

WINS NEWS

WE INSIST ON NATURAL SHAPES

A nonprofit organization dedicated to:

- educating children and adults about what normal, healthy, body shapes are and the dangers of eating disorders and excessive dieting; and
- changing physical images in the media and advertising to those that are natural and attainable with healthy lifestyles.

Special Edition/2000

HEALTHY SCHOOLS, HEALTHY PEOPLE, 2000

by Mary Jane Ray

For the third straight year WINS made a hit at California's Healthy Schools, Healthy People conference with our "This is a Natural Shape" stickers, WIN-NEWS newsletters and "Happy Healthy Shapes" curricula. It was the most productive conference that we have attended, if only because we sold enough materials to offset the cost of conference registration.

When the doors opened for the grand opening, school teachers, counselors and administrators swarmed in. At times people were standing four deep at our table. We were kept busy explaining WINS' mission, handing out newsletters, flyers and curriculum/video order forms, and selling T-shirts.

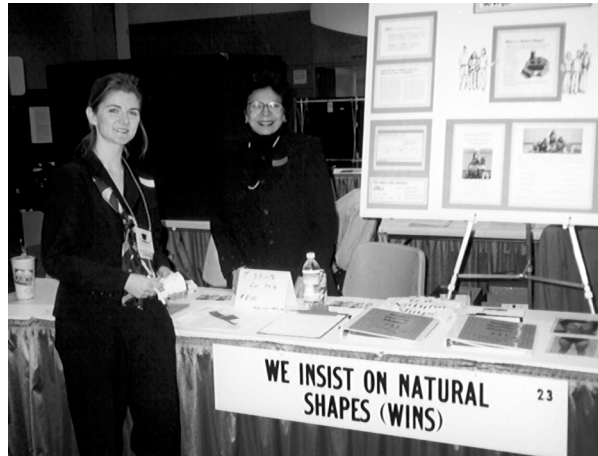
Held on January 13-14 in Sacramento and based on the California Department of Education Health Framework, the conference's purpose was to promote the health of California youth through a partnership of the family, school and community. We heard many positive comments from conferees who said they thought it was time that an organization such as ours was out there to inform the public about what is happening in the field of body image.

WINS' members **Betty Herold** and I were at our display table for Thursday's grand opening and morning session, and **Jean Barnaby** and **Serena Ryder** took over for the afternoon session. **Teri Drake** joined me for the Friday

Please see HEALTHY on page 5.

WINS HAS A NEW MEETING PLACE!

See page 3 for details.



Serena Ryder, left, and Jean Barnaby sell curricula at the Conference.



Mary Jane Ray, left, and Betty Herold promote WINS at the Conference.

WHAT IS AN ATHLETIC PHYSIQUE

by Ann Gerhardt, MD

I read a quote long ago from a female athlete that, "an athlete has a strong butt." A strong butt is not tiny and it does not lie flat. It protrudes and is round with muscles. The bulging thighs and buttocks of the Olympic speed skaters should dispel any doubt about this fact.

Young women seem to want not only to be thin, but also toned. So they diet and try to exercise, forgetting that the weight lost consists of muscle as well as fat. What gets toned if the muscle is lost through calorie deprivation?

Most of the sports-clothes models don't have half the muscle necessary to do the sport that goes with the clothes. We can't use these models as the prototype body for a particular sport – We have to use the real athletes.

Athletes usually have bodies that are suited for their particular sport. They may choose their sport because they have bodies that naturally do well in

Please see ATHLETIC PHYSIQUE on page 6.



BOARD OF DIRECTORS

President: Ann Gerhardt, MD
Vice President: Serena Ryder, RD
Treasurer: Laura Allen
Secretary: Kathryn Maffia
Board Member: Mary Jane Ray

COMMITTEE CHAIRS

Membership: Kathryn Maffia
Publicity: Mary Jane Ray
Archivist: Marlana Gutierrez, MSW
Education: Ann Gerhardt
Newsletter: Ann Gerhardt
Outreach: Marlana Gutierrez
Correspondence: Karen Olson

CONTACT US BY WRITING TO:

WINS • PO Box 19938
Sacramento, CA 95819
Phone: (800) 600-WINS/(800) 600-9467
Email: winsnews@aol.com


PLEASE JOIN US

We exist only to carry out our mission and for our members. Donations are used entirely to get the message out. See back page for Membership Application.

BOARD MEETINGS are held the second Wednesday of each month. Everyone is invited to attend. See **WINS MEETING TIME & PLACE** in this issue for details.

