The Butterfly Foundation is Australia’s national charity supporting those affected by eating disorders and negative body image. The Butterfly Research Institute works together with those with a lived experience to advance the Australian knowledge base on eating disorders and body image.

To further explore the actual experience of body esteem for Australians, The Butterfly Research Institute is conducting research to investigate the experience of Australians over the age of 18 in relation to their body esteem, and the impact these feelings have on their day to day lives. The project will contribute to an understanding of body image in Australia, and also guide the development of effective engagement practices in the prevention of eating disorders.

A number of Australian and international studies have demonstrated the relationship between low body esteem, poor body image and poor self-esteem as well as several mental health concerns including depression, anxiety and eating disorders. Body image warrants serious consideration given its link with significant physical, mental and social outcomes.

I encourage you to support the work of the organisation in developing a strong evidence-base for the experience of body esteem in Australia by promoting this study to your networks and encouraging broad participation.

PROFESSOR SUSAN PAXTON
CHAIR
BUTTERFLY RESEARCH INSTITUTE

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**WHAT IS THE SURVEY ABOUT?**

This study is part of the work of the Butterfly Research Institute (BRI) on body image.

It aims to find out about Australians’ experiences of body image and its impact in their day to day lives by offering an opportunity for Australians to:

**SHARE** their experience of body image, and its impact on their day to day life
**HELP** us to understand negative body esteem what we can do to address it
**CONTRIBUTE** to the development of new programs and messages that improve body image.

Getting a wide range of experience will allow us to better understand the impact of body image and improve the way we respond to body esteem with programs and policy to make them as meaningful and useful as possible.

**IMPORTANT INFORMATION**

Issues around body image and eating disorders can trigger distress and disordered thoughts or behaviours for some people. Any social media posts, articles or other communications about this project should always include reference to the Butterfly Foundation as the investigator and list contact details for both the project and the National Helpline. You can find more information about safe communication about eating disorders here.

Some people may find answering the questions uncomfortable or upsetting. Anyone participating is encouraged to contact the Butterfly Foundation National Helpline 1800 33 4673 or visit the webchat services online to access free support, advice and counselling if they need to talk about what this brings up for them.

If you would like further information you can contact the Principal Investigator for the project: frances.cook@thebutterflyfoundation.org.au.

For more information about Butterfly Foundation Communications, you can contact sarah@thebutterflyfoundation.org.au.

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**INSIGHTS IN BODY ESTEEM**

**Butterfly Research Institute’s Body Image Survey**

**WHAT IS THE SURVEY ABOUT?**

Please distribute the survey information and link to your network of those over 18 in Australia.

The Butterfly Foundation will be regularly posting about the project on social media and we encourage you to share this content. We also ask you to consider sharing with your own networks, for example; Social Media, blog posts, external newsletters, or internal organisation communications.

**IMPORTANT INFORMATION**

Some people may find answering the questions uncomfortable or upsetting. Anyone participating is encouraged to contact the Butterfly Foundation National Helpline 1800 33 4673 or visit the webchat services online to access free support, advice and counselling if they need to talk about what this brings up for them.

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FOR MORE INFORMATION AND TO COMPLETE THE SURVEY VISIT www.surveymonkey.com/r/TBFInsightsInBodyEsteem