



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Launch Body Beautiful Campaign on World Mental Health Day 2023

LONDON, UK, October 10, 2023 - In honor of World Mental Health Day 2023, The Cybersmile Foundation has announced the launch of “Body Beautiful” - a research-led awareness campaign coinciding with World Mental Health Day to raise awareness of the potential impact that social media use can have on people's self-image and mental health.

The multi-channel campaign will bring together a number of leading content creators and resident Cybersmile experts to drive home key messages related to self-care and digital wellbeing.

Dr. Deborah Gilboa from the Cybersmile Advisory Panel, said: “The impact of social media on users’ relationships with food, exercise and their own body image is profound. Imagine a friend who, every time you spent time with them, made you feel ashamed, caused you to think less of yourself and even drove you to contemplate body- and life-changing surgery? Our focus as a society needs to be on how we can harness the amazing connectedness and positivity of social media and eliminate the damage it is currently doing to young peoples’ minds and bodies.”

Cybersmile activities for this year’s event include the launch of a new interactive Body Image education resource designed to help social media users become aware of the risks associated with social media use and to help them maintain a healthy self-image amidst a culture of unrealistic beauty standards.

Melisa Raouf, Miss England Bareface Winner '22, added: "In a world full of seemingly perfect images, it's easy to feel the pressure. Yet, Cybersmile's research findings firmly remind us to embrace our unique beauty and extend kindness to ourselves. Together, we're on a mission to redefine beauty on our own terms, illuminating the fact that it radiates most brilliantly when we embody our true selves. And remember, accepting who we are is crucial, because there will never be another you. That's your superpower, and that's what makes you truly special."

Cybersmile's Body Beautiful campaign activities run for 24 hours to raise awareness of World Mental Health Day.

Body Beautiful Campaign Activities

Featured Body Beautiful activities include:

Body Beautiful 2023 Report

Cybersmile have published Body Beautiful 2023: A national report exploring the impact of social media on the body image of its users across the UK. The 2000 participant report exposes the true impact that social media is having on people's self-image and mental health. The report identifies eye-opening trends around topics such as self-image, insecurities, mental health, cosmetic surgery, eating habits, exercise, social comparisons and much more.

Launch of new Body Image Education Resource

Cybersmile have launched a brand new educational Body Image experience designed to educate internet users about the impact social media and online life can have on their self-image and mental health.

The development of the resource was carried out using the findings from a number of recent Cybersmile studies across the US and UK such as the Comparison Culture, Digital Wellbeing and Body Beautiful reports.

Participants who pass the module will receive a certificate that they can share on social media to inspire others into participating.

Content Creator & Expert Contributions

The Body Beautiful campaign also features a series of posts from the Cybersmile community of supporters and influencers including Melisa Raouf, Iskra Lawrence, Emma Lock and Cybersmile Advisory Panel member Dr. Deborah Gilboa - all sharing important messages around mental health, wellbeing and self-acceptance.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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The Cybersmile Foundation is an international nonprofit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No. 1147576)