



Presented by: Nicole Roberts, Drew Thomasson, Gina Pizzimenti, Cathrine Pace and Abigail Robinson

Introduction

Planned Parenthood is a health care service that provides a variety of resources. With 57 independent local affiliates that operate around 650 health centers, we are the largest affordable health care provider. What comes to mind for most people when they hear “Planned Parenthood” is not often positive. Most of the coverage Planned Parenthood receives is about abortion and sexual health. One of the lesser known, but just as important resources, is positive body image. On our website, we offer information about how to improve body image and how it can affect health. Body image is defined by Planned Parenthood as how you feel and what you think when you look at yourself. It also includes what one thinks other people see when looking at them. Many people’s body image is influenced on what we see in their culture and how their parents made them feel about themselves. Planned Parenthood wants to help college aged women have a positive body image. Some examples of things we suggest in our resources are:

- Talk to trusted friend or family member
- Talk to a therapist
- Accept what you cannot change
- Make a list of your positive qualities
- Make a lifestyle change
- Treat your body with respect by making healthy choices

We also offer information on how a negative body image will affect one’s well being. People can also call our help lines, visit a location, or get in touch with us on social media for help.

Caring about one’s body relates to Planned Parenthood’s mission statement below:

“To empower individuals to make independent, informed decisions about their sexual and reproductive lives, we provide information and health care, and promote public policies that make those services available to all. Planning is power.”

We are the nation’s leading provider of high-quality, affordable health care for women, men, and young people. We are also the nation’s highest provider of sex education. By teaching positive body image we are also teaching to make healthy choices. If someone respects their body they will be more likely to make safe sexual decisions as well as get regular check ups. Positive body image is a huge issue for college-aged women, including Central Michigan University’s campus. This is the reason we have chosen to target CMU women, along with the research that follows.

Planned Parenthood is working together with Threads Fashion Show this year to spread awareness about positive body image. We will be casting a variety of diverse models with different body shapes, ethnicities, and heights. The models we cast will become “CMU Goddesses” and will have a positive effect on those watching the show. These confident women will serve as role models for body positivity.



Introduction

Research

Women's health, in general, is a broad topic but can all be related to body image. Planned Parenthood wants to make sure that all college women are educated on all things related to their sexual health. From STD's, to birth control, to body image, it's important that everyone is fully up to speed and aware of all of these topics. By educating them on body image and creating positivity, this will allow women to respect their bodies and take care of them, which makes all health facts relevant to the topic of body image.

Body image is also a huge issue among college women. No matter where people go to school, he/she/they will always come into contact with the concept of body image regardless of if it is positive or negative. A study done on college students showed that 74.4% of women at a normal weight think about their appearance "all the time" or "frequently" (University of Calif. Santa Cruz). Planned Parenthood offers programs to those who struggle with body image, and is trying to work closer with college students to help them deal with the ongoing battle. Through events on college campuses, we can bring awareness to such issues and provide the resources needed to cope and deal with this common struggle. It's important that students are educated on this topic as body image struggles can lead to eating disorders, negative thoughts and unhealthy lifestyle choices.

Planned Parenthood can also help college students or anyone for that matter when it comes to birth control. If college students have a positive body image, they will want to protect their bodies. According to a study done by the CDC, 62 percent of women ages 15-44 use some type of contraception. Planned Parenthood has the resources to educate college women on the benefits of safe sex. Coming to their events will help students become educated on all things contraception related in a safe, comfortable, judgment-free setting. The cost of contraceptives can also be daunting for many college students. A study done in Texas showed that when funding was cut from Planned Parenthood, women received fewer contraceptives because they simply could not afford it.

Sexual orientation is also a growing topic on college campuses recently. According to a CBS news article, 800,000 people came out on Facebook during 2015 (Schupak 2015) Since then, a significant amount of awareness has been brought to the topic, and Planned Parenthood, again, has the resources and programs to help people who are struggling or just want to know more information in general. Gay and lesbians often feel isolated, ashamed and afraid of being discovered that they are different (Canadian Pediatric Society 2008). It's important that students feel comfortable when it comes to issues like this. Having a safe place to talk and get educated is extremely important as just one informational session has the ability to influence someone greatly. If students are proud of who they are by having a positive body image, they will be able to take care of themselves.

