



FINAL BACHELOR PROJECT

B3.2 REPORT

Daisy O'Neill
s156069

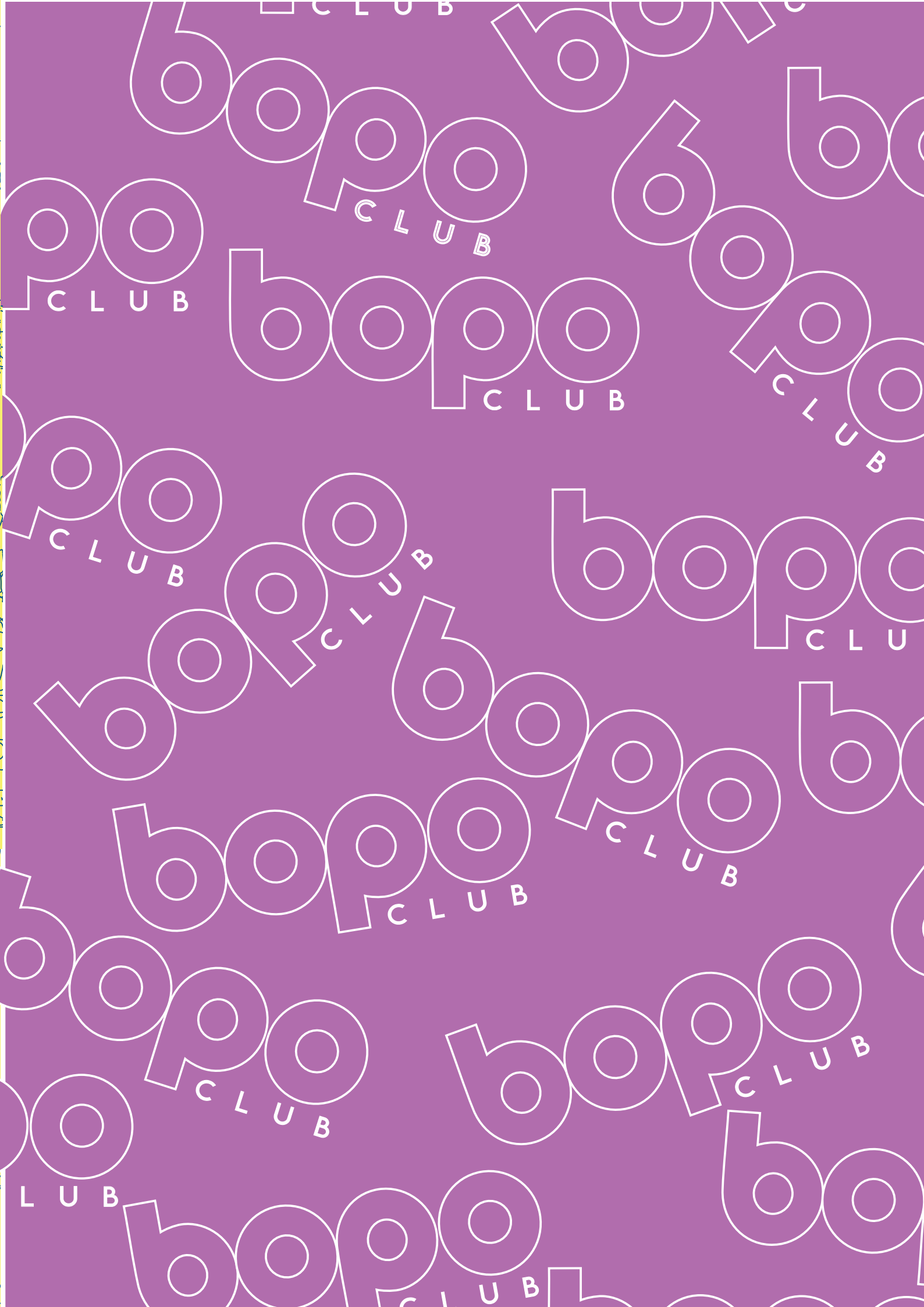
Coaches: Maarten Versteeg, Daphne Menheere
Teacher Coach: Rong Hao Liang



SUMMARY

This report documents the process and outcome of “Bopo Club: The Body Positive, Active Community.” Bopo Clubs connect like minded women who want to be active in a body positive atmosphere and consist of two components: An online platform and an offline tool kit to facilitate the meet-ups. This project was born out of the online movement of “body positivity” which is the idea that all bodies are good bodies and that there are more important things in life than constantly striving to change your body. The Bopo Club Project translates the thriving online community into the offline sphere and allows women to grow their local body positive support network and pursue active endeavors in a safe and judgement free environment.

CONTENTS



INTRODUCTION

Women's bodies have been a topic of scrutiny for centuries. We are currently in a unique time period where we have more exposure than ever to perfect body ideals. With the rise of social media came an influx in body dissatisfaction. We were suddenly given 24/7 access to consume content which tells us that we need to change the bodies that we have. The Instagram platform in particular provided an online space centered around visual content where users can curate a picture perfect life style. The most popular content includes images of white, cisgendered, heterosexual women with extremely thin bodies. This wave of body-centered media brought body trends such as the "thigh gap", the "thighbrow" and the "fitspiration" craze. All which are unattainable for most women without disordered eating and exercising habits. More recently however, women have begun to take back the online sphere so determined to shame them, and are now using these platforms to build each other up. One movement

in particular has been the focus of this project: the "body positive" movement. Body positivity is the idea that every body is a good body. It means that regardless of size, colour, shape or ability, every body deserves the space to exist and every person the ability to go about their life without body guilt or shame. It preaches the idea that people have more important and valuable things to do with their lives other than dieting and endlessly striving for a different body. The "bopo" movement (as it is often called) has flourished into a supportive and for many, life changing, online community. With this project, I have developed a platform and toolkit called "Bopo Club" which helps translate the online community into offline relationships for women all over the world. Bopo Club is born from the belief that the body positive community is ready to step offline and support each other in our everyday lives. Bopo Club is the next step towards women feeling like more than just their bodies.