WINS is a volunteer organization. As such, please be prepared for a possible delay in our volunteers' response.

WINS NEWS is published quarterly for members and friends. News items, community events, press releases, letters to the editor, commentaries, poetry, and/or other information which might be of interest to our members are welcomed and encouraged.



Many companies will match your donations to qualified nonprofit corporations, such as WINS. Contact your company's benefits office for their requirements and paperwork. Forward it all to WINS, with your donation/renewal, and we will take care of the rest.

EXCEPTIONAL VOLUNTEER

Betty Herold

This quarter's exceptional volunteer, Betty Herold, has been quietly working for WINS in the background for most of WINS' history. She is one of our most reliable helpers. Betty has been one of our phone message retrieval people for



Betty Herold has been one of WINS' phone message retrieval people for years.

years, only missing her days to check our voice mail when she was in the hospital for a knee replacement. She has helped set up and sell at the Garden Affair for two of its three years. Betty made her conference debut at the Healthy People, Healthy Schools 2000, promoting WINS and selling the T-shirt off her back.

Betty's interest in WINS stems from her experience with her daughter's eating disorder. She hopes that, by helping WINS, she is able to help other young people from having to go through the misery that her daughter has suffered. Betty never had an eating disorder, but says that, "like all women," she always wanted to lose 5-10 pounds, never successfully.

Born in Muncie, Indiana, she moved to Sacramento with her husband for his new job teaching at CSUS. While raising her two children she went to school for many years to study social work, after which she worked for a home health agency.

Now she plays golf, stays busy on her computer and cultivates her many friendships. Betty is a member of the Widowed Person's Association and avidly follows politics. She believes that as you grow older it is important to appreciate what you have rather than missing what you don't have. Betty feels very satisfied with herself and her life and doesn't need to impress anyone. And she finally doesn't feel she needs to lose that five pounds.

COMEDY FOR TREES Mel Golovich

YOU'VE BEEN MODELING AGAIN! HAVEN'T YOU?!

MEL GOLOVICH 2000

© NO FANTASY PRESS

WINS NEEDS YOUR OLD COMPUTER



Now that we have a part-time secretary, we need a computer for her. If you have an old (Y2K compliant) computer you are replacing, please make a tax-deductible gift of the old one to WINS. We can certainly use it!

THE UNMAKING OF MS. AMERICA *by Sabrina Mattoff*

Back in September, I stayed home one Saturday night and watched the 79th Ms. America Pageant on television. Like millions of others across the country, I gazed at twenty-something year-olds with stars in their eyes and jeweled crowns on the heads and asked myself a very critical question: Why this pageant?

I feel compelled to write about a spectacle that I believe is all wrong, that has evolved to glamourize young, leggy women for their multi-tasking, record-setting performances to the world. For three hours on national television, they bask in front of the camera, strut, smile, share, and ask the judges and the world audience to bestow the title of Ms. America on their shoulders and the rest of their scantily clad body parts visible in swimsuits and evening wear.



At the same time, they promise to be advocates in business attire, promoters of the public and social good, and messengers of campaign slogans to help the underserved. They promise to aid the sick and align with the less fortunate. Yet still, they must perfect the swish and sway, song and dance. So I find myself asking: What role does traditional femininity play in the Ms. America of the millennium if she must look like a model and overachieve like a corporate lawyer, not to mention have a brood of children tugging at her blazer lapels?

Is this really representative of the millions of women in America who live in poverty, who do not have access to educational opportunities, and

who have to work two jobs to make ends meet? Or is this a gilded image, make-believe, pretty, thin, albeit healthier media model, that 99.9% of us will never look like? What is the relationship between wearing a 1/4 yard of skintight lycra and being an advocate for suffering children or volunteer literacy programs?

It is hard for me to identify a piece of the pageant I found less troubling. True, there are promises of scholarship money at the end of the runway for winners and losers alike. And though I was pleased to see the judges select five semi-finalists who represented cultural diversity, in the end, was it the body, the talent, or the intelligence that led to the crowning? We are left to wonder. And what about the runners-up, quickly whisked off stage, still smiling, as though they are happy to be considered unsuitable for the focused adulation to follow? This is a competition, after all - equality is not the name of the game. Someone is going to go away with less.

