



Stand up! Stand Out!

why settle for fitting in when you are meant to stand out
Brought to you by Kappa Delta Sorority and Zeta Tau Alpha Fraternity.

Resource Manual

Table of Contents

Peer Pressure	1
Alcohol and Drug Abuse	11
Attitude	23
Body Image/Eating Disorders	37
Depression/Mental Health	41
Domestic Violence	45
Hazing	47
Media/Advertising	59
Volunteerism	71
Confrontation Skills	77
Additional Resources	81

Peer Pressure Plan of Action

What are some sources of pressure you experience?

(Answers should include: friends/peers, society, family members, professors, sorority sisters, other's expectations, your own expectations)

Giving in to pressure from others can cause you to feel stressed, guilty, resentment, ashamed, depressed. When you give into pressure, you are hurting your authentic self. Women are notorious for trying to please other people. They find it hard to say "no" and find themselves doing something they later regret.

How can you have the courage to do the right thing?

First, learn to stand up for yourself and understand the three kinds of behavior:

1. Passive behavior is the holding back of ideas, feelings, and decisions. If you have passive behavior, you don't stand up for yourself, you make excuses for your behavior, or you don't stand up for your convictions and values. People who are passive often get more pressure heaped on them because people smell weakness and take advantage of you.
2. Aggressive behavior is the use of words and actions that are disrespectful toward others, such as yelling, putting down others, sarcasm and verbal abuse.
3. Assertive behavior is honestly expressing your ideas, feelings, and making decisions without feeling pressured. When you're assertive, you learn to say "no," and you learn to do it in ways you feel comfortable.

It takes courage to do the right thing sometimes. When you have positive self-esteem, you feel confident that you're worthy of standing up for what you believe.

What is Growing Up?

by Patricia at Edinboro University of Pennsylvania

What is growing up? Is it age? Maturity? Rights and Laws? I believe it is neither any of these things. I believe that it starts in the inside with your body, then your mind, then your pulse.

Martin Luther believed this as well and he called it “The change of life.” First is the body. Without your body strong and ready you don’t have anything. You need to exercise and keep your body healthy. Second is your mind. Your mind is what you use to dream and use your imagination. This is what you use to know right from wrong. Some people don’t have this advantage, like kids with Down syndrome. They don’t have the mental capacity to know right from wrong. Most people take this for granted. So your mind is the most important. Use it and you shall get far.

Finally is your pulse. Your pulse is the second most important thing to consider. Some kids don’t like the way they look because they don’t look a certain way someone else does. Some kids get teased and beaten up for being someone different or because they think a different way. They can’t take the negative peer pressure so they decide to cut their pulse. Because of negative peer pressure a lot of bad things happen, so that is why I ask please use your mind and think before you act.

Make sure you keep your body healthy, strong and don’t surrender to peer pressure or let something harmful happen. I did it once and I realized what I was doing to myself, so I went and spoke to someone. Talk to someone if you need to! Be strong, smart, and brave.

Other Kinds of Peer Pressure

by Jennifer Pollock, a high-school student in Rosenberg, TX

We have all seen those lame peer pressure commercials that show a teenager being convinced by another that drugs are “cool” or something along those lines.

One misunderstanding is that peer pressure simply covers instances like drugs or sex. Peer pressure does not necessarily have to be negative; I think the word “pressure” and the idea that adolescents are “bad” creates this misconception.

Peers have the power to pressure individuals to act in a positive manner like studying for a test or not cheating. Peer pressure can take many forms: teens mocking others because their clothes are not like others or just the simple fact that everyone else engages in it.

Peer pressure according to Encarta World English Dictionary, “can be any social pressure on somebody to adopt a particular type of behavior, dress, or attitude in order to be accepted as part of the group.” In order to see the pervasive effects of peer pressure, we simply have to look around us.

I wonder how this not-so new “peasant” or “hippy” look originated. The “in” stores started carrying the merchandise and the “in” students started buying it, causing the sheep, I mean, teenagers to follow.

Just the way the so-called “cool” people dress can be classified as peer pressure. The funny thing is that my aunt has a closet full of clothes that are based on the same style when she was a teenager.

Peer pressure not only exists with just teens. Adults can be sucked into the same idiotic reasoning. Peer pressure is a major factor in decision making, despite age.

I also wonder why people start smoking cigarettes. Everyone is fully aware of the harmful effects of using them, so why do people even start? No other reason exists other than the desire to belong or look “cool.”

Sure, peer pressure is idiotic, but the simple fact is that people are afraid to think for themselves. Peer pressure essentially stems from our basic desire to belong or be part of the group. If doubts exist about whether peer pressure is overrated or not, we simply have to ask ourselves if other people’s actions have ever affected our decisions. I think we all know the answer to that one.

Peer pressure is all about being forced into a certain way of living, dressing, talking, socializing and even thinking – simply because that is how everyone else you know behaves, dresses, talks, socializes and thinks.

This is common amongst people who generally mix with people their own age. And mind you, this is definitely not restricted to youngsters. People across all age groups are subject to peer pressure. An office-worker is subject to as much pressure from his or her peers as a young college student.

All of us wish to gain and retain the respect and admiration of our peers. After all, we have to believe that others are our equals before we want to impress them. And if we cannot win their approval, we struggle to ensure that we don't face their disapproval or ridicule either. It can be terribly painful to watch a peer humiliating us or even speaking negatively about us.

The matter of peer pressure becomes particularly difficult for youngsters because, thanks to the demands of education, they spend almost ninety percent of their waking hours with their peers. And they rarely have the choice of not mixing with those particular peers.

Young people can be often blunt and insensitive in their dealings with each other. And they are very quick to notice differences of habit, dress and social behavior. As a result, you might be compelled to buy the latest fashions in clothes and accessories because everyone else does the same, regardless of cost or comfort. You might end up reading what they read, watching the same television programs and movies that others watch, and using the same language that they use. Because otherwise, you feel left out of all the conversation. You might end up staying out late at night or eating out all the time, simply because that is what the others do, regardless of whether you can afford to or not.

The best way to counter peer pressure is to select your friends very carefully. Preferably, your friends should be in a mixed group of people. That keeps everyone rooted and more tolerant of differences.

The second is to muster your courage and to tell people to mind their own business, if and when they begin to interfere with your life. Sure, a few people may be offended. But they will also learn to be less offensive themselves in the future.

And most importantly, you have to remember that you are an individual and a unique one. Your decisions to eat, drink, dress, talk, go out, read or think are your own. If others don't share these interests or habits, too bad. Let your peers and friends catch up with you. If they can't, find new friends.

Author Annie Zaidi. Copyright 2004. Indianchild.com

Decision-Making Animals

We're decision-making animals, every one of us.

From the moment we wake up and decide what kind of mood we're in to the final choice we make whether or not to floss our teeth at night, we're all making decisions, all the time.

We decide whether to shoot hoops or watch TV after school (or watch hoops on TV), and whether to have vanilla, chocolate, or Strawberry-Pickle Parfait at the local 57 Flavors.

On the other hand — or foot (we decided to be different), we also make a lot of decisions that don't even seem like decisions.

Example: Passing when mom tries to pawn off turnips as food. That isn't a decision we spend a lot of time thinking about. Most of us just pass the bowl as fast as we can.

Saying "yes" or "no" (or "uh-huh" or "huh-huh") on the spur of the moment works pretty well most of the time. But big decisions need a little more attention. And choosing about drugs and alcohol is as big as decisions ever get.

That's what this pamphlet is all about.

In it, we'll discuss how to figure out what's right for you in making choices about drugs and alcohol.

We'll also talk about peer pressure and discuss how you can say "no" — if and when you need to — in a way that gets heard and respected.

That way, you won't have to be someone who says "yes" when you mean "no," and spend the rest of your life in therapy, wondering why no one understands you and waiting for your 50-minute "hour" of therapy to be up.

Sound worthwhile? You decide.

Peers & Pressures

The first thing we'll talk about is why people use drugs and alcohol in the first place.

There are as many different answers to that question as there are burgers at McDonald's: about 16 bazillion — and still counting.

Some people drink or do drugs to relax, forget their problems, have fun or fall asleep.

Others do it because they think everybody else does — and they're afraid they'll look clueless or totally out of it if they don't.

But if you peel away the first 16 bazillion layers of the onion, you'll find that most people get into drugs or drinking in the first place because someone they know is into it.

The fancy word for the process is peer pressure. It means that we feel pressure (either from inside or outside ourselves) to be like other people.

Peer pressure isn't a bad thing. It plays a big role in determining who we are and how we dress, talk and act.

It's a main reason that kids in America dress, talk and act more or less alike instead of looking, acting and talking like people in Lithuania or Katmandu.

Still, peer pressure can cause problems, too. Because, sometimes, people in groups act differently and do things they'd never do on their own.

Why? Because we all lose at least some of our identity in a group. And the normal controls we put on our behavior can crumble, because of the need we all feel to fit in and be respected by others.

Peer pressure isn't always (or even usually) the obvious stuff they show in TV commercials. ("Wanna try a joint? No? Wussamadda? Chicken?")

More often, it's hard to even notice, much less resist.

But if you want to pull your own strings in life, you need to be aware of it and know how it works and learn how to make choices for yourself, in spite of it.

Truth or Consequences

Ever wonder why our society makes such a big deal out of drugs and alcohol — and spends so much time and money to talk you out of trying them?

It's not that drugs and alcohol are bad and ducking them is good, although a lot of people believe that.

Drugs are drugs. Period. Alcohol is alcohol. They're not good or bad. They're chemicals.

Think of it this way: Drugs and alcohol are like dynamite — it's not good or bad, either.

Use a couple of sticks to clear away a boulder that's blocking a road to a jungle hospital, and it's good. Use it to blow up the hospital, and it's bad.

Drugs are like that. Some have real value, but any chemical that can change the way you think and feel is something you need to consider carefully.

That's especially true because the effects of drugs and alcohol aren't external (like dying your hair green on St. Patrick's Day), but internal, and can cause real changes in the body and brain.

And even though some drug effects feel cool for a while (or people wouldn't do them), they always wear off.

Then the body — and-brain's owner — is back at square one, dealing with the consequences.

What consequences?

The same kind of stuff that follows in the wake of every choice we make. (If you choose chocolate, you can't have vanilla. Choose vanilla, and you can't have Strawberry-Pickle Parfait. Duh!)

Drugs and alcohol have consequences too and some of them aren't cool at all.

And it isn't just hangovers or failing in school or getting arrested that you need to consider — although those are real consequences that can affect the quality of your life for a long time.

There are other consequences too, and we're just beginning to understand some of them — like the changes in brain chemistry that can follow periods of drug use.

Because the fact is that all drugs change brain chemistry somehow — or they wouldn't work at all.

And anything that powerful really ought to be treated with respect and taken a lot more seriously than some people take the choice to drink or do drugs.

A, B, or C-Made E-Z

Okay. So the downside of drugs has nothing to do with good or bad and everything to do with how they affect the quality of life — and the consequences they tend to leave behind.

That's why it's smart to think about drinking and drugs before you start bumping up against hard choices in the real world.

Because you know what happens if you put off thinking about important stuff.

It keeps on being important and you get more likely to do some dumb, spur-of-the-moment thing (especially if your friends are doing it), instead of what's best for you.

But how do you decide what you really want?

Try considering your options at each of the five stages that go into every decision.

Usually, we choose so fast that we don't realize just how detailed the process is.

But when you think about it, there really are five parts to every decision:

Identify the problem (Turnips! Yipes!)

Describe possible solutions or alternatives (Feed 'em to the dog! Spit 'em out! Close your eyes and swallow...)

Evaluate the ideas (The dogs outside! The napkin's too small! Just get it over with...)

Act out a plan (Play dead! Barf.)

Learn for the future (Find out beforehand what's for dinner and play sick if necessary...)

Didn't know you were that complicated, huh?

In case you didn't notice, the first letter of each step spells out "IDEAL," and it is pretty much an ideal way to figure out what your options are in any situation — and predict possible consequences.

Yo, more turnips, anyone?

“I’m Fine”

Think things through, and if you come up with 16 bazillion reasons for not trying drugs and alcohol, remember that there are almost that many ways to say “no,” should the need ever arise.

You can say:

- “Not tonight. I have to study.”
- “No, thanks. I’m in training.”
- “Nope, not for me!”
- “Hey! No way!”
- “Thanks, but no thanks.”
- “Just leave me alone.” Period.

But of all the ways anyone ever devised for saying “no” to drugs and alcohol, we like one better than all the rest.

We’ll share it with you, in case you ever want to try it out yourself.

Just say: “I’m fine.”

You really are, you know. You always have been. The trick is keeping yourself that way. You’re up to it, aren’t you?



Stand up! Stand Out!

Evaluation Finds Success In Some Town-Gown Partnerships To Reduce High-Risk College Drinking

Colleges Implementing Comprehensive Strategies to Reduce Alcohol Availability/Marketing Experienced Less High-Risk Drinking and Alcohol-Related Harms

BOSTON (September 10, 2004)-- In an evaluation of a 10-campus effort to reduce high-risk alcohol consumption, a Harvard School of Public Health (HSPH) study released today found reductions in drinking rates and alcohol-related harms at colleges that most fully implemented the program--A Matter of Degree: The National Effort to Reduce High-Risk Drinking Among Students (AMOD)--seeks to foster collaboration between universities and their surrounding communities to change environments around campuses that promote heavy alcohol consumption. The results are published in the October issue of the *American Journal of Preventive Medicine*.

The ten geographically diverse college communities participating in the A Matter of Degree program were monitored from 1997 through 2001 to evaluate the program's success in reducing high-risk or binge drinking during the evaluation period. Specifically, drinking and harm patterns from these ten AMOD schools were compared to patterns at 32 matched colleges from the national College Alcohol Study (www.hsph.harvard.edu/cas) spearheaded by Henry Wechsler, Ph.D., a co-author and principal investigator of the study, and Lecturer in the Department of Society, Human Development and Health, at the Harvard School of Public Health. AMOD was developed and funded by The Robert Wood Johnson Foundation (RWJF), and managed by the American Medical Association (AMA). The program is funded through 2008.

The evaluation divided the AMOD program colleges into two groups based on their level of program implementation as of 2001. At the five program schools that incorporated more of the AMOD-recommended environmental policies and programs, significant changes were noted in drinking and related harms. These reductions did not occur at the group of sites that implemented fewer of these changes, nor at the group of 32 comparison colleges.

