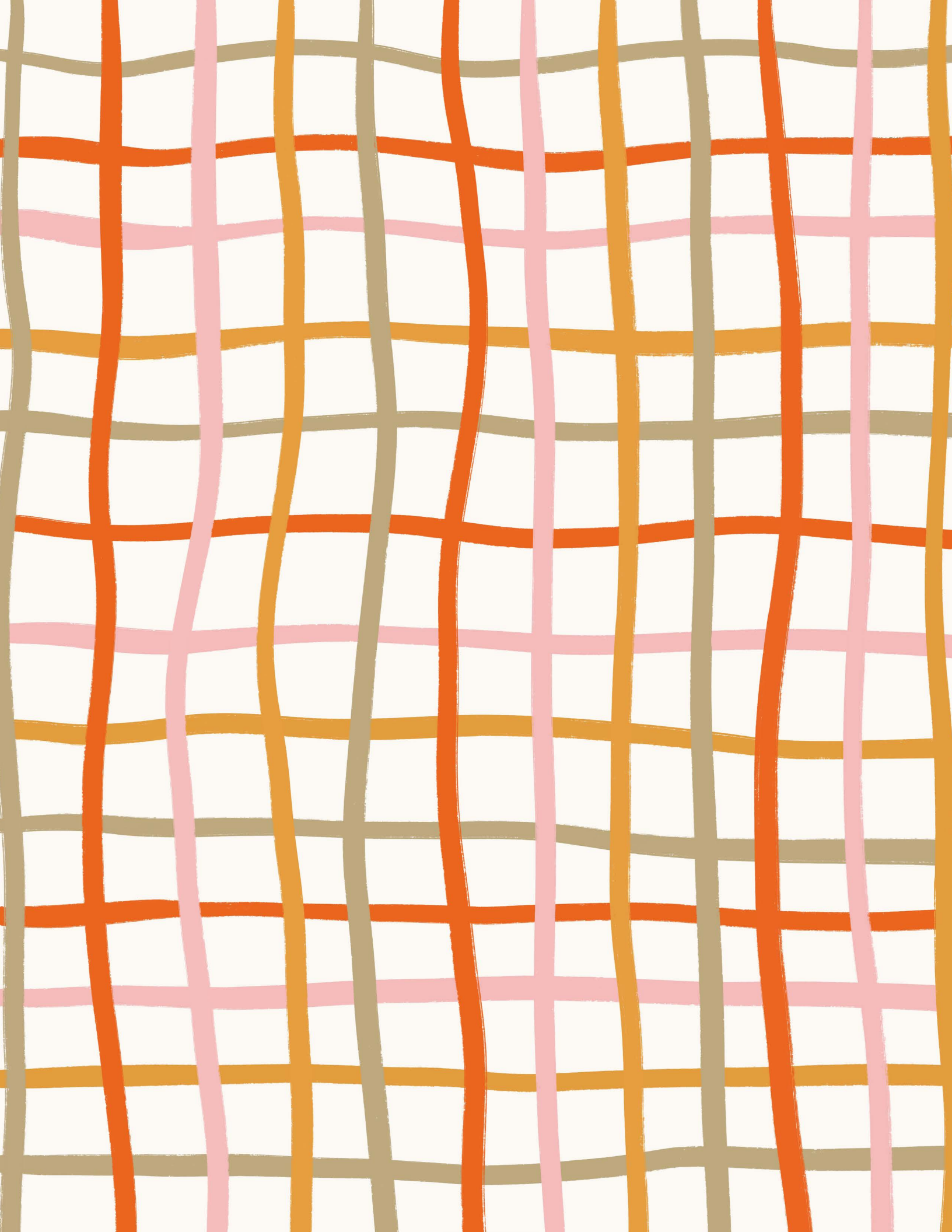


BE BOLD AND BEGIN



WeightWatchers



When you were little, your body spoke to you.
And you listened.
You danced.
You jumped.
You ran.
You played.
Your body said you were strong.
And you believed it.

But, somewhere along the way, that connection was lost - drowned out by what others told you was real.

Your size became something people criticized.
Your shape was scrutinized.
You felt the shame.
And chased what you believed to be a perfect version of yourself.