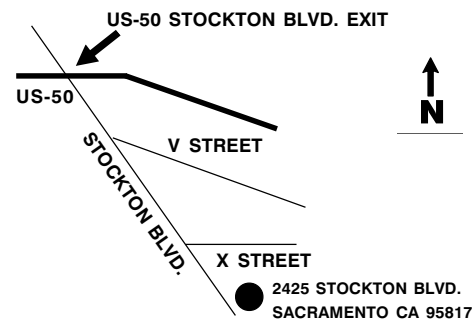
I congratulate Ms. America 2000 and wish her the best. But the modern-day qualifications for the crown seem to be even more of a hypocritical labyrinth of expectations that say to women: you are not good enough.

** Ms. Nevada's personal platform was eating disorder prevention and education. She did not make the first round of semi-finalists.

WINS MEETING

TIME & PLACE

We meet on the second Wednesday of each month from 6:30 to 8:30 PM. All are invited. The Shriner's Hospital graciously provides a meeting room for our monthly meeting. We will meet in the second floor private dining room at 2425 Stockton Blvd., Sacramento.



To learn about upcoming meetings, speakers and events, call 1-800-600-WINS.



**WINS
NEEDS
YOUR
SUPPORT**

We need more than kind thoughts to exist. Please donate to and join WINS so that we can continue to produce this newsletter, provide education about body image and health to youth and adults and work to prevent eating disorders of all kinds. WINS especially thanks the following **WINnerS CIRCLE** members who joined or renewed with a donation of \$50 or more.

**Dale Blunden, PhD
Valerie Gates
Ann Gerhardt, MD
Nancy & George Gerhardt
Barbara Haynes
Mary & John Kasch, MD
Kathryn Maffia
James McElroy
Murchison's Jimboy's Tacos
Lesley Schroeder, MD**

This was passed on to me by my sister Sue. I think all the women in my life should read this. How about you?

submitted by Art Klein

BEAUTY TIPS

by Audrey Hepburn

For attractive lips, speak words of kindness.

For lovely eyes, seek out the good in people.

For a slim figure, share your food with the hungry.

For beautiful hair, let a child run his or her fingers through it once a day.

For poise, walk with the knowledge you'll never walk alone.

People, even more than things, have to be restored, renewed, revived, reclaimed, and redeemed; never throw out anybody.

Remember, If you ever need a helping hand, you'll find one at the end of your arm.

As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others.

The beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair. The beauty of a woman must be seen from in her eyes, because that is the doorway to her heart, the place where love resides.

The beauty of a woman is not in a facial mole, but true beauty in a woman is reflected in her soul. It is the caring that she lovingly gives, the passion that she shows, and the beauty of a woman with passing years only grows!

.....
: **SAVE YOUR TREASURES,** :
: **BOOKS, CRAFTS, PLANTS** :
: **AND WHITE ELEPHANT** :
: **ITEMS FOR THE UPCOMING** :
: **WINS SALE ON THE FIRST** :
: **SATURDAY OF JUNE!** :
.....

WINS' FIRST EMPLOYEE!

Katie Woods, Secretary Extraordinaire

For four hours a week, our new employee, Katie Woods, makes us wonder how we ever got by without a secretary. She retrieves phone messages, processes curricula, video and T shirt orders, helps with mailings, files, makes phone inquiries, and generally keeps us much more responsive and competent than we have been in the past. She attends Board meetings, fills in for the secretary taking minutes when needed, and even spent an evening being part of the "audience" for filming a video recently.

Katie says that she enjoys working for WINS because it is a valid, worthy, but often unrecognized cause. She feels that WINS "deals with a subject that affects all individuals, either directly or indirectly." She believes that "whether or not a man or woman is afflicted with an eating disorder, they are all subject to the words and images of the media. Newspapers, magazines and television all need to be held accountable for the effect they have on society. We as individuals need to wake up and recognize the way we see ourselves and how much we buy into the falsehoods that media portrays. WINS is an organization that tackles both issues with determination and honesty." Thank you Katie!

Katie, a Junior at St. Francis High School, fits WINS in among her many other activities. She is an honors student, taking almost all advanced placement or honors classes. She serves on a Peer Court, which judges juvenile offenders, writes for the school newspaper and is in the French club. She feels that, though it's a job, her association with WINS allows her to further her education by learning how a volunteer organization works.

Her athletic endeavors include being a sprinter for the varsity track team, skiing and playing soccer for both her own school's junior varsity team and also for another extracurricular team. Believe it or not, she also has time for volunteer service, visiting a convalescent home, serving food to the hungry at holidays and making sandwiches for Loaves and Fishes. When her family can grab her for some time, she enjoys playing cards or watching movies with them and visiting their summer home in Timber Cove.