Specifically, the evaluation found modest reductions--between 5 and 11 percent--in rates of binge drinking, frequent intoxication, taking up binge drinking in college, and in "usually binging when drinking" at the five program schools that incorporated more of the AMOD-recommended policies and programs. Students who drank alcohol at these same five schools also experienced an 18 percent reduction in student experience of five or more alcohol-related problems, such as missing classes, getting in trouble with police, and getting hurt or injured. They reported ten percent fewer second-hand effects from other students' heavy alcohol use, such as vandalism and interrupted sleep or study time. Similar reductions were not found at the five schools that had not implemented a high level of AMOD-recommended policies and programs. Consumption and harm patterns among students at the 32 colleges that did not participate in the AMOD program also did not decrease during this time period.

Examples of types of policies and programs found effective by the evaluation include:

- mandatory training for responsible beverage service;
- requiring registration for purchasers of kegs;
- prohibiting the selling of alcohol without a license;
- keeping alcohol-related items out of student bookstores;
- expansion of substance-free residence halls; and
- promotion of alcohol-free activities.

“These initial findings show that when colleges and communities focus their prevention efforts on key environmental influences, they can produce measurable declines in alcohol consumption and harms among both drinkers and those around them,” said Elissa Weitzman, Sc.D., lead author and co-principal investigator of the study and Senior Research Scientist in the Department of Society, Human Development and Health at HSPH. “While the changes associated with the fuller implementation of the AMOD environmental program were modest, this is the first empirical evidence that environmental prevention strategies can influence drinking among college students.”

“For the 12 years that we have studied college binge drinking, we have not had good news to report,” said Henry Wechsler. “We are encouraged to find that the comprehensive approach set forth by the AMOD program appears to be working. It is a slow process, since it is not easy for colleges to implement programs such as these, but the effort appears to be showing positive results.”

For at least a decade, binge-drinking rates have remained steady at most American colleges, despite heightened attention by college administrators and numerous attempts at intervention. The AMOD program is a departure from the most frequently employed approaches at colleges, which are primarily aimed at students through educational programs about the dangers of heavy drinking. The goal of the AMOD program is to change the conditions under which college students are exposed to an environment that promotes heavy drinking.

“The results of the study offer hope for colleges willing to address the heavy alcohol environment enveloping most college campuses,” said Richard Yoast, director of the National AMOD Program Office at the American Medical Association. “We are finding that communities and universities can come together to build comprehensive prevention approaches that target the larger social forces supporting misuse of alcohol by young people.”

“There is reason for optimism on the basis of these preliminary results,” said James R. Knickman, Vice President of The Robert Wood Johnson Foundation. “This evaluation will provide guidance for the next generation of campus-based prevention efforts. The findings indicate the promise of taking a comprehensive public health approach to prevent misuse of alcohol and related harms among college youth.”

In addition to Weitzman and Wechsler, “Reducing Drinking and Related Harms in College: Evaluation of the ‘A Matter of Degree’ Program” was co-authored by Toben F. Nelson, M.S. (Harvard School of Public Health, Department of Society, Human Development and Health, Boston, MA) and Hang Lee, Ph.D. (Massachusetts General Hospital). For more information about the HSPH AMOD evaluation, please visit www.hsph.harvard.edu/amod.

Schools participating in the AMOD program include: Florida State University; Georgia Institute of Technology; Lehigh University; Louisiana State University; University of Colorado; University of Delaware; University of Iowa; University of Nebraska at Lincoln; University of Vermont; and University of Wisconsin. For more information about AMOD, please visit www.alcoholpolicymd.com.

Harvard School of Public Health is dedicated to advancing the public’s health through learning, discovery, and communication. More than 300 faculty members are engaged in teaching and training the 900-plus-student body in a broad spectrum of disciplines crucial to the health and well being of individuals and populations around the world. Programs and projects range from the molecular biology of AIDS vaccines to the epidemiology of cancer; from risk analysis to violence prevention; from maternal and children’s health to quality of care measurement; from health care management to international health and human rights. For more information on the school visit: www.hsph.harvard.edu.

The Robert Wood Johnson Foundation based in Princeton, N.J, is the nation’s largest philanthropy devoted exclusively to health and health care. It concentrates its grant making in four goal areas: to assure that all Americans have access to quality health care at reasonable cost; to improve the quality of care and support for people with chronic health conditions; to promote healthy communities and lifestyles; and to reduce the personal, social and economic harm caused by substance abuse - tobacco, alcohol and illicit drugs. To this end, the Foundation supports scientifically valid, peer-reviewed research on the prevention and treatment of illegal and underage substance use, and the effects of substance abuse on the public’s health and well-being. Further information can be found at: www.rwjf.org.



Students' binges growing heavier Some now imbibe more than 24 drinks

By Jim Hughes, *Denver Post* Staff Writer

For generations, many college students have been drinking too much booze.

But when today's college students drink, they drink more – much more.

Some freshmen regularly toss back more than 24 drinks in a sitting, according to the latest figures released Friday by the nonprofit Pacific Institute for Research and Evaluation.

“Up until now, we've only looked at binge drinking as five or more drinks,” said Jim Gogek of the institute, which surveyed 1,000 male college students in California. “As it turns out, some kids are drinking a lot more.”

The results did not startle Henry Wechsler, a social psychologist who runs Harvard University's national college drinking surveys.

“Look, there's a practice of drinking that some students do on their 21st birthday,” he said. “They celebrate it by having 21 drinks. That is a dosage that will kill you and has killed people.”

The dangers of binge drinking have become strikingly apparent in the case of Colorado State University student Samantha Spady.

Spady, 19, was found dead in the lounge of a fraternity house near the Fort Collins campus Sept. 5th. Preliminary tests measured her blood-alcohol level at 0.43 percent, more than five times the legal limit for driving.

“Her death has caused some students and their parents to reconsider their attitudes about drinking”, said Pam McCracken, director of CSU's Center for Drug and Alcohol Education.

“I think it's definitely a wake-up call, and probably in both arenas - whether it's a student looking at their own behavior or parents looking at their kids in college,” McCracken said. “I've had calls from both students and parents.”

Statistics compiled by the National Institute of Alcohol Abuse and Alcoholism shows alcohol abuse as having a profound influence on U.S. college campuses.

Every year, binge drinking is involved in hundreds of thousands of campus health and social problems, according to the institute. Among them:

- An average of 1,400 deaths.
- An average of 500,000 injuries.
- An average of 70,000 reported incidents of sexual assault or rape.
- More than 150,000 reports of other alcohol-related health problems.

Part of the problem, Wechsler said, is that some students are more complacent about drinking alcohol than using drugs.

“I think the feeling is that if it’s beer, it’s safe,” he said. “That has to be dispelled.”

Meanwhile, the number of so-called “binge drinkers” - men who imbibe five or more alcoholic drinks in a sitting and women who drink at least four - is not going up.

Ever since researchers at Harvard started measuring the phenomenon in 1993, the binge-drinking population has stayed the same size, about 44 percent of the national collegiate population.

According to the surveys, college-age Americans who are not in school are less likely to abuse alcohol.

“There’s something about college that really leads to heavier drinking,” Wechsler said. “College students drink more than their high school buddies who don’t go to college.”

College students who live with their parents, though, tend to drink less than those living on their own, he said.

Jill Lysenten, a CSU senior and a spokeswoman for the university’s student government, said she thinks Spady’s death will help others on campus see the perils of heavy drinking.

“When students are in college and they’re surrounded by it, they start to think it’s not that huge of a deal,” she said. “But in reality, it’s not something that everybody does. I think people are now going to be watching themselves more closely and watching their friends more closely.”

How alcohol and marijuana made the perfect girl not-so-perfect

By Christine Stanley

Addiction does not discriminate. It spans age, race and gender to entrap the downtrodden and social elite. It consumes people like Lindsey, a Steamboat Springs, Colorado sophomore whose last name has been withheld. Lindsey came to NT after her second time in rehab -- a bright, wide-eyed woman of 20 who seemed to be the epitome of perfection in high school. She was a dancer, a skier, and a straight “A” student and a “cute girl,” but she could not keep up the façade of flawlessness for very long.

“I lived in a beautiful resort town,” Lindsey said. “I had awesome parents who were always together, no problems there. It was just me. I felt like I didn’t fit in and nobody liked me. Nothing I could do was ever good enough. I hated being me.”

An abstract void once filled Lindsey’s life, one that she could not completely articulate reasons for. It was a feeling of unexplained emptiness that plagues many youths, and she began to drink alcohol to remedy the sadness she felt. Marijuana and pills soon followed.

By the time Lindsey realized she was an alcoholic, she had already been to two psychiatric wards after drunken, violent confrontations with her parents, and was “doing time” in a 45-day addiction treatment center in Tucson, Arizona. Despite her revelation she refused to quit drinking. Three weeks after her release she attempted suicide. It was Lindsey’s senior year of high school.

“I wanted to maintain this image of perfection even though I felt like shit inside,” Lindsey said. “I felt like I had to make sure everything looked alright on the outside and maybe that would change the way I felt, but it didn’t.”

September is National Alcohol and Drug Addiction Recovery Month. Millions of people across the United States are coping with addictions everyday, and the struggle can be an incredibly difficult one. For many, happy endings never occur, but Lindsey’s recovery from her disease is an exception.

“It’s important that people recognize they might need some help with alcohol abuse,” said Peggy Fogle, director of NT’s Wellness Resource Center. “Often times people don’t see that until some major life event occurs. We want to encourage people to seek help early. There is support out there.”

Lindsey felt doomed to alcoholism as soon as she understood what the word meant. Her parents met in an Alcoholics Anonymous meeting; her father has been sober for 27 years now and her mother has not taken a drink in 24 years. Her sister is also a recovering alcoholic. Her parents knew of her alcohol abuse early on, but according to Lindsey, “the power of denial is really strong.”

“I was born instinctively knowing that I wanted to drink, like a drink would fix the way I felt,” Lindsey said. “I was looking for some way to change the way I felt ever since I can remember.”

Lindsey’s first experience with abusing drugs happened in fifth grade. She was alone, in her bathroom, sucking on an inhaler. Her appetite for substance stimulation grew to encompass anything mind-altering she could get her hands on. Since both her parents were sober, no alcohol was kept in the household. “I remember mixing all these extracts, like vanilla and mint extract,” Lindsey said. “I would mix it all up and try to drink it. It was nasty but at least it was something.”

She took her first real drink in eighth grade after a junior high dance. Her friends had to hide the beer from her to keep Lindsey from drinking it all. She tried marijuana as an eighth grader and “loved it.” “From then on, everywhere I could find a drink or a drug I would try it. If I had come across any other drugs like heroine or cocaine I would have done them.” Lindsey said.

Lindsey said the pressure for her to be perfect led her, in part, to alcoholism. She also cited the past aloofness of her father as a reason for her addictions. “My dad was always there and he is a great father and I know he loves me to death now, but he seemed kind-of absent,” Lindsey said. “I think part of me was always trying to make him see, like, ‘Dad, I’m your little girl, be proud of me.’ I think he cared but he didn’t express it the way I wanted him to. That’s not why I used to drink, but I think a part of it had an effect on me.”

In high school, Lindsey would smoke marijuana on her lunch break and take pills frequently to dictate the way she wanted to feel. She was 16 when she went to a psychiatric ward for the first time. “I had a girl in there with me that drank her own blood and stuff and I was like ‘what am I doing here? I’m not crazy,’” she said. “I did Where’s Waldo puzzles for like, three days straight,” Lindsey said. “I just remember being in there and being like ‘I’m not supposed to be here. I’m sane. I’m normal, I just like to drink. I don’t know what’s wrong.’”

She was released from the psychiatric ward after three days and visited her sister, where she was caught taking pills. Lindsey was sent to another psychiatric ward after that incident, and eventually ended up in the 45-day rehab facility in Tucson. Her roommate was in a gang and loved to share her stories of drug abuse. “I was like, ‘Yeah, I need to smoke some meth!’ It would have been productive if I had any amount of willingness in me to try and get sober,” Lindsey said. “I was totally defiant. I did not want to stop drinking whatsoever. That’s how I lived. That was my solution.”

After her dismissal from rehab and her suicide attempt that followed, Lindsey’s parents decided she needed something more. Soon she was on her way to the Morning Star Adolescent Treatment Unit in Marietta, OK. She spent about 13 months there -- the last of her senior year in high school and what should have been her first semester of college. Perhaps just as inexplicable as her feelings of emptiness before, Lindsey somehow turned her life around at Morning Star.

“I don’t know how it all changed,” Lindsey said. “I got there and I saw these girls who were sober and they were exactly what I always wanted to be,” Lindsey said. “I always wanted to be one of those girls, you know, the cheerleader girl that got good grades -- a generally happy person. I wasn’t. I saw all these girls who were comfortable in their own skin. They knew where I had been. You can’t really understand unless you’ve been there.”

Amy Hoggins, a counselor at Morning Star, said a lack of serotonin could have been a major factor in Lindsey’s propensity for addiction. Serotonin is a chemical housed in the brain. If enough serotonin is not naturally produced, an individual will start feeling depressed or confused. Alcohol and drugs make up for that chemical imbalance in the brain, restoring good spirits. “The biggest obstacle [in treating addiction] is getting the kid and the family on the same page as far as the disease goes,” Hoggins said. “It’s difficult to make the family see that they need to change as well.”

Lindsey has been completely sober since her time at Morning Star. She still receives counseling and tries to help others on the road to recovery. Lindsey also constantly reminds herself of “simple things,” like being honest, to keep her on the right track. She is currently majoring in rehabilitation at NT.

“I have a life now. Before, literally, I lived for the next drink. I would go to school and I would think about where I could score drugs. The sober times in between drinks were hell,” Lindsey said. “Who I am today is so amazing. I don’t even need it anymore. That hole is filled with something else.”



Stand up! Stand Out!

Do you know if a friend is having a problem with drugs and alcohol? If so, would you help?

