

# Fit and fat: Challenging myths and beliefs around physical activity and weight loss

Thursday April 15, 2004 1-3pm

*A presentation by:*

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and

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This presentation will look at the influence of size, weight and body shape on women's self-esteem and the impact this has on women's participation in physical activity. We will explore dominant myths and beliefs around weight loss and the industry of physical activity and how they propagate stereotypes of the "active woman" and moralize those who, for many different reasons, are overweight and/or inactive. The presenters will draw on their own work in research and practice to discuss strategies for separating physical activity from weight loss and for promoting regular physical activity as a joyful and energizing health behaviour.

**Location: BCCEWH**

Room E311  
Women's Health Centre of BC  
Street Address: 4500 Oak Street  
Vancouver

*(Note: Entrance to the Women's Health Centre is at Heather and 29<sup>th</sup> Streets, Parking Lot 3)*

**Information**

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**Admission is FREE. Everyone welcome!**

Please RSVP to bccewh@cw.bc.ca or 604-875-2633.



British Columbia  
Centre of Excellence  
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