Katie Woods makes us wonder how we ever got by without a secretary!

SCHOOL BREAKFASTS FOR 6TH GRADE GIRLS

by Ann Gerhardt, MD

Selected Minnesota public grade schools instituted a pilot universal school breakfast program in 1993-1995. Teachers and administrators reported increased student attention and concentration, according to a summary article published in the December 1999 Topics in Clinical Nutrition. Students were more energetic at the beginning of the day and reported feeling less distracted by hunger later in the morning.

Reading and math achievement scores showed a general increase over the 3 years in all pilot schools, compared to control schools, where scores remained relatively flat. Teachers noted that fewer students complained of head and stomach aches, and there were 30-50% fewer visits to the school nurse in the morning.

Sixth grade girls participated less in the breakfast program than did other students and less than they had the year before. Student interviews revealed the girls who skipped breakfast did so because of concerns about weight and body image.

Sigh.

THANKS TO VOLUNTEERS SPREADING THE WORD

A big thank you to Mary Jane Ray and Serena Ryder for staffing a WINS table and wrapping books at Borders Books, Sacramento. While wrapping, they introduced many people to WINS concepts. Some people expressed interest in our educational materials and becoming WINS members. Mary Jane and Serena accomplished all this while having fun and earning \$44 for WINS with their wrapping! If you are interested in doing similar activities in your area, let us know and we will supply necessary materials.

OLD NEWS, BUT STILL DISGUSTING

by Kathryn Maffia

Last March I was watching "Extra" (it was on at the gym and it was better than watching basketball) and there was a segment on Armani and Claudia Shiffer. Armani thinks that Claudia is too full figured to wear his clothes! His preferred model is a woman (I use the term loosely) who is 5'11" and has 34-24-35 measurements. The show says that he designs his clothes for small breasted women and they showed his favorite model wearing a bikini that at best had a 2 inch circle of cloth covering each nipple (I would say breasts, but it didn't really look like she had any). Claudia says he should design clothes for women, not clothes hangers. Armani gave a written statement to "Extra" that his comments about Claudia were taken out of context. Yeah, right!

LOVE YOUR BODY CAMPAIGN

The National Organization of Women (NOW) Foundation is hosting a poster design contest as a part of the Love Your Body Campaign 2000. The campaign is intended to speak out against ads and images of women that are harmful, dangerous, offensive and disrespectful. There will be cash prizes for the winning posters, judged on their effectiveness in creatively responding to the onslaught of negative images that impact women's health.

They are looking for creative minds to respond to advertisers such as Phillip Morris who attempt to link cigarette smoking with women's liberation, thinness, glamour and physical fitness - and whose result is a devastating increase in lung cancer among women. The campaign will fight back against the use of waif images, and all of the industries that profit from women's dissatisfaction with their bodies.

More information and entry forms may be found on the NOW Foundation web site: www.nowfoundation.org or by calling 202-628-8669, ext 117.

HEALTHY SCHOOLS/PEOPLE

continued from page 1

morning session until the close of the conference.

Betty is to be commended for tirelessly explaining WINS and its message and for selling the WINS T-shirt right off her back, when we had no others the correct size for the purchaser. **Jean** and **Serena** recruited **John Tamblyn**, a high school and college professor, for our Board of Directors. **Teri** blossomed as a major curriculum and video advocate and salesperson. She has a ready made alternative profession if she ever tires of psychological counseling.

During the two days we spoke to many people and hope that they will continue to be interested in educating people about the importance of a healthy body image. We fit right in with the mission statement, "Healthy kids make successful students. Successful students make stronger communities."

Laughter does a soul good. Sometimes hollerin' does too.

Mary Blackburn, age 88

1999 FINANCIAL REPORT

1999 FINANCIAL REPORT

Income:

Grants	27,000
Donations	5121
Fund-raisers	2106
Interest	883
Curriculum & video sales	604
Total	35,714

Expenses:

Program:	
New curriculum development	16,179
Newsletter & educational materials printing & postage	2786
Conference display	532
Curriculum/video	299
Fund-raising	290
Administration	2591
Total	22,677

Program expenses as % of total = 87%



MANY THANKS TO

- **Mark Newell** for being our volunteer webmaster.
- **Pip Printing, Roseville** for an excellent job printing the newsletter.
- **Aspen TypoGraphix** for their great efforts in laying out our newsletters.
- **ATV Video Center** for making excellent quality video duplicates.
- **Crown Point Digitizing** for doing the logo on the polo shirts.