- 1) Has your friend ever pressured another person to drink or use drugs?
Yes No
- 2) Does your friend believe they need to drink or get high to have fun?
Yes No
- 3) Are your friend's grades slipping?
Yes No
- 4) Has your friend given up the things they like to do with their friends who don't drink or use drugs?
Yes No
- 5) Does your friend talk about using drugs or drinking all the time?
Yes No
- 6) Has your friend missed work because of drinking and drugs?
Yes No
- 7) Does your friend do anything risky like drive under the influence or take sexual risks?
Yes No
- 8) Does your friend seem run down, depressed, hopeless, maybe even suicidal?
Yes No
- 9) Has your friend stopped grooming or caring about their personal appearance?
Yes No
- 10) Have they changed their eating or sleeping habits or have they lost weight?
Yes No
- 11) Has your friend avoided their family or friends in order to drink or get high?
Yes No
- 12) Does your friend drink and/or get high regularly?
Yes No
- 13) Has your friend lied about the amount they are drinking or using?
Yes No
- 14) Has your friend gotten into trouble with the law?
Yes No
- 15) Has your friend experienced blackouts or difficulty concentrating?
Yes No

If you answered "yes" to even one of the above questions, your friend needs help. Talk to your friend about your concerns and/or to a trusted adult or counselor.

• as taken from the Web site www.health.org/pubs/lastcall/chapter1.htm



Stand up! Stand Out!

Attitude

The Different Kinds of Women—Do you think you fit in one of the categories? Do you know people that fit in these groups? What are some ways to handle these kinds of people?

Three kinds of attitudes:

- 1) **The Snob** — The person who has the best clothes, the best friends, the best car, the best dates and the best hair. Remember, she has the same worries, hopes and fears that you do. Most likely, the snob got lots of material things as she was growing up but not the attention or love that she craved from family so she covers up her feelings by overemphasizing things.

How vulnerable are you to the snob?

1. The snob is in your classes, your sorority, your clubs and your group of friends and she gets her way all the time. In order to deal with her, you:
 - a. Stay as invisible as possible—why get on her bad side?
 - b. Go along with what she wants thinking you'll be in her cool group.
 - c. Talk against her whenever you get the chance—you're not going to be pushed around by her!
 - d. Treat her the same as anyone else—she's no more special than the rest of your friends.
2. You've been really excited about auditioning for the lead in the college play. When you get to the tryouts, you realize the snob is auditioning as well. You:
 - a. Leave before anyone sees you—she always gets the lead anyway.
 - b. Tell her how perfect she is for the lead and you try out for the chorus.
 - c. Make it plain to her that she has no hold on the part and anyway, she can't sing.
 - d. Get up on the stage and give it your best—it is always best to try.
3. You're in your dorm room reading a magazine and the snob sashays in and in a sugary voice, asks if she can borrow your sociology assignment because she just didn't have any time to do it. You:
 - a. Make up an excuse to avoid helping her out—better to avoid the issue than to rock the boat.
 - b. Jump at the chance to help her—you never know where it will get you.
 - c. Give her your sweetest smile and give her the wrong sociology work.
 - d. Tell her you don't let anyone copy your work but you can help her if she needs help.

4. You've had your eye on the most perfect pair of shoes for months and you have finally got the money to buy them. You show up at your chapter meeting with your great shoes and you see the snob with the very same shoes. You:
 - a. Run back to your room and get another pair of shoes and plan to take the new shoes back to the store the next day.
 - b. Make sure she sees you with the new shoes and compliment her on her taste and tell her that the shoes look better on her.
 - c. Say, "Oh, look, we have the same shoes! How cute. Wow, I never realized that your feet were soooo big. It must be really hard for you to find your size!"
 - d. Don't make a big deal – you know you look great. With so many girls in one place, you know you are bound to have this dilemma once in awhile.

Total your answers: How many A's, B's, C's or D's do you have?

Here is how to check your answers:

3 or 4 A's
check out answer 1

3 or 4 B's
check out answer 2

3 or 4 C's
check out answer 3

3 or 4 D's
check out answer 4

Answers:

1. Invisible Girl—You are allowing the snob to have too much power over you and your decisions. You have the right to be whoever you want to be. This is your time to really shine. Don't let the actions of others affect your potential.
2. Kiss Up—Hold on! You are not at the mercy of the snob. You cannot live your life trying to please someone else or soon, you will realize that you have nothing left to please yourself! Take a **STAND FOR YOURSELF**. You will be amazed at what you find.
3. Sassy Cathy—Okay, so you are going to speak your mind and not let anyone, especially the snob take advantage of you. However, being disrespectful to someone else is not going to get you what you want. Why start a war with the snob? Keep your strong attitude but be ready for the consequences of the not-so-nice actions such as disrespecting someone else. You end up looking bad.
4. Amazing Attitude—You have got it all together. You are an independent woman who can recognize the snob for what she really is. You will not let her get you down. You know your limits and you handle yourself, in a cool, calm and collected manner.

Things to remember about the Snob:

1. Understand that she has a problem that has nothing to do with you. She is insecure and she makes herself feel better at others expense.
2. The next time you are faced with her, remember that you are terrific, you have a life-plan, and move on.
3. Try to become her friend. Make a list of what is positive about her and go from there. The hand of friendship can really turn someone around.

- 2) **The Gossip**— This girl can be super sweet to your face but watch out after she has gathered all her “information.” Before you know it, she has told everything in her way, not the true way! The chapter house will be swirling with how you were seen talking to your big sister’s boyfriend so you obviously are a “man-stealer”. Most of what she says is 99% negative and is never about her. The bad thing is the Gossip could be a good friend because she is fun to talk to and a great communicator but...beware of those charms. The gossip wants to be admired and to feel like she is at the top when she is not. Gossiping is the only way she can do this. She tries to bring herself up while bringing others down.

Gossip Go-Around—Don’t Let it Happen to You

- 1) You’ve just broken up with your long time boyfriend and you are feeling very low. You go to the chapter study room to get away from things. The Gossip comes in, notices you and starts to pour out her sympathy in order to get the scoop. You:
 - b. Hesitate for a moment then tell her everything. You figure if you don’t tell her, she will just make up lies about the situation and then you will feel worse.
 - c. Immediately tell everything, enjoying her attention. Attention is attention no matter what form it comes in.
 - d. Tell it all—and then some. There is no such thing as bad publicity. Besides, spreading a few rumors about your ex is the perfect revenge.
 - e. Thank her for her concern, but tell her you would rather keep it to yourself. It is only your business and if you wanted everyone to know, you would tell them.
5. You are at the campus coffee shop reading a magazine when the Gossip and some of her friends approach you and ask you have you heard about Polly, a quiet girl you sometimes talk to at breakfast. You:
 - a. Listen and pretend to giggle over the story even though you know you shouldn’t. If you don’t listen, you might be the next target of the Gossip.
 - b. Ask them to join you and be a part of their conversation. Better to be part of the group than left out in the cold.
 - c. You take in all they are saying then add some gossip of your own. It does make life more interesting.
 - d. Tell them you don’t want to hear it. If you want to know anything about Polly, you will ask her.
6. You haven’t even made it to the mailboxes first thing in the morning, when you realize that you are the latest victim of the Gossip. You:
 - a. Stay away from everywhere for a few days—the Gossip and her group will find another victim soon.
 - b. Laugh along with them and make a joke of it—gossip happens to everyone and you don’t want them to think you are a crybaby.
 - c. If the Gossip is going to try to ruin your reputation, then launch an e-mail rumor about her that will make her life miserable.

- d. Stay above it. Your life is your business and you are not interested in the Gossip's games.
7. The Gossip starts a rumor about your best friend and the party on Friday night. You know the rumor is completely false. When people ask you about it, you:
- a. Don't say a word and let your friend take care of the mess herself.
 - b. You feel bad but you tell everything you know. You don't want people to think that you are taking sides.
 - c. Tell them every detail you know—if gossip is a crime, then you're public enemy #1.
 - d. Tell them to leave your friend alone and find something else to do with their free time.

Total your answers: How many A's, B's, C's or D's do you have?

Here is how to check your answers:

3 or 4 A's
check out answer 1

3 or 4 B's
check out answer 2

3 or 4 C's
check out answer 3

3 or 4 D's
check out answer 4

Answers:

1. Class Coward—You are so afraid to speak your mind that you let people walk over you. You are giving the Gossip power that you should be keeping for yourself. Try opening up and saying what's really on your mind. You will gain the respect of your friends and peers and more importantly, yourself.
2. Attention Addict—You will do anything to gain the Gossip's attention, even if it means acting like her. If you cannot be loyal to your friends when they need you, who will be loyal to you when you need them? Being loyal to your friends and yourself will give you the power of **STANDING** on your own rather than following the pack.
3. Gossip Guru—You are not taking Gossip 101 in college so mind your own business. The traits that a gossip has are not the ones you want to be known for. Get back on the track and let everyone see you being the best that you can be.
4. Good Girl—You are **STANDING UP** for the truth and not listening to all the rumors flying around. You are known for telling the truth and nothing else. There is nothing more impressive than stopping the Gossip at her own game.

Things to remember about the Gossip:

- 1) She is starved for attention. Try to understand what makes her tick.
- 2) She is missing that feeling that she matters and she lacks self-esteem. Try to give her good news to spread.
- 3) Don't give up on her yet. She is probably a great communicator and she needs to find the place she can use her talents for a good means.

- 3) **The Teaser** — She comes in two forms. She can be someone who is one of your friends but she is jealous of you so she puts you down. Or, she is someone who does not know you well but picks on you for no reason. She might not realize what she is doing with her teasing but she likes that she is slick with her words and she likes to show this off.

The Teaser Test—Can you cope?

8. You've made friends with one of the new chapter members. You two have a lot in common so you can see the two of you being good friends. But then, she starts treating you badly, making fun of your clothes. Then she tells some other chapter members something really embarrassing about you. You:
- Try to keep your cheeks from flushing and wait for her to quit. Maybe she will stop.
 - Laugh louder at yourself than anyone else. It is a quality to be able to have a sense of humor.
 - Point out something about her that will make her not so happy.
 - Plainly tell her that she is pushing it. When you are alone, let her know that you don't appreciate the way she is treating you.
9. Another chapter member that is very quiet spends a lot of time alone and is very studious. The Teaser has started making comments about her when she passes by and saying mean things about her to other people. You:
- Ignore the situation. The girl is in college so she can take care of herself.
 - Join in with the teasing. Maybe it will bring the girl out of her shell a little bit.
 - Plan an attack on the teaser. She has it coming with her bad attitude. You will teach her a lesson and maybe become friends with the other girl.
 - Try becoming friends with the girl and letting the Teaser see that no matter what she says about others, you will make your own decisions.
10. The Teaser has decided that you are "flavor of the week" for teasing because she doesn't like the boy you are dating. No matter where you go; the bookstore, the coffee shop, the chapter house, she is on your back about something. You:
- Just try to avoid her because you are wearing your feelings on your sleeve.
 - Try to fix whatever it is she is teasing you about. If you can fix it, maybe she will quit teasing you.
 - Fight fire with fire - get your friends and start teasing her about something. After all, turnabout is fair play, right?
 - Stand Up** for yourself. You are a strong girl. Say, "Is that the best you can do? Getting your kicks out of teasing people? I feel sorry for you." And walk away.

11. You have joined the college newspaper staff and you just handed in a page layout to a girl who is two years ahead of you in college. She looks at your work, laughs, and then points out all your mistakes to everyone on staff. You:
- Sit there listening and take it all. Or you nod your head, agree with her and say, “You’re right, I am so stupid ... let me do it over.” You leave the room and wipe away your tears.
 - Say, “You are right. I don’t know why I didn’t think about that. Maybe I can model it after one of your layouts.”
 - Say, “Listen, my layout is great. Maybe if you spent more time studying and less time talking on the phone, you wouldn’t have flunked that mid-term exam.”
 - Say, “Thanks for the comments. I know you are trying to help but I got these ideas from an award-winning yearbook from another college. It’s time we updated our designs and entered the 21st century. I’ve got to go. Call me or e-mail me and we can discuss some of my ideas for the cover.”

Total your answers: How many A’s, B’s, C’s or D’s do you have?

Here is how to check your answers:

3 or 4 A’s
check out answer 1

3 or 4 B’s
check out answer 2

3 or 4 C’s
check out answer 3

3 or 4 D’s
check out answer 4

Answers:

- Quiet Riot—Hold your head high and **Stand Up** for yourself. Running away from a situation does not make it go away. Don’t be a doormat for the Teaser. Think of all the good things you have in your life. If you don’t start making a difference for yourself now, how will you ever **Stand Up** to be the person you are meant to be?
- Teaser Pleaser—You are letting others label you and make fun of you. Why? They are really labeling themselves. You have the potential to do great things. Don’t change because of someone else and what they say. Stop trying to please others and Stand Up for yourself by pleasing yourself. This will give you a whole new outlook on life.
- Queen of the Hill—You are not afraid of trying to go toe to toe with the Teaser but take it a little slower. Beating her at her own game will put her in place for a little while but stirring up trouble is not all it is cracked up to be.
- Head of the Class—You are not afraid to **Stand Up** for yourself. The Teaser definitely gets to you but you know when to **Stand Up** for yourself and when to use those boots for walking.

Things to remember about the Teaser:

- The Teaser feels bad about herself. There could be many reasons for this. She might not feel like she is getting any respect anywhere, or that no one makes her feel worthwhile or maybe she is teased and criticized her self.
- By belittling something about someone’s family, friends, or background, she is trying to climb out of the hole that she is in.
- Try to help her break her habit of teasing people. It might take some time but your friendship might help her. **Stand Up** for others and help them with the problems they are having.

Life Strategies Personality Tests

Which Personality are you?

We all have a certain way of “being in the world.” Everybody has a look, an attitude, a certain role and demeanor that they choose when dealing with others. This is your personality and it dictates what you get back from the world. Here are some examples of personalities to which the world reacts. You may find yourself here, or you may have to create your own category.

Porcupine Personality

These people just seem to have a chip on their shoulder. They walk into every situation expecting to be offended. They’re determined to find fault with anything and everything going on around them. No matter what the situation, they’re quick to personalize any act or statement as offensive to their sensibilities. They’re prickly. Trying to get close to them is like trying to hug a porcupine. As a result, people engage them, if at all, at arm’s length. The world recognizes that interacting with the porcupine is a lose-lose situation. Porcupines typically complain about how cold people are around them; they’re baffled by other people’s standoffishness. Porcupines don’t seem to understand that they act in that way, and that people are simply responding in kind.

To find out if you’re a Porcupine, answer these questions:

1. Do people walk on eggshells around you, unsure when you will erupt in anger?
2. Do you often feel defensive no matter what anyone tries to bring up with you?
3. Do you “think” your mate can’t do anything right?
4. Do you greet your mate at the door with problems before even saying hello?
5. Is hugging you like trying to hug a porcupine?

