

Charte québécoise

pour une image corporelle saine et diversifiée
Sept articles pour passer à l'action

Québec Charter for a Healthy and Diverse Body Image Seven avenues for action (Courtesy Translation)

The body image presented in the public sphere and the media influences self-image, self-esteem, and, indirectly, public health. **We recognize** that beauty ideals based on extreme slimness can harm self-esteem, particularly in girls and women. **We believe** that eating habits and weight loss practices are influenced by biology, psychology, family, society, and culture. **We encourage** partners from all fields—governments, community organizations, and corporations—to work together to help diminish social pressure in the interest of a healthy and egalitarian society. **We believe** that with their vitality and creativity, the fashion, advertising, and media sectors can provide leadership and exert a positive influence over the public. **We want** to follow the international trend in the fashion industry towards awareness campaigns on problems related to excessive preoccupation with weight, anorexia, and bulimia. **We are determined**, at the instigation of the Minister of Culture, Communications and the Status of Women, to collectively contribute to drafting this charter and launching a common call to action to promote a healthy diversity of body images.

We, the undersigned, therefore pledge our support for a vision of a society in which body diversity is valued and, in consequence, undertake, **as part of our respective missions, to**

1. **Promote** a diversity of body images, including different heights, proportions, and ages
2. **Encourage** healthy eating and weight control habits
3. **Discourage** excessive behavior with respect to weight loss or appearance modification.
4. **Refuse** to subscribe to esthetic ideals based on extreme slimness
5. **Remain** vigilant and diligent in order to minimize the risks of anorexia, bulimia, and unhealthy concerns about weight
6. **Act** as agents of change in order to promote healthy and realistic practices and images regarding the body
7. **Promote the Québec Charter for a Healthy and Diverse Body Image** to our partners, clientele, and colleagues while actively adhering to and respecting these principles