EDUCATIONAL VIDEO & SCHOOL CURRICULUM

HAPPY, HEALTHY SHAPES

IT'S NOT HOW YOU LOOK,
IT'S HOW YOU FEEL

This educational video and curriculum deals with issues of societal pressure to be thin, psychological problems of adolescence that lead to disordered eating, medical consequences of eating disorders, healthy nutrition and exercise. To receive a copy, please send your request to WINS (address on back page) along with \$29 for both curriculum & video or \$8.99 for the video alone; include your name and address. Allow a few weeks for delivery. The

intended audience is teens, but it is a good message for females of all ages. **Try to get the video shown at your local schools and organizations.**



WHAT IS A NATURAL SHAPE?



A natural shape is whatever shape your body assumes when you eat nutritionally balanced food per the Food Guide Pyramid (with a modest amount of fun foods) and physical activity is a regular, daily part of your life. A natural shape is very much determined by your genes.

It is not the wasted look of forever-dieting, nor is it obesity resulting from overeating and under exercising.

LETTERS TO WINS

Dear Mary Jane and WINS,

Thank you so much for your participation in our Safer Community Day. I have used the WINS materials with the youth group at church.

God's Blessings, Pamela Boehle-Silva

To Each of You,

We would like to thank you very much for the Christmas Stockings and the Christmas Tree that you donated to the Children who are in the care of Placer County. You added to the joy of Christmas for the children who are in need.

As you may know, the Receiving Home was established to serve the abused and/or neglected children of Placer County. Our funding is very limited and we rely on outside contributions to assist us in making the Receiving Home a comfortable, secure, and pleasant experience for our children. Contributors, such as yourselves, help us meet this goal. Thank you for your support.

Sincerely, Debbie Thorell



ATHLETIC PHYSIQUE

continued from page 1

that activity. On the other hand, they may develop the body as a result of long hours of practicing.

Take Lindsay Davenport and Venus and Serena Williams, for instance. They are among the top ranked women's tennis players in the world. They're strong, muscular and have enough fat on their bodies to get them through long hours of tennis matches.

Stacy Dragila, on the other hand, who recently set the new world record in the pole vault, is all muscle. In fact her abdominal muscles protrude enough to expand her waistline at least an inch. She needs explosive strength and finely tuned coordination, and her particular physique is well-suited for it.

Swimmer Summer Sanders has broad shoulders and, though she's thin, she has the layer of fat under her skin necessary to insulate against cold water and contribute some buoyancy that reduces work. Her body type suits her sport, rather than trying to excel at a sport with an ultrathin body that will perform poorly.

Lynn Jennings, multiple time Olympian and World Cross Country Champion is reportedly 5'3" and 115 pounds. I've met her. Half her weight is in her legs. I'm sure she doesn't try to lose those pounds.

The race walk coach at the U.S. Olympic Training Center in Chula Vista says his biggest challenge is to get the female walkers to eat enough. He puts no pressure on his athletes to lose weight, even though they must move their legs as fast as a sprinter does for almost 2 hours. He knows they need calories for the energy necessary to walk at a pace faster than 8 minutes per mile.

Unlike other sports, in gymnastics and figure skating the bodies we see are not natural. These sports require tiny bodies to spin and flip quickly. Girls lose their tiny size when they reach puberty and too often coaches teach them to starve and purge to hold off puberty and weight gain.

Too bad they can't perform well with the torsos of the Women's National Basketball Association players. Now there are some muscular bodies, with some fat reserves to last the whole game. Muscular legs, powerful arms, strong butts. They have what it takes to succeed, not to fit some stupid 'ideal' image.

MALE ISSUES

Your article here.

PERSONAL CORNER

by Karen

Here's to Recovery

I'm Karen, and I am currently recovering from anorexia and bulimia, called bulimarexia. I have periods of not eating (anorexia) and periods of excessive exercising (bulimia). This is the second (and last) time I have gone through this. I first experienced it at sixteen. I am now recovering with help from a therapist, who helps me find the reasons why I am doing this.

As you all know, it is easier said than done. It is easier to say you will eat more, or exercise less. It is easier to say you will eat that piece of cake and not "freak" out.