Chicken Little Personality

The world is coming to an end and these people know it. Whether it’s at work, at home, in their relationships, the economy, or the weather, a collapse is imminent. These people are anxious and urgent. They play the game of life with sweaty palms. They go from one imagined crisis to another. Others find their histrionics irritating and tiresome.

To find out if you’re a Chicken Little, answer these questions:

1. Do you wake up several times in the night to check on your child?
2. Do you feel “doom” is lurking around every corner?
3. Do you always visualize the worst-case scenario?
4. Does your worrying irritate those around you?
5. Do you feel like there is always a crisis to deal with?

Poser Personality

Posers might as well be mannequins in a department store display. They act in the most superficial manner imaginable. They behave as if stupidity were a virtue and superficiality divine. Their goal is to look better than you and make sure you know it. They spend most of their time striking poses and using phony self-criticisms to elicit compliments. Trying to make a Poser feel secure is like trying to fill a bottomless pit. Because they insist on engaging the world superficially, Posers create an experience devoid of genuineness and intimacy.

To find out if you're a Poser, answer these questions:

1. Do you always wear make-up when you leave your house?
2. Is your closet full of only designer labels?
3. Do you make sure you hold your designer purse with the label facing OUT at all times?
4. When you walk into a room, do you check to see if you look better than everyone else?
5. Would you rather be caught dead than seen in clothes from discount department stores?
6. Do you make friends based on their money, connections and prestige to make you look good?

*Do you see yourself in any of the above descriptions? If not, how would you describe yourself?
Discussion for facilitators to encourage...why do they see themselves this way?*

Self Confidence

To become more self confident, you need to first learn about your confidence level and how your confidence shows up in your everyday life.

Quiz: How Confident are you?

For each of the statements below, rate yourself on a scale of 1-10 (1 means you agree strongly and 10 means you disagree strongly).

1. I am scared of saying no to others for fear they'll dislike me.
2. I feel the need to be accepted by agreeing with everyone, regardless of whether I actually agree with them or not.
3. I don't give myself the allowance and freedom to get things wrong and make mistakes.
4. I don't forgive myself for the mistakes that I make.
5. I often think, "I am not good enough."
6. I often compare myself unfavorably with others.
7. I feel riddled with guilt when I am tempted to do things that I want to do.
8. I am frightened of achieving success.
9. I find it difficult to make clear-cut decisions.
10. I am often too hard on myself.

Your score:

Under 30: Lack of confidence is really holding you back.

30-70: You need to work on your confidence level.

Over 70: You are well on your way to having the confidence you need to succeed.

Protecting Yourself from Sabotage

Have you made positive life changes and then been surprised by how others react? Do friends and family act as though your growth threatens them? Are they not supporting you in ways you expected them to?

Don't be surprised if those closest to you try to sabotage your efforts. Sometimes people will unconsciously try to keep you "on script" with your fictional self in order to protect you or protect themselves from change.

Dr. Phil suggests that you weigh carefully what others have to say because there may be something of value offered, but also keep in mind their possible motives.

There are four basic patterns of behavior that others typically use to destroy your quest for authenticity — whether they know it or not. It's important to be aware of these patterns and not allow "carriers of toxicity" to set you back.

The four destructive behaviors:

1. Overprotection

The underlying message here is one of fear. “I don’t want you to get hurt.” “Trying something new could result in failure.” This pattern is dangerous because it’s often masked as love and concern and is therefore difficult to fight.

2. Power Manipulation

In this form of sabotage, people attempt to take away your personal power in order to maintain their old relationship with you. They figure that if they treat you like a child, you will yield to their suggestions like a child. “What idiot told you it would be good to go back to school?” “Do you honestly think you’ll keep the weight off?”

3. Leveling

People who feel inadequate will sometimes try to “level” those who have what they want. Your success could pose a threat and cause them to sabotage you in any way they can in order to bring you down to their level.

4. Safety in the Status Quo

People are comfortable with circumstances that they know, even if the circumstances are bad. A change for the better is still a change—a complete threat to familiarity and the security of the status quo. Don’t be surprised if others perceive your reconnection with your authentic self as something threatening that they need to destroy.

Self -Sabotage

Test: Are you prone to Self-sabotage?

For each of the statements below, rate yourself on a scale of 1-10(1 means you agree strongly and 10 means you disagree strongly).

1. Success isn’t for me, it’s for someone else.
2. I worry that others will be jealous of me if I succeed.
3. Everyone else is right when they blame me.
4. I usually stop just 10 percent this side of success.
5. When I receive positive messages about myself, I think, “You can’t be talking about me.”
6. I start projects and I don’t finish them.
7. I am addicted to struggle.
8. I do things that destroy the relationships with the people that I love.
9. I expect something to go wrong when things are going well.
10. I do things that jeopardize my job and financial stability.

Your score:

Under 30: Self-sabotage is seriously affecting your ability to succeed.

30-70: You need to work on overcoming self-sabotage.

Over 70: You are not letting self-sabotage bring you down.

Dr. Phil's Ten Life Laws

Life Law #1: You either get it or you don't.

Strategy: Become one of those who gets it.

It's easy to tell these people apart. Those who "get it" understand how things work and have a strategy to create the results they want. Those who don't are stumbling along looking puzzled, and can be found complaining that they never seem to get a break.

You must do what it takes to accumulate enough knowledge to "get it." You need to operate with the information and skills that are necessary to win. Be prepared, tune in, find out how the game is played and play by the rules.

In designing a strategy and getting the information you need — about yourself, people you encounter, or situations — be careful from whom you accept input. Wrong thinking and misinformation can seal your fate before you even begin.

Life Law #2: You create your own experience.

Strategy: Acknowledge and accept accountability for your life. Understand your role in creating results.

You cannot dodge responsibility for how and why your life is the way it is. If you don't like your job, you are accountable. If you are overweight, you are accountable. If you are not happy, you are accountable. You are creating the situations you are in and the emotions that flow from those situations.

Don't play the role of victim, or use past events to build excuses. It guarantees you no progress, no healing, and no victory. You will never fix a problem by blaming someone else. Whether the cards you've been dealt are good or bad, you're in charge of yourself now.

Every choice you make — including the thoughts you think — has consequences. When you choose the behavior or thought, you choose the consequences. If you choose to stay with a destructive partner, then you choose the consequences of pain and suffering. If you choose thoughts contaminated with anger and bitterness, then you will create an experience of alienation and hostility. When you start choosing the right behavior and thoughts — which will take a lot of discipline — you'll get the right consequences.

Life Law #3: People do what works.

Strategy: Identify the payoffs that drive your behavior and that of others.

Even the most destructive behaviors have a payoff. If you did not perceive the behavior in question to generate some value to you, you would not do it. If you want to stop behaving in a certain way, you've got to stop "paying yourself off" for doing it.

Find and control the payoffs, because you can't stop a behavior until you recognize what you are gaining from it. Payoffs can be as simple as money gained by going to work to psychological payoffs of acceptance, approval, praise, love or companionship. It is possible that you are feeding off unhealthy, addictive and imprisoning payoffs, such as self-punishment or distorted self-importance.

Be alert to the possibility that your behavior is controlled by fear of rejection. It's easier not to change. Try something new or put yourself on the line. Also consider if your need for immediate gratification creates an appetite for a small payoff now rather than a large payoff later.

Life Law #4: You cannot change what you do not acknowledge.

Strategy: Get real with yourself about life and everybody in it. Be truthful about what isn't working in your life. Stop making excuses and start making results.

If you're unwilling or unable to identify and consciously acknowledge your negative behaviors, characteristics or life patterns, then you will not change them. (In fact, they will only grow worse and become more entrenched in your life.) You've got to face it to replace it.

Acknowledgment means slapping yourself in the face with the brutal reality, admitting that you are getting payoffs for what you are doing, and giving yourself a no-kidding, bottom-line truthful confrontation. You cannot afford the luxury of lies, denial or defensiveness.

Where are you now? If you hope to have a winning life strategy, you have to be honest about where your life is right now. Your life is not too bad to fix and it's not too late to fix it. But be honest about what needs fixing. If you lie to yourself about any dimension of your life, an otherwise sound strategy will be compromised.

Life Law #5: Life rewards action.

Strategy: Make careful decisions and then pull the trigger. Learn that the world couldn't care less about thoughts without actions.

Talk is cheap. It's what you do that determines the script of your life. Translate your insights, understandings and awareness into purposeful, meaningful, constructive actions. They are of no value until then. Measure yourself and others based on results — not intentions or words.

Use any pain you have to propel you out of the situation you are in and to get you where you want to be. The same pain that burdens you now could be turned to your advantage. It may be the very motivation you need to change your life.

Decide that you are worth the risk of taking action, and that your dreams are not to be sold out. Know that putting yourself at risk may be scary, but it will be worth it. You must leave behind the comfortable and familiar if you are to move onward and upward.

Life Law #6: There is no reality, only perception.

Strategy: Identify the filters through which you view the world. Acknowledge your history without being controlled by it.

You know and experience this world only through the perceptions that you create. You have the ability to choose how you perceive any event in your life, and you exercise this power of choice in every circumstance, every day of your life. No matter what the situation, you choose your reaction, assigning meaning and value to an event.

We all view the world through individual filters, which influence the interpretations we give events, how we respond, and how we are responded to. Be aware of the factors that influence the way you see the world, so you can compensate for them and react against them. If you continue to view the world through a filter created by past events, then you are allowing your past to control and dictate both your present and your future.

Filters are made up of fixed beliefs, negative ideas that have become entrenched in your thinking. They are dangerous because if you treat them as fact, you will not seek, receive or process new information, which undermines your plans for change. If you “shake up” your belief system by challenging these views and testing their validity, the freshness of your perspective can be startling.

Life Law #7: Life is managed; it is not cured.

Strategy: Learn to take charge of your life and hold on. This is a long ride, and you are the driver every single day.

You are a life manager, and your objective is to actively manage your life in a way that generates high-quality results. You are your own most important resource for making your life work. Success is a moving target that must be tracked and continually pursued.

Effective life management means you need to require more of yourself in your grooming, self-control, emotional management, interaction with others, work performance, dealing with fear, and in every other category you can think of. You must approach this task with the most intense commitment, direction and urgency you can muster.

The key to managing your life is to have a strategy. If you have a clear-cut plan, and the courage, commitment and energy to execute that strategy, you can flourish. If you don't have a plan, you'll be a stepping stone for those who do. You can also help yourself as a life manager if you manage your expectations. If you don't require much of yourself, your life will be of poor quality. If you have unrealistic standards, then you are adding to your difficulties.

Life Law #8: We teach people how to treat us.

Strategy: Own, rather than complain about, how people treat you. Learn to renegotiate your relationships to have what you want.

You either teach people to treat you with dignity and respect, or you don't. This means you are partly responsible for the mistreatment that you get at the hands of someone else. You shape others' behavior when you teach them what they can get away with and what they cannot.

If the people in your life treat you in an undesirable way, figure out what you are doing to reinforce, elicit or allow that treatment. Identify the payoffs you may be giving someone in response to any negative behavior. For example, when people are aggressive, bossy or controlling — and then get their way — you have rewarded them for unacceptable behavior.

Because you are accountable, you can declare the relationship “reopened for negotiation” at any time you choose, and for as long as you choose. Even a pattern of relating that is 30 years old can be redefined. Before you reopen the negotiation, you must commit to do so from a position of strength and power, not fear and self-doubt.

Life Law #9: There is power in forgiveness.

Strategy: Open your eyes to what anger and resentment are doing to you. Take your power back from those who have hurt you.

Hate, anger and resentment are destructive, eating away at the heart and soul of the person who carries them. They are absolutely incompatible with your own peace, joy and relaxation. Ugly emotions change who you are and contaminate every relationship you have. They can also take a physical toll on your body, including sleep disturbance, headaches, back spasms, and even heart attacks.

Forgiveness sets you free from the bonds of hatred, anger and resentment. The only way to rise above the negatives of a relationship in which you were hurt is to take the moral high ground, and forgive the person who hurt you.

Forgiveness is not about another person who has transgressed against you; it is about you. Forgiveness is about doing whatever it takes to preserve the power to create your own emotional state. It is a gift to yourself and it frees you. You don't have to have the other person's cooperation, and they do not have to be sorry or admit the error of their ways. Do it for yourself.

Life Law #10: You have to name it before you can claim it.

Strategy: Get clear about what you want and take your turn.

Not knowing what you want — from your major life goals to your day-to-day desires — is not OK. The most you'll ever get is what you ask for. If you don't even know what it is that you want, then you can't even ask for it. You also won't even know if you get there!

By being specific in defining your goal, the choices you make along the way will be more goal-directed. You will recognize which behaviors and choices support your goals — and which do not. You will know when you are heading toward your goal, and when you are off track.

Be bold enough to reach for what will truly fill you up, without being unrealistic. Once you have the strength and resolve enough to believe that you deserve what it is that you want, then and only then will you be bold enough to step up and claim it. Remember that if you don't, someone else will.

Body image issues for women

Your body image is how you perceive, think and feel about your body. This may have no bearing at all on your actual appearance. For instance, it is common in Western nations for women to believe they are larger and fatter than they really are. Only one in five women are satisfied with their body weight. Nearly half of all normal weight women over estimate their size and shape. A distorted body image can lead to self-destructive behaviors, like dieting or binge eating. Approximately nine out of ten young Australian women have dieted at least once in their lives.

Self-destructive behaviors

A poor body image can promote an unhealthy lifestyle. The urge to diet or use other potentially dangerous weight loss methods (such as fasting, smoking or laxatives) is almost always prompted by feeling unhappy with body shape or size. It is well documented that even 'moderate' dieting increases the risk of developing an eating disorder amongst girls. If a woman feels self-conscious about her appearance, she may avoid exercising because it might mean exposing her body shape to the public eye. Alternatively, she might over exercise in a bid to lose weight quickly. Some studies indicate that a young woman's body image is the single largest influence on her self-esteem. If she thinks she looks unattractive or fat, her self-confidence drops and this can impact on other areas of her life.