Introduction

References

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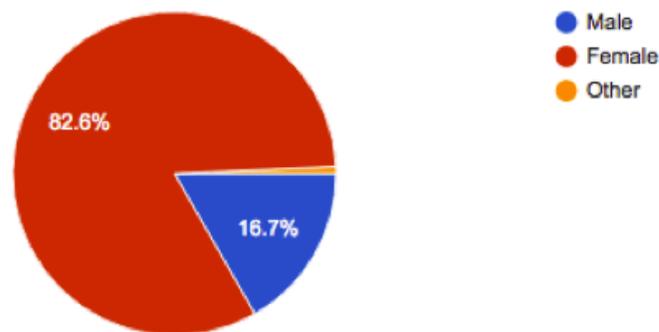
Research

Research Cont. (Survey Results)

Planned Parenthood is often under a great amount of scrutiny due to the controversial health services it offers, such as birth control and abortion. The goal of this research is to explore potential target demographics that may be interested in the additional services that Planned Parenthood offers. One such service is the provision of resources on body image, which many millennials and younger individuals battle.

The Planned Parenthood media team decided to conduct their own research in order to gauge how students are affected by body image. A 10-question survey was created using Google Forms and distributed via social media channels, including Facebook and Twitter. It was issued to 293 students at Central Michigan University. Of the 293 respondents 82.6 were female, 16.7 percent were male and the remaining 0.7 percent identified as non-binary. Respondents of this survey ranged in age from 17 to 60, with approximately 92 percent of individuals between the ages of 18 and 25.

What is your gender? (293 responses)

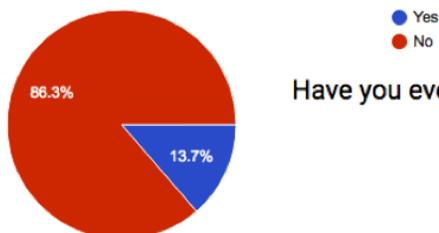


Research

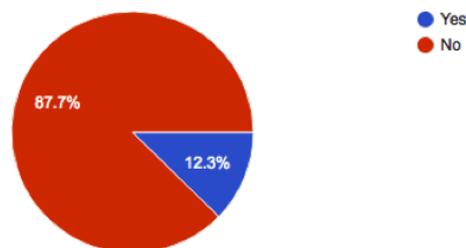
The first two questions on the survey were designed to gauge whether or not students strive to be healthful, and focused on body care. Question one asked students how often they eat healthy. Question two asked students how often they exercise. Results for these two questions showed that students are not providing their body the optimal amount of care. Nearly 46 percent of respondents said that they only sometimes eat healthy, while approximately 42 percent of respondents said they only sometimes exercise. A significantly larger number of respondents said that they rarely exercise compared to those who rarely eat healthy: 25.9 percent versus 7.8 percent. The questions then shifted to focusing on body image.

One survey question asked respondents what they would change about their body if they could. The answer options for this question were hair and skin, facial features, height, weight, and other. Nearly 74 percent of respondents chose weight as the one thing they would change. The following question asked what is something they love about their body, and listed the same answer options. Nearly 44 percent of respondents chose hair and skin. Facial features and height were the second and third most popular answers, with 33.6 percent of respondents choosing facial features, and an additional 33.2 percent choosing height.

Are you aware of the services Planned Parenthood offers to build positive body image? (293 responses)



Have you ever visited a Planned Parenthood location? (292 responses)



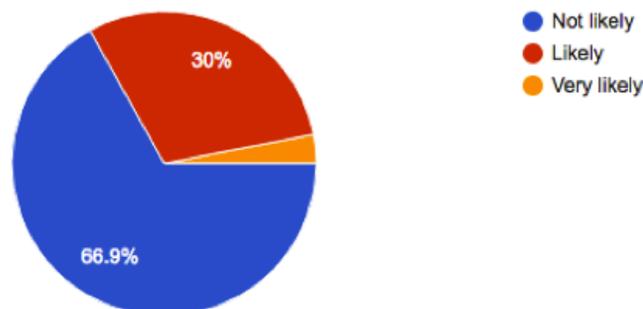
Research

From the survey results the media team was able to infer that body image is, in fact, an issue that largely affects college students attending Central Michigan University. The survey then made an attempt to gauge attitudes and opinions towards Planned Parenthood as an organization. Nearly 88 percent of respondents said that they have never visited a Planned Parenthood location (the closest office to the CMU campus is in Lansing, Michigan, which is about an hour drive). Furthermore, more than 86 percent of respondents said they were not aware of the services that Planned Parenthood offers to build positive body image.