MY VISION ON DESIGN

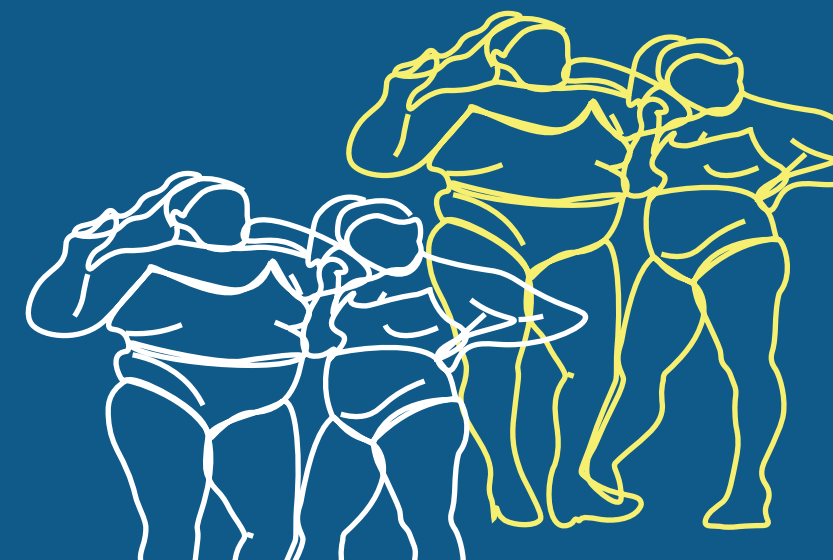
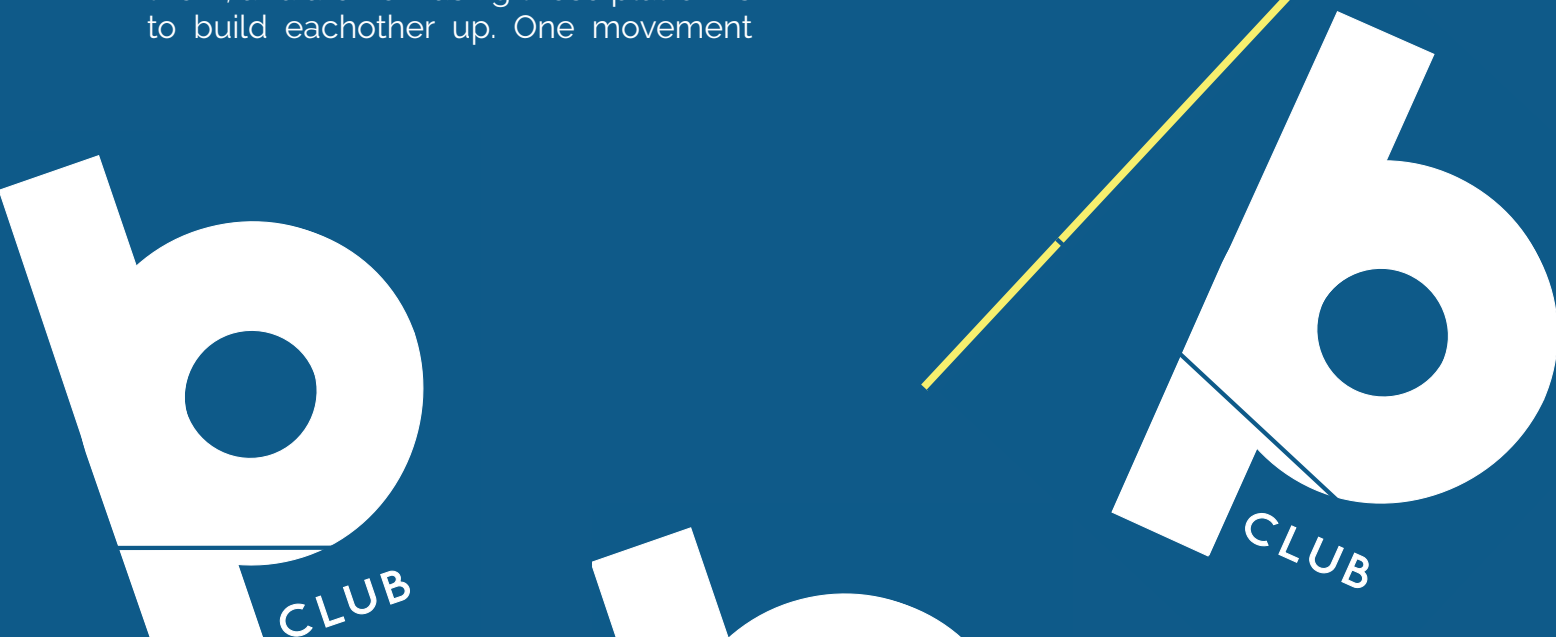


My vision on design has been constantly evolving throughout my studies. Here is my current vision of the responsibilities I have as a designer, what the designs that I put out into the world should cultivate, and what is important for me to keep in mind during my design process.

