



Help keep girls healthy & happy! Support Healthy Media for Youth Act to promote positive body image!

## Support Healthy Media Images for Girls!

Urge Your Local Congress Member to Cosponsor  
Healthy Media for Youth Act!

The most recent Girl Scout Research Institute survey, *Girls and Body Image 2010*, reported that the majority of today's girls feel that the body image portrayed by the fashion industry is an unattainable model of beauty, yet 60% of the girls admit that they compare themselves to models. Nearly 90% of the girls surveyed felt intense pressure from the media and fashion industry to be thin. The survey included more than 1,000 girls from ages 13 to 17 across the United States. More than half of these teen girls reported that they diet, while 31 percent said that they have starved themselves or refused to eat to lose weight.

In response to these alarming statistics, GSUSA worked closely with U.S. Reps. Tammy Baldwin (D-WI) and Shelley Moore Capito (R-WV) to develop the Healthy Media for Youth Act (H.R. 4925). The bill supports media literacy programs and youth empowerment groups, facilitates research on how images of women and girls affect youth, and establishes a National Taskforce on Women and Girls in the Media to develop voluntary standards that promote healthy, balanced and positive images of girls and women.

GSUSA is now seeking Congressional cosponsors for the bill. Help support healthy, happy girls! Join the Girl Scout Advocacy Network, located at [www.girlscouts4girls.org](http://www.girlscouts4girls.org), to send a letter to your member of Congress asking them to sign on to the bill!