I know, because I have been there, too.

So many of us can pinpoint the exact moment when what someone said was “the truth” about our bodies, became “*our* truth.”

Others are experiencing an awakening right now.
So ingrained are the messages, that it is in this moment they are realizing just how deeply they have been affected.

We have been taught that our weight somehow represents our worth.

But my hope for you is that this ends today.

You are here because you are ready to make a shift in how you think about, talk about and live within your body.

You are ready to live in the space of possibility.
To learn and understand all that we have internalized
and discover the best way forward for you.

I welcome you back to the conversation your body has been having with you since you were born.

Let's be bold and begin...

Love,

A handwritten signature in black ink, appearing to read "Crystal". The signature is fluid and cursive, with a large, looping initial "C" and a long, sweeping tail.

I could not love the body I
was in because the whole
world was telling me it
wasn't worthy of loving.
I'm absolutely finished
with that shame.

— Oprah

The connective tissue in this conversation is Shame.
Shame for gaining weight.
Shame for losing weight.
Shame for loving the body that you're in.
Shame for wanting to change the body you're in.
We just need to get out of that shame business.
This is about health.

— Sima Sistani

CEO, WeightWatchers

The Shame We Share

Let's begin with a series of questions that measure our collective experience with body shaming.

Have you ever experienced shame about your body?

Yes **No**

Was there someone or something in your life that helped fuel that shame?

Yes **No**

Have you ever let the shame you felt about your size hold you back from doing what you wanted to do?

Yes **No**

You are not alone.

Together, we can learn a new way of thinking.

All too often, we're body-shamed by the very people we hold close inside our inner circle.

— Katie Sturino

Body Acceptance Advocate

Unpacking the Past

We can all identify moments in our lives that forever changed the way we saw ourselves and our bodies. Let's focus on how we internalized those experiences.

Describe the last time you felt beautiful and confident about your body.

Most of us can remember the first time we were told our body didn't match the expectations of those around us. Write down that memory (the person(s) or context).

We have been bombarded by advertisements and social media that set an unrealistic, toxic standard for how we should look. Can you identify some element of diet culture (ads, fad diets or trends) that influenced the way you felt about your own body?

How did this shaming change the way you felt about and then treated yourself?

Our thoughts, emotions
and behaviors are all linked,
so be mindful of the words
you are using when you are
speaking to yourself. You
are listening!

— Dr. Rachel Goldman, PhD

Thank you, thank you, thank you.

All these years I've been critical and judgmental of this body that carried me for all these years.

I spent all this time wishing that I had something different. Different thighs, a different stomach, a different something.

Thank you.

Thank you for shoulders that are sturdy.

Thank you for knees that work.

Thank you for allowing me to walk and stand.

Thank you for staying committed to me.

Thank you, thank you, thank you.

— Oprah

The Benefits of Being You

The more you acknowledge the skills and gifts that make you uniquely you, the less time you will spend focusing on a system of beliefs that never really applied to you anyway!

Name three qualities you really like about yourself:

1. _____
2. _____
3. _____

Take a moment to revel in those qualities. How did that feel? Write it down.

Let's focus on gratitude for your body.

Think about the things that your body does for you daily that you take for granted. From the time you get up in the morning to when you go to bed at night, your body is there doing it for you to the best of its ability.

Now think about your morning routine and all the ways your body has to extend itself to function in the world. Your eyes open to start a new day. Your lungs take a breath. Your mouth enjoys a delicious cup of coffee. Now, write down the moments in your morning when your body is bringing you a new day.

My _____ let me _____

My _____ let me _____

My _____ let me _____

Scientific breakthroughs can be a powerful tool in this journey and we must also allow space for all points of view.

As we reconcile the shame stories we have all experienced, I'm on a mission to keep this conversation going and help us better understand the complexity of weight health and how we can use the science and what we know now to enhance our lives.

— Oprah

Our bodies are truly amazing!
Our ability to store energy
has allowed humanity to
thrive. Understanding and
appreciating the intricate,
beautiful biology of our bodies
may help us to reframe our
focus back on health.