I believe that design should foster authentic experiences. For me, authentic experiences mean stepping away from the virtual world and interactions mediated by screens, and fostering real-world contact between people and their environment. To achieve this, I want to make interacting with the physical world more accessible through my designs. This means harnessing the latest technology and trends and discovering how it can translate for human beings to interact with the physical world and with each other. I believe that technology has huge potential and my vision is to use technology to enable rich real-world understanding as opposed to disabling it. This means that I am critical of where I introduce

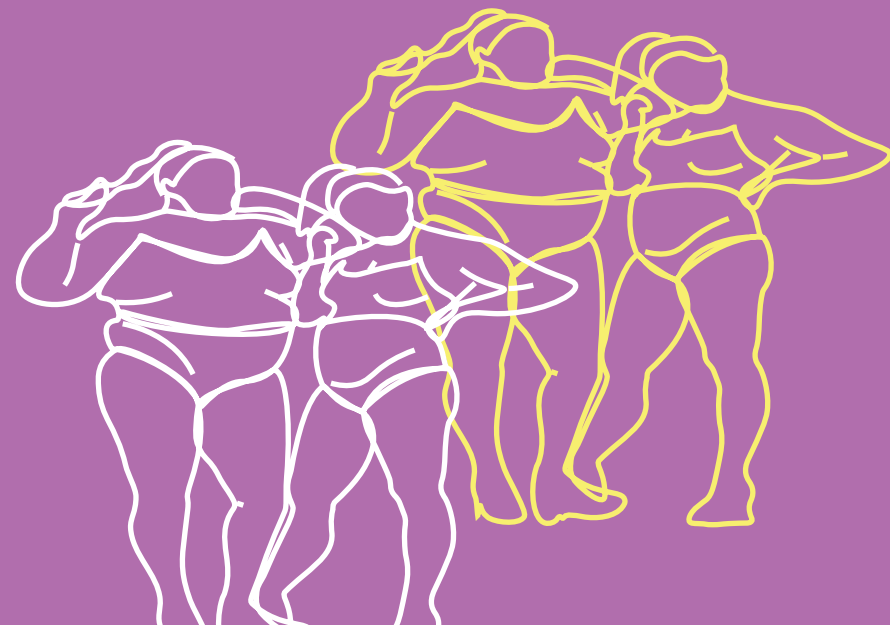
technology into my designs and I do not introduce it just for the sake of it.

With my designs I want to make the invisible, visible so that everyone can better understand the complex systems and biases which surround us on a day to day basis. I am motivated to design product which challenge users to confront their beliefs and values. My focus lies not only on the design of a singular product, but rather the entire system into which a product fits. This means that my vision on the design process as a whole has shifted over the past 3 years, away from the designer as a lone entity and towards the possibilities of multidisciplinary teams which understand each other. I believe that the design process must be adapted to accommodate the introduction of other disciplines when tackling real world problems and that designers of the future will increasingly play a unique role of curating and facilitating the design process so that many disciplines can come together harmoniously.



PROJECT CHOICE

My semester started in the Innovation Space squad however I changed directions in week 5 so that my FBP felt more personal to my vision and more inline with work I would like to continue in the future. I chose for the Vitality squad after hearing of the "Today is Yesterday's Tomorrow" project, inspired by the work of Daphne Menheere on women's fitness and motivation. The research from her paper is extremely relatable for me on a personal level and I was very interested in going beyond another pretty wearable to get women active but to create a project that could cultivate some real world meaning beyond the university. I also wanted to apply my own unique take on what it means to be "vital" and to tackle head on some of the biases that we have when we take on Vitality Squad projects. For example, are we buying into toxic diet culture when we are blindly designing for "obese" children or adults? How should we approach such topics so that it is most beneficial to the user? Are we considering mental health as well as physical? There are all questions I was interested in and within the squad I knew I would have the freedom to choose my own direction while receiving great coaching from Maarten Versteeg and Daphne Menheere.



DEFINITIONS

Diet Culture

Diet culture is a system of beliefs that:

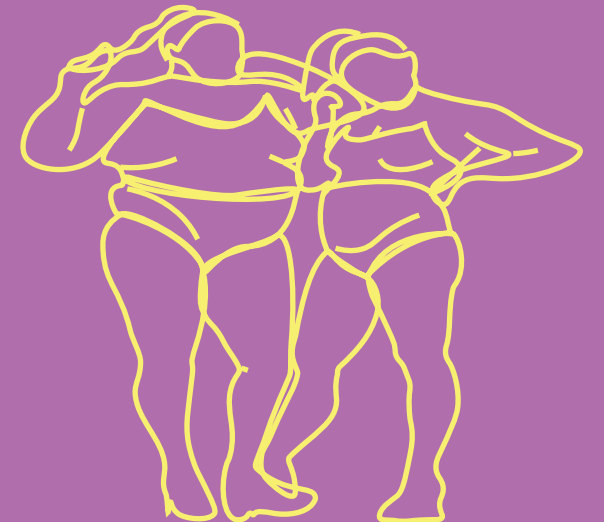
- Equate thinness with health and moral value
- Promotes disordered eating and exercising to attain weight loss goals
- Oppresses body types that do not fit into the thin, able, ideal

Weight loss industry

The weight loss industry includes all commercial attempts to promote weight loss. This includes diet supplements, fitness equipment, weight loss plans, surgery, various wearable weight loss devices, and drugs.