The remaining questions on the survey addressed respondent willingness to attend a Planned Parenthood event, and what services are wanted by college students. Approximately 70 percent of respondents said that they would not be willing to attend an event at CMU hosted by Planned Parenthood, yet students requested a variety of services from safe sex education to mental health counseling. It is apparent that health services, and especially sexual health services, are in high demand for college students, but students do not want to be associated with Planned Parenthood. From this, the media team knew that they would have to be more strategic in targeting this demographic and encouraging engagement.

How likely are you to attend a body image event hosted by Planned Parenthood on your college campus?

(293 responses)



Objectives

Impact

1. (Informational) Increase awareness of Planned Parenthood's healthcare services and dedication to women's physical and mental health.
2. (Attitudinal) Increase positive perception amongst CMU students of Planned Parenthood by 25%.
3. (Behavioral) Increase percentage of CMU students as patients at any Planned Parenthood location by 10%.

Output

1. Choose 40 diverse models to walk in the Threads Fashion Show.
2. Send press release to local media.
3. Create social media calendar for month leading up to fashion show.
4. Send media advisory to local media.
5. Print 200 flyers to distribute around campus.

Objectives Evaluation

Impact

1. (Informational) Increase awareness of Planned Parenthood's healthcare services and dedication to women's physical and mental health amongst CMU students.

* Send awareness survey to CMU students regarding Planned Parenthood's healthcare services and dedication to women's physical and mental health before and after Threads Fashion Show.

2. (Attitudinal) Increase positive perception amongst CMU students of Planned Parenthood by 25%.

* Send survey to CMU students to gauge their perception of Planned Parenthood using 5-point Likert Scale questions.

3. (Behavioral) Increase percentage of CMU students as patients at any Planned Parenthood location by 10%.

* Track number of students who list Central Michigan University on their information forms at Planned Parenthood locations before and after Threads Fashion Show. The names of patients will not be released — patient confidentiality will be upheld.

Objectives Evaluation

Output

1. Choose 40 diverse models to walk in the Threads Fashion Show.

* Ensure 40 diverse models were chosen to walk in the Threads Fashion Show.

2. Send press release to local media.

* Ensure press release was sent to local media.

3. Create social media calendar for one month leading up to the fashion show.

* Review that a social media calendar was created for the month leading up to the fashion show.

4. Send media advisory to local media.

* Ensure media advisory was sent to local media.

5. Print 200 flyers to distribute around campus.

* Review that 200 flyers were printed to distribute around campus.

Programming

Key Messages

1. Planned Parenthood focuses on educating and informing the public about living a healthy lifestyle, while maintaining a positive attitude towards one's body image.
2. Planned Parenthood promotes the confidence and well-being of women of all shapes and sizes.

Media

Controlled

- Brochure
- Flyer
- Website

Uncontrolled

- Press release
- Media advisory
- Photos

Social

- Facebook
- Twitter
- Instagram

Programming

Event

Main Event: Partner with the Threads Fashion Show

- Planned Parenthood will be in charge of picking out the models from CMU
- “Twist on fashion shows”
- Models will showcase personalities when walking down the runway

Models: Will be called “CMU Goddesses”

GOAL: Promote body positivity and put an end to body shaming.

- The event showcases the diversity that CMU has.
- The models will show that people do not need to be a certain shape or size to be beautiful.



Programming

Appropriate principles of effective communication

Source credibility:

- Planned Parenthood is a well-known, credible organization.

Message salience:

- Body image positivity (most important message)

Verbal cues:

- Us (as Planned Parenthood) promoting the event.

Non-verbal cues:

- The models and how they showcase their personalities on the runway.

Opinion leaders:

- CMU student leaders
- Faculty

Group Influence:

- Well-known event on campus that many groups attend
- Sororities make sisterhood events out of Threads to show support to members of the greek community.
- Fashion merchandising majors attend.
- Friend groups go as a "social event."

Selective Exposure:

- We don't have the ability to be selective. We will be getting both negative and positive coverage.
- Our goal is to make sure our message is articulated correctly

Audience Participation:

- The models
- Social media contests

Conclusion

Planned Parenthood, the affordable, private health care provider, is making strides to help improve body image in females. The company works to connect individuals with resources to help create positive body image and offers reproductive, general and mental health services.