A range of causes

Some of the factors that contribute to a negative body image include:

- Being teased about appearance in childhood
- Growing up with dieting parents, or one who was unhappy with their body shape
- A cultural tendency to judge people by their appearance
- Peer pressure among teenage girls to be slim, go on diets and compare themselves with others
- Media and advertising images promoting thinness as the ideal
- A tendency in women's media to push fad diets and weight loss programs
- Well-meaning public health campaigns that urge people to lose weight

Healthier choices

A negative body image develops over the course of your life, so changing it can take time and effort. Suggestions for improving your body image include:

- Reflect on your experiences and try to unravel the development of your body image from childhood
- Talk about feelings and experience with other women who have similar concerns
- Make a pact with yourself to treat your body with respect, which includes giving it enough food and rest
- Give your self a break from women's magazines and the mass media for awhile
- Try some form of physical activity purely for the fun of it, not as a means of weight loss

- Stop weighing yourself
- Change your goal from weight loss to improving your health
- Get informed by reading up on body image issues

Types of help available

If you feel depressed about your body, if you start bingeing or fasting, then professional help is a good idea. There are counselors and psychologists trained in the areas of body image who can guide you in changing negative beliefs and behaviors. A chronic crash dieter might need assistance from a dietician or psychologist to introduce healthier ways of eating and of relating to and caring for your body.

Where to get help

- Your doctor
- Dietician
- Counselor
- Anorexia & Bulimia Nervosa Foundation

Things to remember

- Your body image is how you perceive, think and feel about your body
- Most Australian women think they are large and fatter than they actually are
- A negative body image is formed over a lifetime from many different influences including family, peer group, media and social pressures

How do you feel about the way your body looks?

1. How do you feel about the way your body looks?
 - a. Fine—You're satisfied with your body, most of the time.
 - b. Okay—Although there are parts of it you don't like very much.
 - c. Bad—There are a couple of parts that you like and the rest you hate.
2. What should the female body look like?
 - a. Thin and leggy.
 - b. Lean and healthy.
 - c. This is a stupid question—female bodies come in all shapes and sizes.
3. Are women supposed to have chubby hips and thighs?
 - a. Yes—a healthy woman is supposed to carry some fat on her hips and thighs
 - b. No—women should be thin in these places; if anything wobbles, it is important to diet.
 - c. A bit—women should have a few curves, but hips and thighs look better when they're lean.
4. Do you avoid places like the beach, public pools or changing rooms, because you don't want anyone to see your body?
 - a. Not at all
 - b. Sometimes
 - c. All the time
5. Do you think you're fat?
 - a. Yes—you need to lose a few kilos
 - b. No—you're about the right weight for your height
 - c. Yes—even though your family and friends reckon you're thin
6. Do you crash diet to lose weight?
 - a. All the time—you can never be too thin
 - b. Never—crash dieting is bad for you
 - c. Sometimes—maybe to get slimmer for summer
7. How often do you weigh yourself?
 - a. Not very often
 - b. Every month or so
 - c. Every day or a few times every week
8. Do you ever get depressed about the way your body looks?
 - a. All the time—life would be so much better if your body was beautiful.
 - b. Not really—you're more interested in what your body can do (like sports) than what it looks like.
 - c. Sometimes—especially if other people tease you, or you see someone with a more attractive body than yours.

Scoring for Body Quiz:

1. a=3 b=2 c=1
2. a=1 b=2 c=3
3. a=3 b=1 c=2
4. a=3 b=2 c=1
5. a=3 b=2 c=1
6. a=3 b=2 c=1
7. a=1 b=2 c=3
8. a=3 b=1 c=2

Score 8 to 12:

It seems that your body image is in very poor shape. This is putting you at high risk of health problems like eating disorders or low self-esteem. If you feel depressed about your body, or if you start bingeing or fasting, it might be wise to get professional help.

Score 13 to 18:

Your body image seems a little shaky and could use some work. A negative body image develops over the course of your life, so changing it can take some time and effort.

Score 19 to 24:

Congratulations, it seems you have a positive body image. Your healthy attitude is lowering your risk of health problems like eating disorders. However, there is always room for improvement. You can further strengthen your positive body image by reading up on body image issues.

Depression and Anxiety Questionnaire

Introductory Questions

1. In the past 4 weeks, about how often did you have a lot of energy?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time
2. In the past 4 weeks, about how often did you feel happy and relaxed?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

1-10 Questions

1. In the past 4 weeks, about how often did you feel tired for no good reason?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time
2. In the past 4 weeks, about how often did you feel nervous?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time
3. In the past 4 weeks, about how often did you feel so nervous that nothing could calm you down?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time
4. In the past 4 weeks, about how often did you feel restless or fidgety?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

5. In the past 4 weeks, about how often did you feel hopeless?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

6. In the past 4 weeks, about how often did you feel so restless that you could not sit still?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

7. In the past 4 weeks, about how often did you feel that everything was an effort?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

8. In the past 4 weeks, about how often did you feel depressed?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

9. In the past 4 weeks, about how often did you feel so sad that nothing could cheer you up?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

10. In the past 4 weeks, about how often did you feel worthless?
 - a. None of the time
 - b. A little of the time
 - c. Some of the time
 - d. Most of the time
 - e. All of the time

Points for Answers:

Introductory Questions (1-2): a=5 b=4 c=3 d=2 e=1

Follow-up Questions (1-10): a=1 b=2 c=3 d=4 e=5

If you scored between 10 – 15:

A health professional will be able to determine if you are experiencing symptoms of depression and/or anxiety. However, your score reveals that you are currently not experiencing significant feelings of distress. Regardless, if you feel depressed or anxious please seek medical advice.

If you scored between 16 – 30:

You may be experiencing moderate symptoms of depression and/or anxiety. These symptoms may be causing you some distress in your everyday life and speaking to a health professional may help you.

If you scored between 31 – 50:

It is likely that you are experiencing some form of depression and/or anxiety. Remember, depression and anxiety are treatable. Symptoms can be managed and although it may seem difficult to seek help, there is assistance readily available for you.



Stand up! Stand Out!

Domestic Violence/Abusive Relationship

Instructions: This is a screening measure to help you determine whether you might be involved in an abusive relationship that needs attention. This is not designed to make a diagnosis or take the place of a professional diagnosis or consultation. For each item, indicate the extent to which it is true, by checking the appropriate box next to the item.

1. Do you feel anxious or nervous when you are around your partner?
 - a. No
 - b. Sometimes
 - c. Regularly
2. Do you watch what you are doing in order to avoid making your partner angry or upset?
 - a. No
 - b. Sometimes
 - c. Regularly
3. Do you feel obligated or coerced into having sex with your partner?
 - a. No
 - b. Sometimes
 - c. Regularly
4. Are you afraid of voicing a different opinion than your partner?
 - a. No
 - b. Sometimes
 - c. Regularly
5. Does your partner criticize you or embarrass you in front of others?
 - a. No
 - b. Sometimes
 - c. Regularly
6. Does your partner check up on what you have been doing, and not believe your answers?
 - a. No
 - b. Sometimes
 - c. Regularly
7. Is your partner jealous, such as accusing you of having affairs?
 - a. No
 - b. Sometimes
 - c. Regularly
8. Does your partner tell you that he or she will stop beating you when you start behaving yourself?
 - a. No
 - b. Sometimes
 - c. Regularly
9. Have you stopped seeing your friends or family because of your partner's behavior?
 - a. No
 - b. Sometimes
 - c. Regularly

10. Does your partner's behavior make you feel as if you are wrong?
 - a. No
 - b. Sometimes
 - c. Regularly
11. Do you try to please your partner rather than yourself in order to avoid being hurt?
 - a. No
 - b. Sometimes
 - c. Regularly
12. Does your partner keep you from going out or doing things that you want to do?
 - a. No
 - b. Sometimes
 - c. Regularly
13. Do you feel that nothing you do is ever good enough for your partner?
 - a. No
 - b. Sometimes
 - c. Regularly
14. Does your partner say that if you try to leave him, you will never see your children again?
 - a. No
 - b. Sometimes
 - c. Regularly
15. Does your partner say that if you try to leave, he or she will kill himself or you?
 - a. No
 - b. Sometimes
 - c. Regularly
16. Is there always an excuse for your partner's behavior? ("The alcohol or drugs made me do it! My job is too stressful!")
 - a. No
 - b. Sometimes
 - c. Regularly
17. Do you lie to your family, friends and doctor about your bruises, cuts and scratches?
 - a. No
 - b. Sometimes
 - c. Regularly

Scoring for the Domestic Violence Screening Quiz:

A=1 point ; B=2 points; C=3 points

If you scored 11 & up: Domestic abuse is likely. Seek professional help.

If you scored 6-10: Domestic abuse is possible. Counseling might be helpful.

If you scored 0-5: Domestic abuse is unlikely.

Gender & Hazing

Bad Girls, Bad Girls, Whatcha Gonna Do?

by Lyn Mikel Brown, Ed.D.

No more sugar and spice and everything nice. Suddenly the U.S. is filled with mean and nasty girls. Recently there have been a number of popular books that tell us, in the words of a New York Times Magazine cover story, that “girls just want to be mean,” and give advice about “how to tame them”(Talbot, 2002; See e.g., Simmons, 2002, Wiseman, 2002). And now after much talk about “relational aggression” comes the ultimate girl fight, full-scale “savagery in the Chicago suburbs” as Newsweek reported it (Meadows & Johnson, May 19, 2002, p. 37). Junior girls from the privileged Glenbrook North High School paid for the right to be hazed by senior girls at the annual “powder puff” football game. After the beatings and humiliations ended, five girls were sent to the hospital, one with a broken ankle, another with a concussion so serious it caused memory loss, another to receive 10 stitches in her scalp. The events were videotaped and the news story went international.

Books and reports that depict girls as nasty, catty and mean are so provocative because they relay something both disturbing and familiar. This is exactly why such a caricature is dangerous. Fundamentally, it’s the same old same old. It’s familiar because it conforms to all the old stereotypes we have of girls and women—as deceitful, complaining, and jealous. It’s familiar because it’s an old story about the essential nature of femininity—“girls will be girls,” naturally and indirectly mean; it’s a stage all girls go through and from which most never emerge. And it’s familiar in its trivializing, simplistic notions of girls’ anger and aggression. Girls fight about popularity and boys and clothes. The fighting is all so, well, “girlish.” They cry and as one author of a book on girls’ social hierarchies explained, “I really do hate it when their faces get all splotchy, and everyone in gym class or whatever knows they’ve been crying”(Talbot, 2002, p. 26).

This shift in the popular press from nice to mean and nasty girls in recent years is very interesting and worth wondering about--this either-or, girl as victim or girl as aggressor, good girl or bad girl. It’s a false dichotomy with a long history that effaces complicated realities. For some time now feminist scholars have been interrogating this and other binaries by connecting constructions of girlhood to social and cultural context, history, and the material conditions of girls’ lives (e.g., Brown, 1998; Diamond, 2000; Fine, 1992; Fordham, 1993; Hey, 1997; Lamb, 1999; Leadbeater & Way, 1996; Fine & Macpherson, 1992; McRobbie, 1991; Phillips, 2000; Tolman, 2003; Walkerdine, 1997; Way, 1996; Ward, 1996). We know that what it means to be a girl is contested territory. We know that the differential ways power and privilege flow through the social body shape girls’ realities, and that there is no typical girl, not even a typical white girl.

In spite of this research, the “phantasmatic idealization” (Butler, 1991, p. 21) of what a girl is supposed to be seems to have a stranglehold on the cultural imagination. When I saw the Barbie doll-like images that saturated the mean girl coverage, and as I read about the near

obsession with indirect forms of aggression, I knew that the target audience was middle class white girls (in fact, the Glenbrook incident received such attention because it alone interrupted the usual story of privileged white girls' verbal aggression.). This is "symbolic annihilation" (Dines & Humez, 1995): the tendency to ignore certain groups altogether or only to represent them in ways that fit our socially rooted conceptions of them. In this recent story of girls' meanness, we not only completely erase girls of color but we also symbolically annihilate white girls.

This view of girl fighting as psychological and relational warfare has thus done little to challenge sexist or racist stereotypes. Girls remain firmly and obsessively entrenched in the psychological and relational. Left out of discussions about relational aggression, racist assumptions about girls of color and physical aggression remain unchallenged. Popular books on the issue even seemed to undermine their own attempts to affirm the power of relational aggression to cause girls long-term emotional and psychological damage. Adding pejorative labels like "fruit cup girl" to the lengthy list of dismissive terms adolescent girls already have for one another, even with the best of intentions, only reaffirmed girl fighting as trivial (Wiseman, 2002). When rooting out inevitable girl meanness becomes the singular goal, we risk losing the bigger picture. Let's catch, label and fix "it" and then what? We'll have our girls back? And which girls are we talking about? Neither the literature on relational aggression nor the popular accounts of the ways girls enact it on each other address the larger issue of power. Little consideration has been given to the fact that a girls' social context, the options available to her, and the culture in which she lives will affect how and why she aggresses. No substantive consideration has been given to the fact that the anger that underlies girl fighting might have something to do with oppressive conditions girls experience in their daily lives and that social location affects the nature and degree of these injustices.

I've been researching and writing about the complexities of girl's friendships and girl fighting for the past few years.¹ But since my project has come to fruition in the midst of this mean girl media frenzy, I'm faced with the complicated task of both acknowledging girls' real and justified anger and aggression, and the negative horizontal forms it takes, and welcoming girls' public release from "the tyranny of nice and kind" (Brown & Gilligan, 1992). I'm conscious of the marketable temptation to make girls' treatment of other girls tantalizing or titillating or to contribute to a dangerous "girls will be girls" message. Indeed, as we've seen, girl fighting grabs our attention when it takes extreme forms, as it so often does in the media. Because fighting among girls or their adult women counterparts is considered at once shocking, shameful, and funny, it's laced with eroticism and becomes the fodder of sit-coms, talk-shows, and soap-operas. This is the motivation behind women's prison movies, various forms of female wrestling, stories about cheerleaders or beauty queens who go awry, soap-opera back-stabbing and Jerry Springer-type "bitch-slapping." As a white high school girl from rural Maine explained to me: "guys see two girls fighting and think they're getting passionate and maybe the girls might start kissing and maybe the guys can get in on it." "Guys invented the concept of Jell-O-wrestling," her friend agrees, "so that they could watch girls fight."

In fact, it's important to appreciate how the culture, from a very early age, sets girls up for such horizontal violence (Friere, 1970/1992). When I ask fifteen-year-old Bahtya, Jewish and middle class from New York City, about why there's so much in-fighting in her public high school, she says, simply:

It's the popular thing to do. TV, media, newspapers, it's like they teach girls you're supposed to fight. And if anybody had any commonsense in their head, they'd know you don't have to fight with the girls in school . . . Like I mean, you watch TV, you watch MTV, you watch anything, and there's always a fight going on between the popular girls at school. A lot of it is, I mean, you get into a fight and the whole school knows about it. Therefore your popularity goes up. You become more widely known. You're the girl that's in the fight with the other girl. It's like the attention, whether it's positive or negative. It's a constant competition or race for attention.