Body positivity

Body positivity is the idea that all bodies are good bodies and that there is no "correct" way to have a body. The body positive movement pushes back against diet culture and believes that everyone, regardless of weight, size, colour, sexuality or ability deserves to be valued and take up space without judgement.



Preliminary Research

My research began by diving deeper into the current state of diet culture and body dissatisfaction. This research focussed most often on North America, however, based on smaller studies done throughout Europe the results are representative of the situation throughout the western world. In the United States, 69-84% of women exhibit body dissatisfaction, typically preferring a smaller figure than their present frame (Fallon & Rozin, 1985; Pruis & Janowsky, 2010). With 40-60% of concerns about weight regulation and body satisfaction beginning between the ages of 6 and 12. (Hudson, Hiripi, Pope, Kessler (2007))) This statistic correlates with the astounding value of the Weight Loss and Weight Management Market projected to reach a value \$278.95 billion at the end of 2023. Businesses and corporations around the world are profiting exponentially from girls as young as 6 hating their bodies, with weight loss products and programs being marketed to girls before they have even left elementary school. Body dissatisfaction is a risk factor for eating disorder behaviors (Ferreiro, Seoane, & Senra, 2011), depression (Brausch & Gutierrez, 2009; Ferreiro et al., 2011), and low self-esteem (Paxton, Neumark-Sztainer, Hannon, & Eisenburg, 2006).

In parallel to this research I also sought out recent studies on the effects which positive body image has on women as well as the factors which lead to women having lower levels of body dissatisfaction. I was interested

to learn if body dissatisfaction decreased as women moved closer to their ideal body shape, or if there were factors beyond weight loss and muscle toning which contributed to lowering levels of body dissatisfaction. It has been found that Positive body image is associated with various beneficial health-related indicators among women. Individuals with greater positive body image reported less depression, higher self-esteem, fewer unhealthy dieting behaviors, lower drive for muscularity, and greater intentions to protect their skin from UV exposure and damage. (Wood-Barcalow et al. (2010)

I was also inspired by Meghan Gillen's research, which showed that when women processed mostly positive and rejected negative source information, their body investment decreased and body evaluation became more positive, illustrating the fluidity of body image. The research also found that women reciprocally influenced these sources (e.g., mentoring others to love their bodies, surrounding themselves with others who promote body acceptance, taking care of their health), which, in turn, promoted increased positive source. (Gillen 2015) This research supports that which I, as a women who is active in the online, body positive, sphere, intuitively knew. Women who are able to take back their autonomy to decide about their bodies have better mental and physical health.

Design Process

For my design process I used a combination of the Vision in Design Process (Hekkert, & Van Dijk, 2011) and the Human-centered design process.

For the ideation and research phase of the project, my process most closely resembles the vision in design process. It is based on deconstructing the existing situation, analyzing the current product interactions and then understanding the past, current and future contexts for product development. Through the report, you will see this structure in my research and ideation phases.