The good news is that I worry about food a lot less than I used to. I am beginning to realize that one piece of cake won't put ten pounds on me (or maybe even one), if I eat it once in a while. And if it does, it won't kill me. I find that not worrying about food as much makes life a lot easier. I don't have to look like I don't have an eating problem in public and then go home and jog 5 miles. I don't have to alter what I eat for dinner because I ate a cookie. (You get the gist).

Life is just simpler. It doesn't mean I have to gain a hundred pounds, just NOT WORRY! And I am so much happier! Here's to recovery!

ADOLESCENTS BINGING ON FOOD & DRUGS

A recent article in the *International Journal of Eating Disorders* reported that adolescents who had problems with binge eating had greater problems with drug use (especially marijuana and non-alcohol substances), greater depression and lower self-esteem. The authors used data from the 1997 Ontario Student Drug Use Survey and included 1031 girls and 888 boys. While the association was similar in girls and boys, girls were more likely than boys to engage in pathologic weight loss behaviors. Binge eaters who also dieted excessively were more likely to have problems with drugs. It is quite possible that people with one addictive behavior are more likely to exhibit others, and the behaviors start at relatively young ages.

WINS WEBSITE

Visit the WINS WEBSITE at www.winsnews.org

and send any suggestions to us at

winsnews@aol.org

PHYSICAL ATTRACTION

from an article by Josh Fischman in *U.S. News & World Report*, Feb 7, 2000

What determines our attraction to the opposite sex? Many researchers say it is an innate sense of the physical attributes that are associated with fertility. Men seem to be drawn to a ratio of waist and hip size (.6-.7) that favors wider hips, which is associated with greater fertility. Women, on the other hand, seem to be attracted to taller men, who father more babies than shorter men do, and those with more muscles, which is associated with more testosterone. Researchers at the University of St. Andrews in Fife, Scotland found that this is true at least when women are most likely to conceive. At other times of the month, women feel that male faces with more feminine features (minus the testosterone-induced craggy forehead and broad chin) are more attractive. The researchers speculate that this type of guy might be more likely to stick around and help raise a family.

We are not complete slaves to our animal, mating instincts, however. Feeling safe with another person, cultural influences, appearance similar to our parents and the ability to be a compatible, caring partner can all override the mating instincts pressuring us to respond only to physical attributes.

READING LIST

AVAILABLE ON REQUEST

Please send a self-addressed, stamped envelope to: WINS,

P.O. Box 19938,
Sacramento, CA 95819.

Also, GURZE EATING DISORDERS RESOURCE CATALOG has a huge number of valuable books, many of which are on the WINS reading list. Contact them at P.O. Box 2238, Carlsbad, CA 92018; or call (800) 756-7533; or visit their website at www.gurze.com for a FREE catalog.

WINS is proud of our quarterly newsletter. However, WINS cannot survive without your support.

We urge you to join our organization by sending your donation today.

WINS MEMBERSHIP APPLICATION & NEWSLETTER SUBSCRIPTION

Send with your check or money order to WINS, PO Box 19938, Sacramento, CA 95819

Name(s) _____

Address _____

City/State/Zip _____

Home Telephone (_____) _____ Work Telephone (_____) _____

Email Address _____

How can you help? Telephone Education Publicity Newsletter Write Grants

Other: _____

Who referred you? _____

Enclosed Donation — This is a: Renewal First Donation Gift

\$25 Regular member \$8 Student

\$35 Family Membership

\$35 Member (You will receive a free gray T-shirt that says THIS IS A NATURAL SHAPE in blue.*)

\$100 Member (You will receive a free white polo shirt embroidered with WINS logo.*)

Other \$ _____ (The minimum to be a member and receive the newsletter for one year is \$8.)

Curriculum & video @ \$29.00 for both. Number desired: _____ Amount enclosed: \$ _____

Video(s) @ \$8.99 each. Number desired: _____ Amount enclosed: \$ _____

Additional T-shirt (\$15) Additional polo shirt (\$30) See above for descriptions.

A Gift from _____ (card will be sent).

* For T-shirt or polo shirt, specify size: small medium large extra large

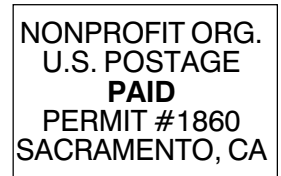
We are truly a "grass roots" organization. Please help us keep track of what is happening in the "shape industry." Send us names of companies that use natural shapes and those that have forgotten what real women look like.

Comments: _____



P.O. Box 19938

Sacramento, CA 95819



If you are not yet a member and you wish to continue to receive WINS NEWS, please see the top of this page.