What strikes me about Bahtya's analysis is how closely entwined media messages and school behavior are for her—how she moves from one to the other without missing a beat. Yet she also doesn't quite believe the hype; she has “commonsense in [her] head.” Of course socialization is not that simple; “as the imposition of fictional identities. . .(it) does not work” (Walkerdine, 1990, p. 198). Girls meet these messages with a range of questions, responses, and experiences. But there's no doubt that the increase in images of girl fighting on TV and in movies contributes to the normalizing of both relational and physical aggression of girls toward other girls. Rarely is there a contemporary TV show or movie for kids of any age with a girl, token or not, who doesn't physically fight or isn't verbally tough—that is, if she has any respect or power on the show. The problem is, that while these girls fight over a lot of things, they almost never fight for girls' rights or against the unfairness and injustice or cruelty lobbed at other girls. There is no prevailing counter story of girls' friendship or loyalty to other girls.

But fighting itself is not the real issue. One can make a strong case for teaching girls how to box or do karate, not only to protect themselves, but also so they can experience a full sense of power, physical and mental. Indeed, Simone De Beauvoir, writing fifty years ago, espoused the benefits to fighting that transcended competitive sports which, she argued, “does not provide information on the world and the self as intimately as does a free fight” (1952, p. 330).

...for a man to feel in his fists his will to self-affirmation is enough to reassure him of his sovereignty. Against any insult, any attempt to reduce him to the status of object, the male has recourse to his fists, exposure of himself to blows: he does not let himself be transcended by others, he is himself at the heart of his subjectivity. . . anger or revolt that does not get into the muscles remains a figment of the imagination.... This lack of physical power [in girls] leads to a more general timidity: she has no faith in a force she has not experienced in her body”(De Beauvoir, 1952, p. 331).

It's this sense of power, this refusal to be reduced to the status of object, this desire to be at the heart of her subjectivity, that so often lies behind both girls' growing participation in sports and an increase in physical and relational fighting. Indeed, Natalie Adams argues that

girl fighting is about being somebody (1999) and finds that both cheerleaders and girls who get in trouble at school for fighting use similar discourse to explain their choices. They want to feel powerful, to be visible and to be respected (Adams, 2001). Girls seek that feeling of power within the contexts and possibilities offered to them.

The problem is that the girl fighting girls see in the media is so often about containing other girls, reproducing misogyny, and policing and punishing feminine ideals rather than experiencing subjectivity and freedom of expression. On TV “girly girls” are now the stand-in for conventional femininity. Weak, vapid, and stupid—from the evil head cheerleader in Disney’s *Kim Possible* and *Lizzie McGuire*, to *The Man Show*’s *Juggy Squad*, to *The Thong Song* wannabes on MTV, they make good targets and are roundly ridiculed and rejected. Girls who take out other girls for being “too girly” or for being “sluts” “divas” or “bitches,” can prove they are different, worth taking seriously, a force to contend with--no wimps, wusses, or victims here. But of course this is short-lived protection because selling out other girls in this way just continues the same old binaries—good and bad, Madonna and whore, nice and mean—and encourages girls to do the work of policing the borders. This repetition thus serves a particular performative (cultural) purpose (Butler, 1991).

Girls’ anger has a long history of being dismissed (she’s just a bitch, has PMS) and trivialized (“You’re beautiful when you’re angry”), and girl fighting has long been a spectacle, enjoyed for its eroticism as much as its entertainment value. As concerned as I was with the hazing we all watched up-close and personal, I’m just as concerned about who was watching the events unfold on the field, why it was caught on videotape, passed on to cable television, and why it went international. Girl fighting as spectator sport—again. Why, when boys are the perpetrators of 80% of serious violence in the U.S., is this the story that captivates and defines us?

I think in the “shock and awe” of it all—and I use this metaphor deliberately, to signify a pyrotechnic spectacle that distracts us, perhaps intentionally, from an underlying moral bankruptcy--we’ve not listened very closely or very well. The principal of the Glenbrook School, for example, would have us think this is just “kids” with “old scores” to settle” (just as those pondering Columbine had us wonder about why “kids” are shooting up schools). That doesn’t tell us enough and worse, it effaces the real issues. This was girls fighting over boyfriends and popularity and the seniors used words like “bitches,” “wimps,” and “sluts” to shame the juniors into staying on the field. It should concern us that girls are fighting other girls in front of video-taping boys, that girls used sexist and misogynistic language to control other girls during and after the event, and that their fights were primarily for boys’ attention and favor.

The real issue is not anger or aggression, but the disconnection of anger from its real source. And this disconnection, at its base, is about power (Brown, 1998; Jack, 1999). As Gregory Maguire, in his novel *Wicked* reminds us, the so-called Wicked Witches of the world have their own story to tell and it’s by no means a simple tale. Fundamentally, it’s a political story about battling the colonization of girls’ bodies, minds and spirits; a story that varies with social context, with race, class, and sexual orientation. It’s a story about containment, effacement, and dismissal that gets acted out horizontally on other girls because this is the

safest and easiest outlet for girls' outrage and frustration. It's a story about who gets taken seriously and listened to; a story about rage at the machine channeled through ordinary interactions and performed in the everyday spaces girls occupy. And it's a story about justified anger at a world that devalues girls and encourages them to decontaminate themselves from all things feminine.

The problem, then, is not girls; it's a culture that denigrates, commodifies, and demoralizes women and gets a kick out of the divide and conquer consequences. I suspect, as does Sharon Lamb (2002), that if we give girls legitimate avenues to power, value their minds as much as their bodies, see their rage as more than "little bits of garbage" (Hey, 1997, p. 51), they'd be less likely to go down those nasty underhanded or openly hostile roads, less likely to take their legitimate rage out on other girls. Let's stop blocking their paths with the usual sexist, racist and homophobic trash and join them in creating counter-public realities (Fraser, 1993; Weis & Carbonell-Medina, 2000) that open pathways to power and possibility.

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ⁱGirlfighting reports interviews with 421 girls from first grade through high school, diverse with respect to race and social class. I re-analyzed interview data from seven studies conducted between 1986-1995 at the Harvard Project on the Psychology of Women and the Development of Girls and now housed at the Henry A. Murray Research Center at Radcliffe. Together these studies provide rich interview material from groups of girls in rural, suburban, and urban areas of the Northeast as well as the suburban and urban Midwest; they are white girls and girls of color; from poor, working class, middle class, and wealthy families; in both private and public schools. In addition to these studies I also re-analyzed interviews and focus group material from three of my own studies on working class girls in Maine and I collected new data from four additional contexts: one in suburban Maine, two in New York, and one in Cleveland, Ohio.

Endnotes



Stand up! Stand Out!

Courtney's Legacy: A Father's Journey

by George Cantor

Fraternity and sorority reform has come a long way since 1990, but George Cantor's disturbing story about his daughter Courtney's horrific death at the University of Michigan teaches us that such reforms still fall deadly short when renegades walk house floors. The book goes on a narrow shelf of books qualifying as mandatory reading for parents sending students to college for the first time. It also belongs in every Greek house as a cautionary tale for brothers and sisters who regard their houses as shrines, not just another roadhouse to drink in.

When I lectured on hazing and binge drinking to the Greeks at the University of Michigan not long ago, the audience and I reflected on the lives of students killed in hazings, roof falls, alcohol overdoses, and the sad like. The last name on the list was Courtney Cantor, and I had no category to put her. Whether I talked at the University of Oregon or tiny Coe College, in my private chats with Greeks and campus officials it was always the same: rumors flying about how Courtney might have died. Since she went out a UM residence hall window with only a small amount of alcohol in her system, the rumors of what caused her death were flying: a suicide, a GHB overdose, a joke gone wrong. The fact is, nobody knew, least of all I. So I said that at UM, and the students, (They were to a person respectful of her memory and honor) and I lit a candle in her memory without citing any cause of death. The evening, like Courtney's life, ended there. As an author, I get a certain number of books from publishers looking for blurbs to go on book jackets. It's something I don't usually like to ask for or to do, but it seems to be part of the business.

But I wanted to read this story to get some answers in "the Cantor case" as it has come to be known in Greek circles, and so I started reading within ten seconds of opening the publisher's envelope. And stopped only for water breaks until I read every word.

The bottom line is that Courtney Cantor was a Chi Omega pledge and proud of it. She was dismayed that so many lovely female friends of hers failed to make it into the Greek selection system (as am I, the only reason for exclusion from SOME chapter somewhere being character flaws or substance abuse to my way of thinking). She seemed to have made a good choice, since Chi O strictly outlawed alcohol, and then she went to a Phi Delta Theta party with her sisters and fellow pledges, and that too seemed a good choice. Phi Delta's national had embraced the dry house movement following the awful death of Chad Saucier in a Phi Delt big-and-little brother bottle exchange years earlier.

The bottom line was that Courtney, like Chad, was a great kid-not perfect but the kind a lot of people wanted for a lifelong friend. She was a-well, a pisser, her father says. She wanted the best things in life, and she maneuvered to get her way-whether it be choice of dorms, a roommate, and a sorority.

But after obtaining the results of an autopsy, showing she had elevated GHB levels that quite possibly came from someone slipping a drug into her drink, Cantor suddenly had some answers. Why did his conservative daughter, according to friends, inexplicably hang all over some guy

while dancing, why was she raucous when she returned to her residence hall room, and why did she open a window as if desperately gulping for air?

You all know the rest. How a passerby found her in thin nightclothes on campus pavement. How the university punished the students. How the national Phi Delta chapter drummed one of its oldest chapters out of existence.

What you don't know is what it feels like to lose a daughter. What a journalist like Cantor feels when news people, most anyway, interviewed him and got it all wrong, looking for quick-fix answers and too easy categories to pigeonhole his daughter's death. There also is a thoughtful chapter by Cantor's wife, Courtney's mother, though as a reader I wish this would have been done in some way so as not to break the tension caused by George's distinctive voice on paper. He's a columnist, and his prose is clipped and sometimes stinging. Yet, overall it works. He knows how to hold a reader with one little story right after another, and his observations made me think.

--He discusses reasons for delayed rush.

--He doubts the sincerity of those of us in education when we say we want to keep the children entrusted to us safe. (This was especially distressing to read since I've always considered the Michigan Greek system fast to take action when misbehavior occurs).

--He shows his hackles when he describes Courtney's living conditions--neither aesthetically pleasing nor, ultimately, safe, in his opinion, in spite of UM's high tuition.

But mostly, and there's as much sadness here as rancor, he wonders where were the other pledges and sisters when banned alcohol was served these 18 year olds. Where were they with warnings to leave alone any beverage, even a soda, you didn't pour yourself? Where were the gentlemen among the Phi Deltas who understood that you as a host have a duty to protect your guests, especially vulnerable eighteen-year-olds, your fraternity's reputation, and your university's honor?

I haven't mentioned Cantor's philosophy on the loss of a daughter, his struggle to keep his marriage together after the loss of a child, or the loving relationship he had with Courtney, and why she was so damned special. But it's here. I urge you to read the book and do some maneuvering of your own to get it into public libraries.

Alternatives to Hazing

- 1. FOSTER UNITY:** Have the members of your group/organization work together on a community service project. Visit a ropes course to work on group cohesiveness, communication and leadership skills. In fraternities and sororities with chapter houses, the group might work together on a chapter room improvement project. Another option for fostering unity without hazing is for the members to work together to plan a social or athletic event with another group.
- 2. DEVELOP PROBLEM-SOLVING ABILITIES:** Have new members discuss chapter weaknesses such as poor recruitment, apathy, and poor scholarship, and plan solutions that the active chapter might then adopt.
- 3. DEVELOP LEADERSHIP SKILLS:** Encourage participation in school/campus activities outside of the organization. Encourage new members to get involved in organizational committees and/or leadership roles. Develop a peer mentor program within your group for leadership roles. Invite school/community/business leaders into the organization to share their experiences.
- 4. INSTILL A SENSE OF MEMBERSHIP:** Plan special events when the entire chapter gets together to attend a movie, play, or church service. Plan a “membership circle” where members and new members participate in a candlelight service in which each person has a chance to express what membership means to them.
- 5. PROMOTE SCHOLARSHIP:** Take advantage of your school/college/university academic and tutoring services. Designate study hours for members of your organization. Invite college/university or community experts to discuss test-taking skills, study methods, time management, etc.
- 6. BUILD AWARENESS OF CHAPTER HISTORY:** Invite an older member to talk about the chapter’s early days, its founding, special chapter traditions, and prominent alumnae members.
- 7. KNOWLEDGE OF THE GREEK SYSTEM:** Invite leaders of IFC, Panhellenic, PanHellenic, and/or Advisors to speak on Greek governance, including their goals and expectations of the Greek system.
- 8. AID CAREER GOALS:** Use college resources for seminars on resume writing, job interview skills and various careers.
- 9. INVOLVE NEW MEMBERS IN THE COMMUNITY:** Get involved with campus and community service projects. Plan fund-raisers for local charitable organizations.
- 10. IMPROVE RELATIONS WITH OTHER GREEKS:** Encourage new members to plan social or service projects with other new member classes; work together to plan a joint social or service activity.



Stand up! Stand Out!

Beauty ... and the Beast of Advertising

By Jean Kilbourne

“You’re a Halston woman from the very beginning,” the advertisement proclaims. The model stares provocatively at the viewer, her long blonde hair waving around her face, her bare chest partially covered by two curved bottles that give the illusion of breasts and a cleavage. The average American is accustomed to blue-eyed blondes seductively touting a variety of products. In this case, however, the blonde is about five years old.

Advertising is an over 100 billion dollar a year industry and affects all of us throughout our lives. We are each exposed to over 2000 ads a day, constituting perhaps the most powerful educational force in society. The average American will spend one and one-half years of his or her life watching television commercials. The ads sell a great deal more than products. They sell values, images, and concepts of success and worth, love and sexuality, popularity and normalcy. They tell us who we are and who we should be. Sometimes they sell addictions.

Advertising is the foundation and economic lifeblood of the mass media. The primary purpose of the mass media is to deliver an audience to advertisers, just as the primary purpose of television programs is to deliver an audience for commercials.

Adolescents are particularly vulnerable because they are new and inexperienced consumers and are the prime targets of many advertisements. They are in the process of learning their values and roles and developing their self-concepts. Most teenagers are sensitive to peer pressure and find it difficult to resist or even question the dominant cultural messages perpetuated and reinforced by the media. Mass communication has made possible a kind of national peer pressure that erodes private and individual values and standards.