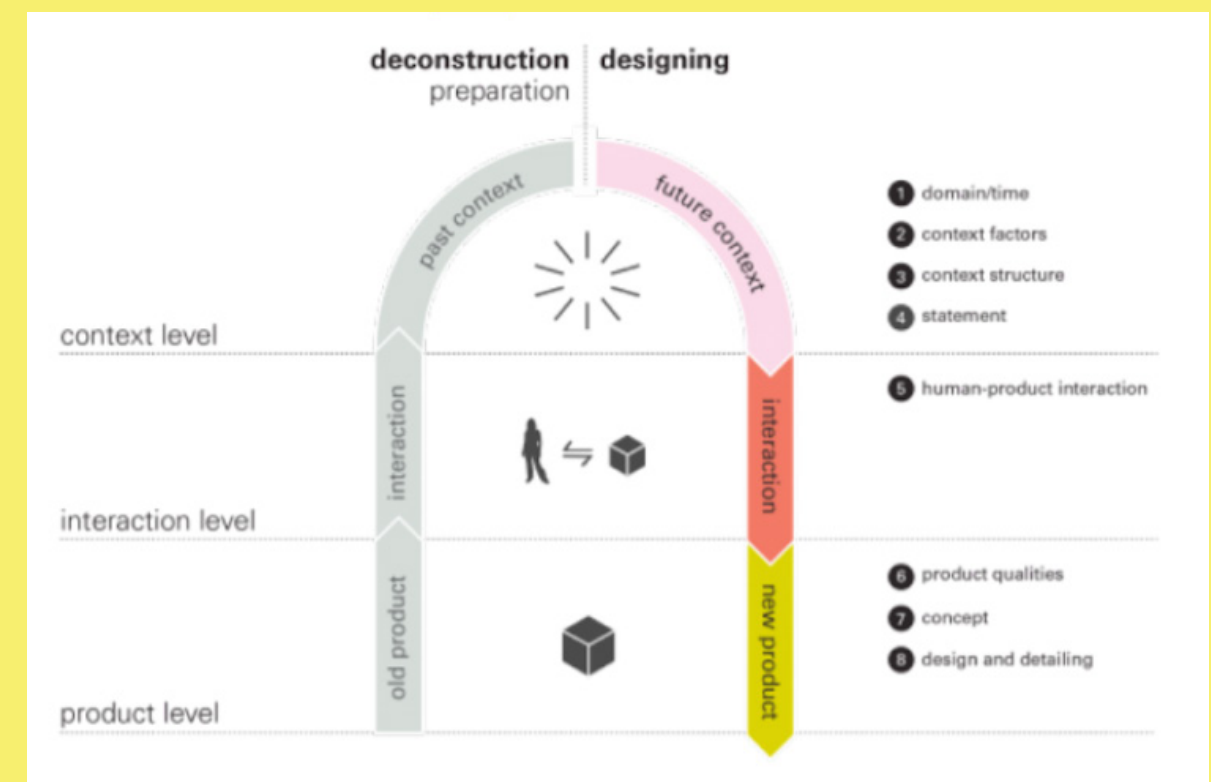


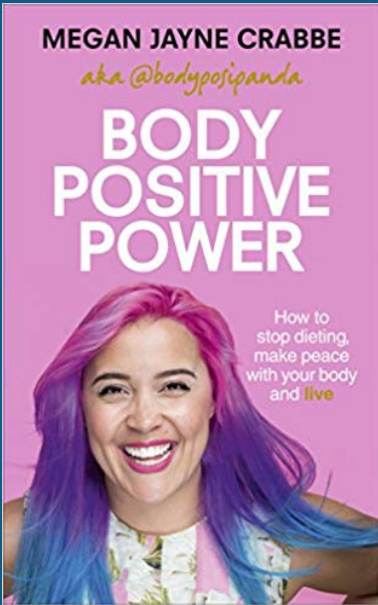
Figure 1: Vision in Design Process (Hekkert, & Van Dijk, 2011)

Once I reached my first concrete ideas however, I found the framework to be too theoretical and my process took on the shape of an iterative, human-centred design approach. I consistently re-assessed my project's value proposition to keep my design choices inline with the values which I wanted to foster.



Related Work

Bodyposipanda, or Megan Janyne Crabbe as she is known offline, is a prominent body positive influencer on facebook. She has been credited with taking body positivity to mainstream media. It is important to note that, in her own words, her "privilege of having light skin, heteronormative and being not "too" fat" has afforded her opportunities which have not been available to many other body positive activists, particularly fat, black women who are credited with founding the body positive movement. Megan has fostered an online community with a loyal following amongst her 1 million followers and provides a safe space where many go for re-assurance and inspiration during their body positive journey. Megan's honesty about her day to day struggles with body shame, food guilt and anxiety, as well as her authentic, un-curated posts are attributed for her success.



[1]



[2]

Meet Up is an online platform where people can post upcoming "meet-ups" which anyone can join. Users must pay a small fee to post an event while joining the platform is free. In cities where there are large Meet-up communities, such as Los Angeles in the United States and Sydney in Australia, the platform works well. In cities with smaller communities, such as Eindhoven, it can be difficult to attract participants. Meet-ups are often based on themes which are not catered for elsewhere, meaning they are often targeted to niche audiences. Paired with small communities already, it can be very difficult to attract your ideal participants.

Nike hosts running clubs in larger cities which anyone can participate in. They offer "weekly running and training sessions to inspire athletes, from beginner to marathoner, to run their first, most fun fastest and fittest mile with the support of Nike coaches, trainers and pacers." They use the group setting as motivation and accountability and try to foster an environment of challenge and support.

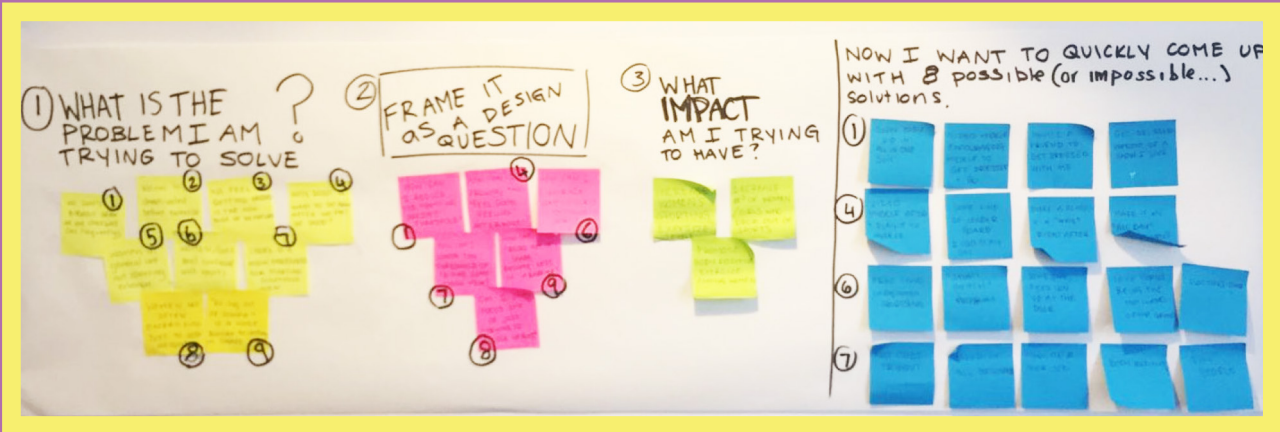


[3]

IDEATION

For my first user research, I spoke with 6 women, aged 20 to 57 about their experience with body positivity and physical activity. I specifically chose to interview women size 16 and higher: the average size of a women in the western world (Christal, & Dunn 2016). I had aimed to find out what motivated them, what kept them accountable and what they found worked for them in terms of keeping physically active. However, I heard a very similar story from most of these women across generations. They all felt that they were not doing enough, that they should be doing more, they felt immense guilt that despite trying their hardest they were intimidated by the gym and fundamentally were very unhappy with their bodies. Going to their local gym intimidated them and they shared typical experiences of "imposter syndrome". When we spoke about things they liked to do that were active, such as walking the dog or window shopping. The theme of friendships and non-judgmental friends came up. This was extremely important for the women.

