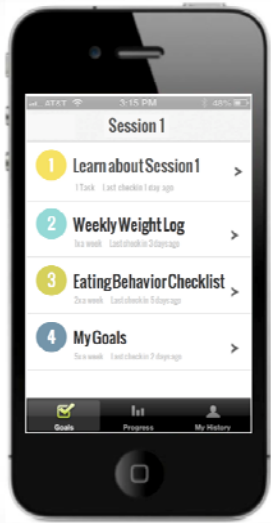
"This program helped me see a side of me I have not seen in a long time. I saw myself as beautiful. I learned that I am not the only one going through what I am going through, and that there are people willing to help."



next steps:
scaling our model for
widespread dissemination



Technological Enhancements



clinical management dashboards
online training platforms
modular interventions
mobile apps

rapidly evaluate changes



Basic Science & Innovation



Identify **mediators** and
moderators to guide
program refinement

Incorporate **data capture**
for comorbid conditions
and sub-groups with
specialized needs



Next Steps

- Evaluate across **diverse** campuses
- Encourage **innovation** and **exnovation**
- Modify the platform **if and when** it does not fit in the system



Return on Investment

Reduce the burden of eating disorder service delivery:

- Efficient delivery system that transcends existing barriers to care
- Conserve person-based resources
- Decrease costs
- Maximize capacity to serve the entire student body



Potential for **rapid dissemination**



Thank You!

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