But what do people, especially teenagers, learn from the advertising messages? On the most obvious level they learn the stereotypes. Advertising creates a mythical, mostly white world in which people are rarely ugly, overweight, poor, struggling or disabled, either physically or mentally (unless you count the housewives who talk to little men in toilet bowls). In this world, people talk only about products.

Housewives or Sex Objects

The aspect of advertising most in need of analysis and change is the portrayal of women. Scientific studies and the most casual viewing yield the same conclusion: women are shown almost exclusively as housewives or sex objects.

The housewife, pathologically obsessed by cleanliness, debates the virtues of cleaning products with herself and worries about “ring around the collar” (but no one ever asks why he doesn’t wash his neck). She feels guilt for not being more beautiful, for not being a better wife and mother.

The sex object is a mannequin, a shell. Conventional beauty is her only attribute. She has no lines or wrinkles (which would indicate she had the bad taste and poor judgment to grow older), no scars or blemishes--indeed, she has no pores. She is thin, generally tall and long-legged, and, above all, she is young. All "beautiful" women in advertisements (including minority women), regardless of product or audience, conform to this norm. Women are constantly exhorted to emulate this ideal, to feel ashamed and guilty if they fail, and to feel that their desirability and lovability are contingent upon physical perfection.

Creating Artificiality

The image is artificial and can only be achieved artificially (even the "natural look" requires much preparation and expense). Beauty is something that comes from without; more than one million dollars is spent every hour on cosmetics. Desperate to conform to an ideal and impossible standard, many women go to great lengths to manipulate and change their faces and bodies. A woman is conditioned to view her face as a mask and her body as an object, as things separate from and more important than her real self, constantly in need of alteration, improvement, and disguise. She is made to feel dissatisfied with and ashamed of herself, whether she tries to achieve "the look" or not. Objectified constantly by others, she learns to objectify herself.

When Glamour magazine surveyed its readers in 1984, 75 percent felt too heavy and only 15 percent felt just right. Nearly half of those who were actually underweight reported feeling too fat and wanting to diet. Among a sample of college women, 40 percent felt overweight when only 12 percent actually were too heavy. "Nine out of ten participants in diet programs are female, many of whom are already close to their proper weight," according to Rita Freedman in her book, *Beauty Bound*.

There is evidence that this preoccupation with weight is beginning at ever-earlier ages for women. According to a recent article in *New Age Journal*, "even grade-school girls are succumbing to stick-like standards of beauty enforced by a relentless parade of wasp-waisted fashion models, movie stars and pop idols." A study by a University of California professor showed that nearly 80 percent of fourth-grade girls in the Bay Area are watching their weight.

A recent *Wall Street Journal* survey of students in four Chicago-area schools found that more than half the fourth-grade girls were dieting and three-quarters felt they were overweight. One student said, "We don't expect boys to be that handsome. We take them as they are." Another added, "But boys expect girls to be perfect and beautiful. And skinny."

Dr. Steven Levenkron, author of *The Best Little Girl in the World*, the story of an anorexic, says his blood pressure soars every time he opens a magazine and finds an ad for women's fashions. "If I had my way," he said, "every one of them would have to carry a line saying, 'Caution: This model may be hazardous to your health.'" It is estimated that one in five college age women has an eating disorder.

Women are also dismembered in commercials, their bodies separated into parts in need of change or improvement. If a woman has "acceptable" breasts, then she must also be sure that her legs are worth watching, her hips slim, her feet sexy, and that her buttocks look nude under her

clothes (“like I’m not wearing’ nothing’“). The mannequin has no depth, no totality; she is an aggregate of parts that have been made acceptable.

This image is difficult and costly to achieve and impossible to maintain, no one is flawless and everyone ages. Growing older is the great taboo. Women are encouraged to remain little girls (“because innocence is sexier than you think”), to be passive and dependent, never to mature. The contradictory message--”sensual, but not too far from innocence”--places women in a double bind; somehow we are supposed to be both sexy and virginal; experienced and naive, seductive and chaste. The disparagement of maturity is, of course, insulting and frustrating to adult women, and the implication that little girls are seductive is dangerous to real children.

Influencing Sexual Attitudes

Young people also learn a great deal about sexual attitudes from the media and from advertising in particular. Advertising’s approach to sex is pornographic; it reduces people to objects and deemphasizes human contact and individuality. This reduction of sexuality to a dirty joke and of people to objects is the real obscenity of the culture. Although the sexual sell, overt and subliminal, is at a fevered pitch in most commercials, there is at the same time a notable absence of sex as an important and profound human activity.

There have been some changes in the images of women. Indeed, a “new women” has emerged in commercials in recent years. She is generally presented as superwoman, who manages to do all the work at home and on the job (with the help of a product, of course, not of her husband or children or friends), or as the liberated woman, who owes her independence and self-esteem to the products she uses. These new images do not represent any real progress but rather create a myth of progress, an illusion that reduces complex sociopolitical problems to mundane personal ones.

Advertising images do not cause these problems, but they contribute to them by creating a climate in which the marketing of women’s bodies--the sexual sell and dismemberment, distorted body image ideals and the use of children as sex objects--is seen as acceptable.

There is the real tragedy, that many women internalize these stereotypes and learn their “limitations,” thus establishing a self-fulfilling prophecy. If one accepts these mythical and degrading images, to some extent one actualizes them. By remaining unaware of the profound seriousness of the ubiquitous influence, the redundant message and the subliminal impact of advertisements, we ignore one of the most powerful “educational” forces in the culture -- one that greatly affects our self-images, our ability to relate to each other, and effectively destroys any awareness and action that might help to change that climate.

Author: *Jean Kilbourne, creator of award-winning films Still Killing Us Softly and Calling The Shots, lectures internationally on alcohol and cigarette advertising, the image of women in advertising, and other topics.*



Brash or brave?

by Georgie Binks

You've probably noticed a jazzy new advertising campaign by Dove, splashed on everything from billboards to magazines, featuring women's faces and bodies on them, asking questions like Fat or Fab?, Withered or Wonderful?

If you go to Dove's website you can actually vote on which description you think best describes these women. Dove, in case you don't know, is the brand name of beauty products, soaps, shampoos, conditioners and the like, sold by Unilever. In my opinion, the company has exhibited terrific courage by actually making women feel better about themselves, as opposed to worse, so they can sell their products.

Erin Iles, Dove's marketing manager, says The Campaign for Real Beauty was developed because, "We wanted to be a beauty brand with a different point of view, and different philosophy. We saw brands talking to women about how they had to be perfect and conform to this narrow, stereotypical view of beauty. Dove wanted to stand for a different type of beauty that can be very powerful for women."

Dove isn't the first product to do this. Kellogg's Special K developed an ad campaign that hit the scene in 1996 and made fun of society's view of thin and beautiful, known as "Look good on your own terms."

One of the most memorable ads was of a guy strolling along a beach in a bathing suit, in a less-than-perfect body. Jane Tallim, director of education for the Media Awareness Network in Canada, says, "The ads reflected the double standard. It's perfectly acceptable for him to be who he is – why is it not acceptable for a woman to look the same way?"

Tallim notes that several other companies have taken a run at non-stereotypical ads. Kenneth Cole, Banana Republic and Body Shop all have messages challenging the status quo.

It seems as though these companies stand in the wilderness. Jean Kilbourne, the author of *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*, and the creator of the film series *Killing Us Softly*, says while some ads attempt to break certain stereotypes, the situation is actually much bleaker than it used to be.

She says, "Because of computer retouching, the ideal image of beauty is much more impossible to achieve. As well, there are so many more of these images running. And there is infinitely more pressure on women and girls to achieve this look, as if it were possible."

She says the bright spot is, "More people are involved in fighting it. When I started in the 70s I was alone. Now there are organizations, books, and all kinds of things that have been done about it."

Tallim says it makes good business sense to advertise in this manner, reflecting, "You do have a lot of boomers with lots of money to spend. They're entering retirement, and a lot of the

advertising geared towards younger people doesn't resonate. Dove and Special K aren't products that traditionally market towards younger people, so it's also preaching to the converted. But it's great to get the visibility."

As well, says Tallim, "It's refreshing. The backlash of constantly having unattainable standards of attractiveness constantly perpetuated in advertising annoys women. After awhile, it becomes apparent it is an industry built on insecurity and making what's normal seem abnormal. Making everything that's wonderful about being 40 cursed because you aren't 20."

Most companies will likely never change. Take the beer companies. While some ads do poke fun at male stereotypes there are more that rely on the beautiful girls in bikinis suddenly appearing when men drink beer.

Kilbourne says, "What they do in a beer commercial is they end up furthering stereotypes." Fortunately Canadian beer ads seem to concentrate on the stereotype of the Canadian male, with the Canadian part being predominant. American beer ads simply head for the macho factor.

Is the problem the companies or the viewing public? Kilbourne says, "Corporations are completely amoral and they are driven by one thing and that is to increase profit, and if that leads to eating disorders or low self esteem in teenage girls, too bad. It's an ethical dilemma."

She says education can help, explaining, "Kids who are taught media literacy can often be a little bit more resistant to these messages." In Canada, the Media Awareness Network offers different lessons to students and teachers online to make young people aware of good and bad ads and how they influence society.

Kilbourne says the public needs to praise companies that resist the stereotypes. She urges, "I would hope people would buy Dove soap just to support the campaign, and write letters and let the companies know we appreciate more positive images."

So there you go, Dove. Consider this my letter.

Georgie Binks is a freelance writer living in Toronto. She writes for the Toronto Star and National Post, and has written for Chatelaine, Homemakers, Elle, Glow and Style at Home, as well as salon.com. Georgie is a former CBC radio and television reporter and editor. She has been a feminist since she wrote an essay in high school on "The Changing Role of Women in Society" at her mother's suggestion.

Appealing or Appalling? Images of Women in Advertising

by Caroline Salomonsson

“As high-end fashion advertising images become ever more digitally perfected, revealing otherworldly female models in invariably sexual poses, one has to ask, quite frankly – does it really appeal to the audience that its supposed to be aimed at, i.e. the typical readership of those female fashion magazines the ads are actually placed in?

The latest answer to this question is: apparently not. A new online survey, whose results were revealed this week, provides evidence that women have a preference for images that reflect reality, rather than those that appear unnatural, unbelievable or unattainable.



Frank About Women, a strategic consultancy aimed at helping worldwide companies to harness the loyalty and purchasing power of women, undertook the survey titled, “Appealing or Appalling: Images of Women in Advertising,” the results of which will certainly give the advertising creatives something to chew over.

The survey offers a rather blunt perspective on how women really view modern images in advertising. Most importantly, the results demonstrate that women are actually consciously avoiding altogether brands that unrealistically portray images of women in their advertising.

“Based on our survey results, women are tired of being bombarded with advertisements that use unrealistic images to portray their gender,” said Carrie McCament, managing director of Frank About Women.



“Unlike many of the images we see today, a woman’s life cannot be airbrushed. Overwhelmingly, women are willing to make purchasing decisions based on the images used in advertising. Ads portraying women who have digitally perfected physiques or who lead seemingly carefree lives are not resonating with many female consumers. Our study found that companies whose advertising portrays the depth and variety of women’s lives in a realistic way, meaning images of women actually doing jobs and chores versus posed pictures of women who may or may not be participating in the activity, will be rewarded.”

Several surveys have suggested that women want to see a part of themselves in advertising images. But now it can also be proven that women are consciously avoiding brands that unrealistically glamorize women or portray their lives in an idealized way, which should be vital information for the business of advertising. Women clearly reward marketers who understand how to portray women in a frank, rather than romanticized way. The result showed how, overwhelmingly, advertisers who present diverse, reality-based images that reflect professionalism and ageing got the most positive responses.

Survey participants noted not only that motherhood is multidimensional, but also that the definition of family is fundamentally changing. “Women in our study want to see a variety of mums to reflect this shift in thinking,” said McCament. “Advertisers should portray images of single mums, mums with older children, lesbians, working and pregnant mums. They must also avoid the stereotypical images of mothers holding children. Instead, show active mothers highly involved in real-life, un-glamorized activities and settings.”

An important finding was also the physical disconnection between the women who are usually portrayed in ads and the average woman in terms of size. The new average body that respondents want to see in advertising is a larger woman. “We heard that women have learned to determine for themselves what is healthy for their own body types,” states McCament. “Often, this means being heavier than the typical models used in ads. They long to see advertisers come to a new understanding of this, especially in fashion marketing.”



Frank About Women uses research-based techniques to help companies build enduring relationships between brands and women. It has developed and executed women-directed initiatives for a wide range of corporations and organizations, including TJ Maxx, Oxygen, Eddie Bauer, Stop & Shop and General Motors.

For more information visit www.frankaboutwomen.com.

Speaker: Ads objectify women

By Amy L. Ashbridge

ONEONTA — Beer, jeans, makeup and hair styling products.

These are just a few of the many products, Jean Kilbourne said Thursday, that companies have used women to sell over the past three decades.

Advertisements and the subsequent objectification of women results in a toxic environment, Kilbourne said during a lecture at the State University College at Oneonta's Hunt Union Ballroom.

"We're surrounded by images of women's bodies turned into images," Kilbourne said. "Failure is inevitable when the ideal is based on absolute flawlessness."

Women are particularly susceptible to objectification, Kilbourne said. It happens to men occasionally, but the pressures aren't the same, she said.

"This is not the kind of equality I'm fighting for," Kilbourne said. "I don't want this to happen to men any more than I want it to happen to women. We're all wounded by those stereotypes."

Kilbourne is a media lecturer and writer. She is a visiting scholar at Wellesley College.

Kilbourne said stereotypes about women make them feel worse about themselves, contribute to violence and eating disorders, and encourage society to feel the same way.

To fight back, the advertising crisis needs to be treated as a public health problem, Kilbourne said.

"The only way to solve it is to change the environment," she said. "You want to applaud the positive images and protest the damaging messages."

The reason is simple, Kilbourne said: "We deserve it."

Part of the problem is that many Americans deny they are influenced by advertisements, she said.

Kilbourne said, however, the average American sees about 3,000 advertisements daily.

"Just about everyone in America feels personally exempt from the influence of advertisements," she said.

The reality, Kilbourne said, is that Americans grow up with advertisements and therefore are influenced by them.

“What I’m trying to do is make these unconscious messages conscious,” she said.