Taking their answers, I approached the problem according to Ideo's "Create a Concept" frame work. The first iteration of Bopo Club followed.





JILLIAN SCATES

Central Smith Dairy
Financial Advisor
10/10/2019

Do you know what body positivity is?

Yes! I actually was introduced to the idea through social media when I was at a really low point with my body image and my friend thought I could benefit from being introduced, or exposed to "better" media!

How has "body positivity" impacted you?

Since first learning about "bopo" I am a lot more aware of the negative body talk that goes on around me. I am constantly catching my mom, my friends, and my co-workers talking negatively about their bodies and I am now trying really hard not to fall into the trap. I was always really self conscious in the summertime, especially since I have been the largest in my friend group for as long as I can remember, but now I realize that I am just as entitled as anyone else to be having fun in the sun!

How old were you when you went on your first diet?

I remember not eating all my lunch starting when I was around 7, thinking that I was too fat. How sad is that.

How do you feel about physical activity?

I really love it! I live in the countryside so I have grown up outdoors. I really like to go on walks, skiing, swimming in the lake, you name it! When I was at university my friends and I would go to group classes together and mostly laugh through them but it was one of the highlights of my weeks. Since moving home, I have found it quite difficult to meet a group of women who I can brave the gym with since it can be quite intimidating for me in a larger body at a new gym. Oh, side note, I have recently come to the conclusion that I hate running and I'm not forcing myself to anymore so that is really liberating!

KEY INSIGHTS

Your own body positivity is influenced greatly by the language that those around you use.

It is very difficult to find a "new" group of body positive friends in a new place.

INTERVIEWS



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SUE ARMSTRONG

Teacher
13/10/2019

Do you know what body positivity is?

Yes! I am a teacher and we have recently been focussing on "wellness" at our school and the topic came up because we are trying to help our girls improving their body image.

How has "body positivity" impacted you?

I feel very conflicted when I talk about this stuff. As a teacher I have always tried to be sensitive about the language I use in my class when I talk about people's body size or ability. I try to be a good role model and, for example will always join in with any activity the kids want me. However, in my personal life I am just as preoccupied with dieting and weight loss as anyone else. My new year's resolution this year is actually to not make a diet resolution because I always do, and I always fail.

How old were you when you went on your first diet?

I think I was around 10 or so. I hit puberty early and I remember having curves when I didn't want them. My mother was also constantly dieting so I don't think that helped.

How do you feel about physical activity?

I love it! I am really lucky that I am in a very active women's group and we go all over the pace hiking and canoeing and generally being active. If I didn't have them I think I would not be as active. It's so much easier to get off your but when you know there are friends and gossip waiting for you. I really like that our group is no pressure. We are all older women and there's no kind of competition or anything.

KEY INSIGHTS

Having a "safe", non-judgemental environment to exercise in makes it a lot easier.

Having a "diet-talk" free zone if that is what you need, is important.



MICHELLE SMITH

CEO Batterybuyer.com
10/10/2019

Do you know what body positivity is?

Yes! My daughter introduced me to the idea. I think it means that you accept your body the way it is and as my daughter said, you realize that "you've got more important shit to do than just lose weight and pay bills". I really wish that the bopo movement was better known when I was growing up in the 80s and 90s.

How has "body positivity" impacted you?

Im almost 50 now, and my generation were the diet pills and fad diet queens. When I look back on my life I realize that there are some opportunities that I missed out on because I was far too self conscious about the way my body looks and I really regret that. I also realize that I passed on far more body hate than I meant to to my own children. Little ears are always listening! Now I'm rocking this body! I've started to, excuse my language, but "not give a fuck" about my wrinkles or saggy tummy. There are still days when I find it difficult to embrace every part of myself, but I am definitely done with it dictating my life

How old were you when you went on your first diet?

I was always very thin growing up and I didn't have to really think about my weight until I was in my twenties so I was very lucky that way.

How do you feel about physical activity?

We have a love hate relationship. I feel a lot of guilt that I don't exercise often enough but then I have to remember that it's not all about pumping iron at the gym. I live a very active lifestyle with walking the dog, cleaning the house, biking along the beach. It's funny how I've been taught that some physical activity is worth more than others! I don't like mundane exercise just for the sake of it. The gym sounds like my worst nightmare. I've got a really nice group of ladies who I do yoga with and I go as much for the yoga as I do for the tea and cake afterwards. It's all about balance right.

KEY INSIGHTS

The group of people who you are active with make all the different.

You pass your own body hate down through generations

It is applicable to all age groups



SHANNON SCHROCCI

Law student
10/10/2019

Do you know what body positivity is?