— Dr. Ania Jastreboff, MD, PhD

Your Health Care Provider and You

Emotional health and physical health are connected and both are important when it comes to our overall well-being. Having a health care provider on your team who you feel comfortable talking to and who listens to you is essential. Use the questions below to help you sort out if your health care provider is a good fit or to help you choose a health care provider who works best for you:

Do you have a health care provider you see regularly?

Yes **No**

Do you feel comfortable talking with your health care provider and sharing your health concern(s)?

Yes **No**

Do you feel your health care provider listens to you and is on your team?

Yes **No**

Does your health care provider give you the opportunity to ask questions?

Yes **No**

If you answered yes to the above questions, you and your health care provider may be a good fit. Otherwise, these questions may help you consider how best to choose a health care provider.

Prepare for Your Next Visit with Your Health Care Provider

Now, write down a health question that you want to address with your health care provider at your next appointment. Can you commit to asking that question?

Who's in Your Community?

One of the most powerful sources of healing is the trusted group of people you know have your back. They celebrate your successes, help you design the life you most desire and create an environment where your well-being matters.

Let's identify those people who are your sources of strength and a favorite way they support you.

1. _____ because they _____
2. _____ because they _____
3. _____ because they _____

You are fortunate to have these people — and they are fortunate to have you. If you'd like to build a stronger community, let's begin.

Select an area where you'd like support from the people in your life.

- | | | |
|--|---|---|
| <input type="checkbox"/> Laugh and have fun | <input type="checkbox"/> Share struggles | <input type="checkbox"/> Celebrate wins |
| <input type="checkbox"/> Get encouragement | <input type="checkbox"/> Make decisions | <input type="checkbox"/> Feel connected |
| <input type="checkbox"/> Share new experiences | <input type="checkbox"/> Listen without judgment | <input type="checkbox"/> Check in regularly |
| <input type="checkbox"/> Set goals | <input type="checkbox"/> Focus on health & exercise | _____ |
- (write your own)*

Who could help you in those areas of support? Fill in the blanks below. If you don't know who it is yet, write TBD.

I would like support to _____
(type of support)

from _____
(person to provide it)

If you have identified someone, make a date to ask for their support — face to face if you can. If you haven't determined someone yet, perhaps ask your current circle of support for suggestions. If you're part of WeightWatchers, take advantage of the community.

The right size of your circle is whatever feels most helpful to you. Repeat the second half of this exercise whenever you feel the need for more support.

There is a freedom that comes when you open up to the breadth and depth of possibilities for your life. It shifts your focus to the things that matter most to you because the only expectations that remain are your own.

— Oprah

A New Path Forward!

Think about the movie, *The Wizard of Oz*. Dorothy is on the yellow brick road, searching for something or someone outside of herself to bring her home. But Glinda the Good Witch tells her in the end, “You always had it, my dear.”

This is like our relationship to our bodies. We’ve always had the power. Our bodies never left us. We went looking for affirmation and value from fads, trends and belief systems created by our own version of Oz.

The way back to yourself is to live in a space of strength and power that resonates only with you.

Let’s create your own personal mantra. In moments when you feel shame, you can go back to your source of strength, like Dorothy after clicking her heels and repeating “There’s no place like home.” Write your new personal mantra here:

Now Let's Commit to Supporting a New Vision for Us All.

Imagine a world where science, society and culture see our bodies as a source of strength, not an aesthetic ideal. A world where we are curious about our weight as it relates to our health. Where our bodies neither define nor divide us.

Will you commit to making this vision a reality for all and releasing the shame for good? You have the power to imagine what that means for you.

(Check all that apply)

I commit to acceptance, not shame.

I commit to not letting other people's opinions dictate how I feel about my body or how I live my life.

I commit to releasing judgment and giving support to others no matter their journey.

I commit to cutting off the negative thoughts I might have in the mirror and replacing them with a compliment.

I commit to following the path toward a balanced life that works for me.

Write down one thing you can do after this conversation to keep your commitment to a new way of thinking.

Signed _____ Date _____

What I know for sure is you
don't become what you
want, you become what
you believe.

— Oprah

By addressing the past and learning from it, we get to grow. We get to be better together.

— Sima Sistani

CEO, WeightWatchers

