

**Senate Standing Committee on Education Employment and Workplace  
Relations**

**QUESTIONS ON NOTICE  
Additional Estimates 2010-2011**

**Outcome 2 - Schools**

**DEEWR Question No.EW0821\_11**

**Senator Cash provided in writing.**

**Question**

**FAMILIES (RECOMMENDATION 13)**

What has been done to assist families? What educational material, discussion starters, and distribution channels have been used for families? 2. Re maternity-based body image concerns - how have messages re this issue been distributed? Which health professionals have been engaged, and how has this been conducted? How many health professionals have learned of these messages as a direct result of the Board's initiatives?

**Answer**

1. The Government has commissioned Education Services Australia to develop a body image poster and supporting materials for schools, drawing on the 'Checklist for Body Image Friendly Schools' developed by the National Advisory Group on Body Image. These supporting materials include conversation starters for parents/carers and communities and will be available to schools by mid-year.
2. The National Advisory Group on Body Image's report provided a range of recommendations on what is a very complex issue. The Government decided to prioritise action in both of the key areas identified in the Advisory Group's report ('individuals and their immediate social environment' and 'industry and popular culture'). Initiatives also focus on young people as a priority group who are significantly affected by this issue.

The Code is available online and is a valuable resource that outlines principles to guide relevant industries to adopt more body image friendly practices.