Not really. I know that it has to do with loving your body and being kind to it. But I'm not sure of the real definition. Although I think the definition for such things are probably fluid and mean something a bit different for everyone.

How has "body positivity" impacted you?

Well, I would say that I am not "body positive" yet, but rather working on simply body acceptance. I think I have a lot more work to do before I can say that I feel positive about my body. I am recovering from an eating disorder and trying to appreciate my body for what it is a big part of that. I have always struggled with my body because even when I was at the worst point in my eating disorder. I was not the super skinny girl that everyone expects women with eating disorders to be. I can talk about how NOT being body-positive has impacted my life. Hopefully soon I can tell you more about how it has impacted me.

How old were you when you went on your first diet?

I think I was around 15 which is a lot older than most of my friends. If I could have gone on a diet to make myself shorter though, I would have started much younger. I've always hated being so tall!

How do you feel about physical activity?

I love physical activity! However I also used it as a kind of "weapon" against my body. When I was at my sickest, I was working out excessively, pushing my body to the max. So now I have to be conscious that I am not putting myself in a toxic environment where exercise stops being about releasing serotonin and feeling good, and becomes about losing weight or reaching an unattainable goal. I actually switched gyms recently because my other gym was too much of a male-centred, push yourself to the max kinda place and it was really triggering for me to feel shit about myself and slip back into old ways.

KEY INSIGHTS

You do not have to love your body, you can also just accept it.

There needs to be places to exercise away from the toxicity of the gym.

Body positivity plays a large role in eating disorder recovery.



SUSAN CLARKE

Manager LCB0
10/10/2019

Do you know what body positivity is?

It's funny you mention it actually because I was recently added to a facebook group called "body positive mamas" and I was like, what the heck is this? At first I thought it was about kangaroo care of something, it's actually a whole bunch of mum's who are fighting back against this idea of getting rid of baby weight after having a baby. It's been a long time since I popped out a baby so I left the group, but that's how I heard of it!

How has "body positivity" impacted you?

Well, now that I have a name for it, I guess it has impacted my life in a couple of ways. I have scars from a c-section and it took me a long time to accept them and my new stomach. Even though I had just pushed a watermelon sized life form out, I still was concerned that I wouldn't be hot enough for some imaginary audience. I've also always been "the fat women" throughout my life and it has really become part of my personality. I have a chronic illness and it makes it very hard to lose weight, but people don't know that so they make all kinds of assumptions about me which are not true at all. I have good days and bad days. It doesn't take much to "trigger me" into having a bad day so I'm working on that still.

How do you feel about physical activity?

I don't. I absolutely hate physical activity. I always joke that gym class in school traumatized me, but you know what, it probably did. I was the typical picked last for teams, out of breath fat kid and that was horribly embarrassing. Even now, I only have one friend who I will exert myself around because I know she doesn't judge me if I'm huffing and puffing walking the dog.

How old were you when you went on your first diet?

Far, far too young.

KEY INSIGHTS

Not all illness are visible.

Being "triggered" by those around you can throw off your entire week.

Having just one non-judgemental friend can be the difference between never exercising and being active weekly.



KIM LETTO

Real Estate Agent
11/10/2019

Do you know what body positivity is?

Nope. I have no idea. Maybe something about being positive about your body?

How has "body positivity" impacted you?

Well, I hadn't heard of it until right now, but I can talk a little about my own feelings towards my body. I remember gaining weight and not being able to shop at the same store when I hit my thirties. That really sucked and made me really angry (until I found the "mature" ladies stores. I never got into pictures when my first kid was born because I felt so fat and ugly, but I do regret that now because he would only see a mum that loved him). I doubt he would be looking at my stomach rolls. I also always hated my nose growing up and I spent so much time and energy figuring out ways to hold my head that minimized my nose. How stupid! But it really consumed me to the point that I wanted a nose job. I used to think that anytime anyone mentioned birds, or beaks, or pointy things that there were secretly joking about my nose. Now everyone I'm close to, even now, knows that "nose talk" is off limits!

How old were you when you went on your first diet?

Around 16 I think.

How do you feel about physical activity?

I don't do so much of it. I basically walk the dog and that's it. I live far from the gym and even when I lived closer by I never really went. I've never been to the gym. Although I am a real estate agent so I am on my feet a lot during the day. I am very close with my neighbours so I walk over to their and back a lot.

KEY INSIGHTS

It is important for those around you to know what your triggers are.

There are many different forms of exercise.

New moms struggle with their new bodies.

EXPERT INTERVIEW



LENISE COLLIMORE

Eindhoven in Motion
10/17/2019

Do you know what body positivity is?

Yes! And I am totally on board with the whole idea. I am very fortunate that I am just not someone who has ever cared about my appearance but I have a lot of friends, and fellow sporters who have found body positivity life changing. Especially after having a baby.

How do you feel about physical activity?

I absolutely love it! Find the right sports for me has been life changing and getting to the point in my life and career when I have the time, energy and money to try a lot of new things is really nice. I've got a really supportive group of women whom I exercise with regularly and that really motivates me. We also have a Whatsapp group and it seems trivial but we all "check-in" in the whats app group when we are exercising and it keeps me much more accountable. We're all at very different levels so it's a great place to get advice or build someone else up. I got back into exercise after I had my second child and I needed something that was for me. It was definitely intimidating at first and I was not used to be being bad at things. But now i'm great at being bad at things!