Research conducted by the Planned Parenthood media team showed that students at Central Michigan University are unhappy with their weight (73.8 percent) and struggle with maintaining positive body image. The team learned that many students have not visited Planned Parenthood locations and are not likely to attend Planned Parenthood events.

They then decided that partnering with a university event or organization would be a smarter, more strategic move than trying to establish their own presence at CMU.

Key Takeaways:

- * Planned Parenthood works to empower individuals to be their healthiest self
- * Survey of 293 Central Michigan University students shows that negative body image affects a large number of individuals, especially females
- * Central Michigan University students are not likely to attend a Planned Parenthood event
- * Planned Parenthood will partner with the Threads Fashion Show to create an event celebrating diversity and body positivity; the models, selected by Planned Parenthood and called the CMU goddesses, will be a twist on the Victoria's Secret Angels.
- * Event will be advertised on campus and shared with local media
- * Goal of the campaign is to promote confidence in women of all shapes and sizes
- * Objectives include promoting services available to students, increasing favorable opinions and increasing visits to Planned Parenthood locations
- * Campaign will take to social media through Facebook/Instagram posts and Tweets
- * Planned Parenthood presence on campus will be increased through posters and fliers

Media Advisory



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Threads Fashion Show To Promote Positive Body Image Through A Diverse Group Of Models

Planned Parenthood is partnering with the Threads Fashion Show in an attempt to promote positive body image. Planned Parenthood officials will hand pick models from the student body at Central Michigan University to help diversify the show and make it more relatable for all students. This fashion show twist will allow models, whom will be called "CMU Goddesses," to be themselves and showcase their real personalities as they make their way down the runway.

Who: Planned Parenthood and Fashion Merchandising and Design Students

What: A twist on the Threads Fashion Show

When: Saturday, April 8, 2017 6 p.m.

Where: Warriner Hall, Central Michigan University

Why: To showcase Central Michigan University's fashion merchandising and design students work throughout the year, while promoting positive body image through a diverse group of models.

For more information, visit www.threadsfashionshowcmu.com

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Press Release



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FOR IMMEDIATE RELEASE: March 6, 2017

Planned Parenthood To Pick Models For The Annual Threads Fashion Show on April 8

Mount Pleasant, Mich. – Planned Parenthood is partnering with the fashion merchandising and design students at Central Michigan University to host the annual Threads Fashion Show. The event will take place on April 8 at 7 p.m. in Finch Fieldhouse.

Planned Parenthood officials will recruit a variety of student leaders to participate as models in the show. The goal is to have a diverse set of models of all shapes and sizes to promote positive and healthy body image.

The models, which will be called CMU Goddesses, will be encouraged to showcase their personalities as they make their way down the runway. Each model will pick their own song and put a twist on the stereotypical “runway walk” by choosing their own talent to showcase.

“So many women struggle with their body image, and we want to change that.” Alexis Kelly, Threads Fashion Show Coordinator said. “This fashion show will show that you don’t need to be a certain shape or size to be beautiful.”

For more information, visit www.threadsfashionshowcmu.com

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Minimalist Ad



You are more than just a number.

Social Media Calendar

Social Media Calendar for the week before event:

CMU Goddesses

Date	Day of the Week	Event	Facebook Post	Twitter Post	Instagram Post
April 4	Tues.	Announce Overview	5 p.m. It's almost here! CMU Threads Fashion show is this Saturday at 7 p.m.! We can't wait to debut our body positive models. Follow the link below for more information.	5 p.m. CMU Threads Fashion show is just around the corner! 7 p.m. this Saturday. #PPLoveYourself	5p.m. Picture of the event from last year. Caption: Don't miss out on Threads Fashion Show at CMU ON Saturday April 7 at 7 p.m. #PPLoveYourself
April 5	Wed.	Stats of body image	11 a.m. Picture of minimalist AD: The number does not define you. To show your support for body positivity comment a photo where you feel beautiful and tag two friends.	11 a.m. 91% of college-aged women are unhappy with their bodies. Be in the 8% that is body positive! #PPLoveYourself	11 a.m. Picture of our minimalist AD Caption: The number does not define you. #PPLoveYourself

Flier

Threads *Featuring CMU Goddesses*

Planned Parenthood and Fashion Merchandising and Design Students have partnered to create a unique fashion show.

A twist on the Threads Fashion Show, which will showcase a diverse set of models and personalities.

Saturday, April 8, 2017 6 p.m.