Kilbourne, who has received awards for her work at college campuses, was a good selection for SUCO because of her work with women and the media, said Violette Starowicz, College Union Activities Council lecture chairwoman.

“I think it’ll be a positive impact on anyone who does go,” Starowicz said before the lecture started.

She said there had been much discussion on campus about the lecture.

About 250 people attended the lecture.

“It’s a tragedy about what’s happening,” said Mike Kelly, a sophomore from Tully.

Kelly said he thought Kilbourne made some great points, but that any change from the media needed to come from within.

Popular media do twist images to sell products, said Lindsay Jurgensen said.

“It’s awful,” she said. “It’s extremely manipulative.”

Kilbourne was a very approachable lecturer, Jurgensen said.

“She gets up and talks on a level we understand,” she said.

Jurgensen, a senior from Westchester, said she had seen clips of Kilbourne’s material during classes but wanted to see more.

“She’s very intelligent,” Jurgensen said. “She says things that we’re all thinking.”

OSU Women Build show construction skills

100 volunteer to build Habitat for Humanity house at State Fair

Led by President Holbrook, some 100 Ohio State women picked up hammers, saws and other construction tools Wednesday (8/4) to kick off the 2004 Habitat for Humanity Women Build project at the Ohio State Fair.

Organized by Habitat for Humanity, the Women Build house is being constructed from start to finish as a “blitz-build” during the 11-day fair before it is moved to a permanent location in the Linden area. All of the workers are women, including the skilled trades people, and much of the material has been donated by woman-owned companies.

The first day of construction was “Women in Education Day” and included volunteers from Ohio State. Subsequent building days will involve women from other organizations including AEP and Fifth Third Bank.

Workers began at 7 a.m. facing a list of the days’ goals that began with constructing walls and ended with roughing-in windows. During the wall-raising ceremony two hours later, Holbrook and others stopped hammering for a few minutes to celebrate the significance of the project.

“I am grateful for Women in Education day,” said Holbrook. “This gives women a chance to participate in things that make a difference to the community.”

This is not the first Habitat for Humanity project that involved Ohio State. During spring quarter, Habitat built a house on the west lawn of the Ohio Union, where students got a chance to participate in the service project. Habitat officials say they hope to organize a student-build project at the state fair next summer.



Why Volunteer?

Volunteering is a way to help others around you, but it can also provide personal benefits as well. Here are just a few reasons people volunteer:

- To feel needed
- To share a skill
- To overcome a loss you have experienced
- To gain perspective on life
- To get to know a community
- To demonstrate commitment to a cause/belief
- To gain leadership skills
- To do your civic duty
- Satisfaction from accomplishment
- To fill spare time
- To repay a debt
- To donate your professional skills
- Because there is no one else to do it
- To have an impact
- To learn something new
- To help a friend or relative
- To be challenged
- To feel proud
- To make new friends
- To explore a career
- To help someone
- As therapy
- To do something different from your job
- For religious reasons
- To earn academic credit
- To keep skills sharpened
- To have an excuse to do what you love
- To assure progress
- To feel good
- To be part of a team
- To test yourself
- To build your resume
- To be a change agent
- Because of an experience with a problem, illness or cause
- To Stand Up! and be counted



Stand up! Stand Out!

15 Ways for Women to Stand Up! For Others by Volunteering

1. Homeless Shelters – Most cities, regardless of size have at least one homeless shelter. These shelters assist those in need with meals, bed, and other vital services. Most shelters have a variety of ways to get involved including helping to prepare and distribute meals, organizing and implementing a food drive, etc. Often times there are single mothers in need of a friendly face, a warm smile, and an encouraging word from another female.
2. Ronald McDonald House – All around the country you can find a Ronald McDonald House. The purpose of these establishments is to provide a place for family members of sick children to stay when they have to travel away from home to seek treatment for their ill child. Ronald McDonald House’s provide an inexpensive “home away from home” for these families during treatments. Volunteers are needed to help prepare meals, talk to families, take care of the house, etc.
3. Special Olympics – The Special Olympics website describes their organization as “an international program of year-round sports training and athletic competition for children and adults with mental retardation.” The volunteer opportunities in this organization are tremendous. Volunteers can assist with coaching, fund raising, administrative help, competition planning, and staffing.
4. Habitat for Humanity – Habitat for Humanity can be found in almost any community around the country and focuses on assisting low income families with financing and building houses. Not only will you help others by volunteering for Habitat for Humanity, but can gain hands-on experience building houses.
5. The Guideposts Sweater Project – The Guideposts Sweater Project allows those interested to volunteer from their own home by knitting sweaters for needy children around the world. The Guideposts Sweater Project website provides you with a pattern for the sweaters and instructions and sites to teach you how to knit if you don’t already know how.
6. Helping Others Learn to Read – Adult illiteracy rates have reached all time highs and it is now more important than ever to volunteer in this area. There are many programs, both national and local, that focus on tutoring others, from children to adults, in reading.
7. Hospitals – Most hospitals have volunteer programs for those interested. Often times it is not necessary to be interested in the medical field in order to volunteer.

8. Senior Citizens Centers – Most local communities have at least one senior citizen center and most count on volunteers to provide friendship and community activities to senior citizens.
9. Red Cross – The American Red Cross offers a variety of services ranging from teaching swim lessons to helping victims of natural disasters. Volunteer opportunities exist in local communities across the country. Those interested in volunteering with the Red Cross can get certified to teach swim lessons, CPR/ First Aid, etc., sign up to travel to assist those needing assistance after natural disasters, or simply organizing a blood drive.
10. Voter Registration Drives – Many local communities hold voter registration drives prior to elections, or are in need of voter registration drives, especially to register women and minorities.
11. Rape Crisis Centers – Most local communities have at least one resource center for women who have been sexually abused. Volunteers are often needed to staff hotlines and to counsel victims of sexual abuse.
12. Girl Scouts of America – Girl Scout troops can be found in almost every community across the country and there is a great need for young women to serve as troop leaders and role models for these young girls. Volunteer to be a troop leader or assist with meeting badge requirements.
13. Breast Cancer – Breast cancer has affected many women across the country, whether it be personally or through a friend or relative. It is important to promote breast cancer awareness and to raise funds for breast cancer research.
14. Children’s Hospitals – Many children are hospitalized each year over the holidays. Volunteers can bring a smile to children’s (and parents) faces by organizing and/or volunteering at holiday parties or simply bringing presents such as Christmas presents, Easter baskets, etc. Be sure to check with the hospital prior to organizing such an event to see what their regulations are.
15. School Supply Drives – Each year thousands of children are in need of basic school supplies for their education. Volunteers can partner with local schools to hold school supply drives in their community any time of the year.

Organizations That Welcome Volunteers

1. Business and Professional Organizations

Rotary Club – www.rotary.org

Lions Club – www.lions.org

Kiwanis Club – www.kiwanis.org

2. Women's Groups

The Association of Junior Leagues International – www.ajli.org

American Association of University Women – www.aauw.org

National Association of Female Executives – www.nafe.org

YWCA

Altrusa International – www.altrusa.com

Zonta International – www.zonta.org

3. Military Organizations

United Services Organization – www.uso.org

4. Political Process

League of Women Voters - www.lwv.org

5. Community Boards

Contact your local government office for more information

6. Community Policing – contact your local police department

National Crime Prevention Council – www.ncpc.org

Local Crime Stoppers Organizations

Neighborhood Watch

Volunteers In Police Service – www.policevolunteers.org

7. Helping the Needy

National Coalition Against Domestic Violence – www.ncadv.org

Prevent Child Abuse America – www.preventchildabuse.org

Local Battered Women's Shelters

Local Homeless Shelters

Habitat for Humanity – www.habitat.org

Big Brothers/Big Sisters – www.bbbs.org

Meals On Wheels – www.nationalmealsonwheels.org

Second Harvest – www.secondharvest.org

Disaster Relief – www.redcross.org

Local Animal Shelters

8. Health Related

American Cancer Society – www.cancer.org
Paralyzed Veterans of America – www.pva.org
Disabled American Veterans – www.dav.org
Make-A-Wish Foundation – www.wish.org
Ronald McDonald House – www.rmhc.org
American Heart Association – www.americanheart.org
American Diabetes Association – www.diabetes.org
Alzheimer’s Foundation – www.alz.org
Arthritis Foundation – www.arthritis.org
National Multiple Sclerosis Society – www.nmss.org

9. Education

Local PTO/PTA’s – www.pta.org
Local School Board
Mentoring – www.mentoring.org
Tutoring
Literacy Councils – www.literacyvolunteers.org
Girl Scouts – www.girlscouts.org
Boys and Girls Club – www.bgca.org
America’s Promise – www.americaspromise.org

10. Environment

Environmental Agencies – www.volunter.gov
National Public Lands Day – www.npld.com
National Trails Day – www.americanhiking.org
Local Zoo
Adopt-A-Highway – www.adoptahighway.com
Keep America Beautiful – www.kab.org
4-H Programs – www.4-h.org

How Healthy Is Your Sorority?

How healthful is your sorority? How would you rate your sorority in each of the following areas?

E = Excellent

G = Good

N = Needs Improvement

Dysfunctional groups:

1. Don't demonstrate respect for each other
2. Don't trust each other
3. Don't have consequences for wrong behavior
4. Don't spend time with each other
5. Don't share feelings healthfully
6. Abuse alcohol and other drugs
7. Abuse each other with words and actions
8. Resolve conflict violently

Healthful groups:

1. Show respect for each other
2. Trust each other and earn each others' trust
3. Experience consequences when they don't follow guidelines
4. Spend time with each other
5. Share feelings in healthful ways
6. Resolve conflict nonviolently
7. Avoid alcohol and other drugs
8. Use compassion in their words and actions

Choose one area that rated an N. What are some things your chapter could do to improve that rating?



Stand up! Stand Out!

Confrontation Skills

1. Avoid

Example: Seeing a close friend belittle someone in front of others and not doing anything to stop it and not standing up for the other person.

2. Accommodate

Example: Your roommate talks to her boyfriend for hours at a time every night, tying up the phone line when you are expecting calls or need to make calls. Instead of asking her to use the phone, you go to your neighbors and use the phone.

3. Cooperate/Compromise

Example: You are at a party with friends and are not 21 and don't feel comfortable drinking underage. Everyone keeps hassling you as to why you aren't drinking so you go and get a beer and just hold it all night to act like you are drinking.

4. Compete

Example: Elections are coming up and two members are interested in running for chapter president. One begins campaigning, discussing chapter issues with members, and attends every function. She is competing in order to win the election and maximize her gains in the conflict situation.

5. Confrontation

Example: A friend or sister has been going out every night of the week, skipping classes, and is about to fail out of school. You are concerned about her behavior and decide to talk to her about it.

6. Crisis Intervention

Example: You are at a party with a sister and she has obviously had too much to drink. You are tired and want to go home, but she is begging you to let her stay. Instead of leaving her you help her get out of the party and ensure she safely gets home.

How do we confront?

Step One: Initiate Contact

It is best to confront someone in a private, “safe” place for both individuals. It should be an area that would not be seen as threatening to the other individual and is comfortable for them. Don’t “gang-up” on the individual, except for in extreme circumstances no more than two people at a time should confront an individual.

Step Two: Establish Rapport

The person who confronts the individual should be someone who has established a sense of mutual trust with the person. The person must feel that whoever is confronting them has a sincere interest in their well being and really cares about them.

Step Three: Identify Issue/Problem

Address the issue with the person by getting them to agree that there is a problem.

During the problem identification process, it is important that you ask the question “why?” You need to understand the motives for their behavior. Get down to the “why” but don’t allow yourself to get trapped in the “why.” If you do get trapped, the “why” becomes the reason/excuse for the behavior or the justification in the eyes of the other individual. But by asking “why?” it shows that you have empathy for the person and that you care about helping them.

Step Four: Problem is Agreed Upon

The individual being confronted must agree that a problem does, in fact, exist. Otherwise, the person will not buy-in to the following steps – they will lack the necessary motivation. If they do not agree that a problem exists, you must return to either Step Two or Step Three.

Step Five: Obtain Attainable Commitment

After the person agrees that a problem exists, you must mutually agree upon an attainable commitment on her part. It must be a commitment that the person has the potential to fulfill. You must provide the person with an opportunity to win, to succeed.

Step Six: Keep Commitment?

On a mutually predetermined date and time, get together again with the individual to determine whether or not she has been able to keep the commitment. If so, move to Step Seven. If not, return to Step Five and re-define what is an attainable commitment from the person.

Step Seven: Praise Success

When success is realized, offer praise and positive feedback. Obtain a commitment for further positive changes by returning to the fifth step and extending the realistic commitment. If the individual has not been successful, without being negative, again return to Step Five, and reassess what might be an attainable commitment.

Additional Resources for Stand Up! Stand Out!

Self-Image

www.ipl.org
www.selfesteem4women.com/
web.aces.uiuc.edu/p2p/teenlink/
www.beingjane.com
www.lifethoughts.com/book/5.html
www.popularfitness.com/articles/self-image.html
www.undefineu.com/home
www.bemoreconfident.com

Volunteerism

www.womenphil.org
www.fdncenter.org/yip/youth_getinvolved.html
www.wkkf.org/pubs/philvol/pub602.pdf
www.women-philanthropy.org
www.cmif.org/documents/5168womenpaper.pdf
<http://web.syr.edu/~nssonger/kristenandpeterspe600.htm>
www.pmd.org/
www.usaweekend.com/diffday
<http://www.caprojectlean.org/teensactout/makedifference/default.asp>

Alcohol

<http://alcoholism.about.com/od/college>
<http://alcoholism.about.com/od/campus>
www.usaweekend.com/diffday

Peer Pressure

www.nbccongress.org/catholic-youth/default.asp?linkref=fr
www.focusas.com/peerinfluence.html
www.mwsc.edu/psychology/research/psy302/fall96/david_eggert.html
Karres, Erika V. Shearin. *Mean Chicks, Cliques, and Dirty Tricks—A Real Girl's Guide to Getting Through the Day with Smarts and Style*

Women's Health Issues

http://www.feminist.com/resources/links/links_health.html
<http://www.womens-health-naturally.com/>

Friendships

<http://www.ed.gov/parents/academic/help/adolescence/part9.html>
http://abcnews.go.com/sections/SciTech/DyeHard/suicide_girls_dyehard_040129-1.html
(the study of how vital friendships are to girls)
<http://scholar.lib.vt.edu/ejournals/ALAN/winter95/Nadeau.html>
(mother/daughter relationships)