What "body positive" things are available in Eindhoven?

There is one women's only gym which is great! It really builds you up and there is no judgement there at all. It's quite affordable as well which I think is important. Especially for new mums. Since I have immersed myself in the sports scene, I have come to realize that actually, people of all shapes, sizes and abilities are doing all sorts of stuff over the city. I think the problem is representation. On social media, or in promotional material, various bodies are not represented so it makes it much more intimidating to go and try new things at these places. It's not that everyone is super fit and amazing at everything, it's just

KEY INSIGHTS

- Finding the right sport is really important.*
- Having a support group increases accountability .*
- More representation is needed of different body types in sports.*

EXPERT INTERVIEW



LARA HOFSTRA

*Student Sports Center
Eindhoven*
17/10/2019

Do you know what body positivity is?

Yes! I have actually been trying to get a body positive initiative going at the SSC since a couple of months ago. However I have so much going on that it is on the back burner right now. Then you came into my inbox and I thought, the universe knows!

How do you feel the student sports centre does in terms of body positivity?

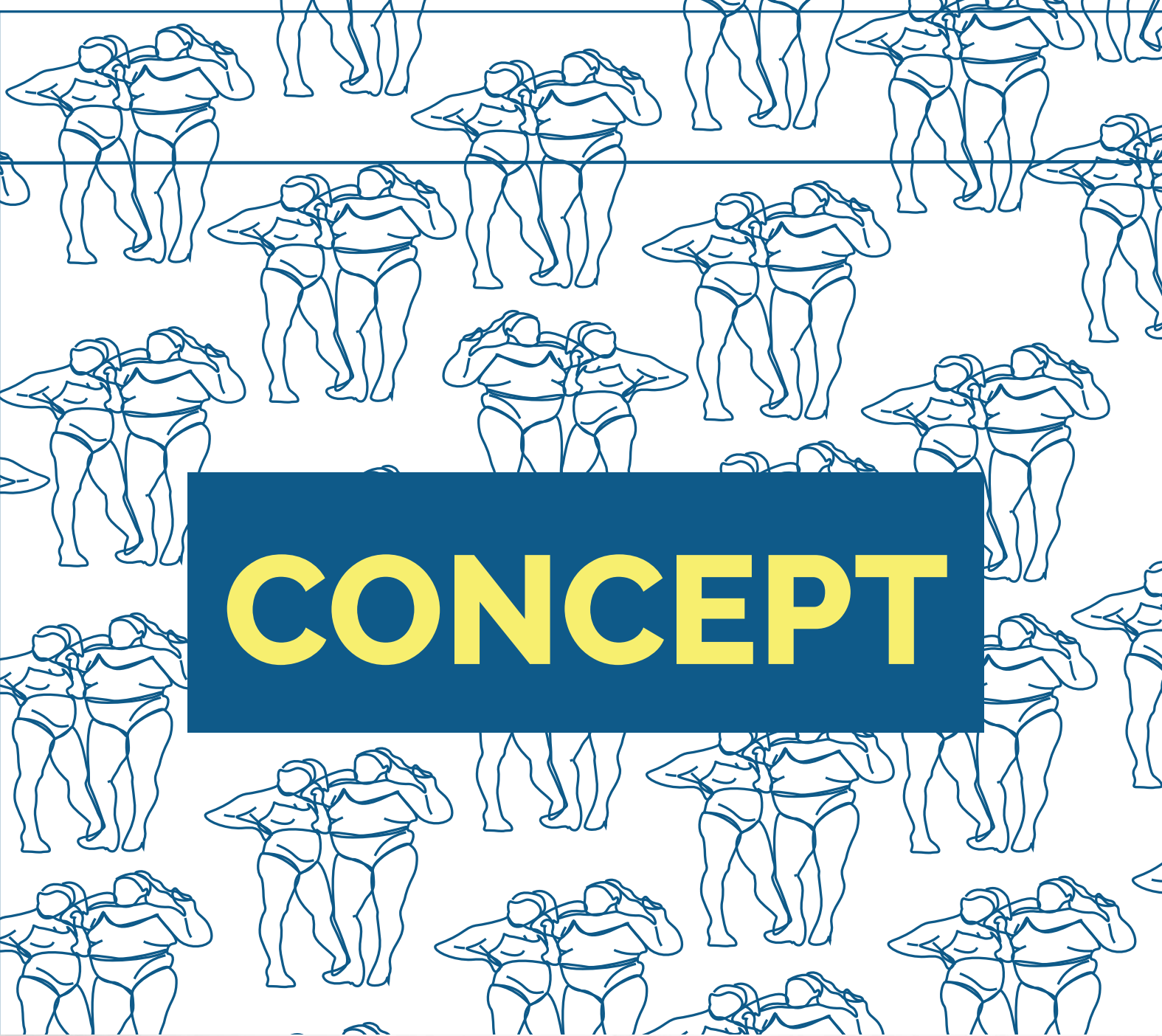
I think we could do better, like most gyms. I see many students with disordered exercise and eating habits. They look very unhealthy in my classes sometimes and they are pushing themselves to the point of collapse. I try very hard to use body positive language and to focus on feeling good and strong instead of looking skinny and muscly. I have to admit that I think my co-workers could sometimes do better. It's not that they are purposefully being insensitive but they just do not know. In the fitness world, statements like "get that bikini body!" and "think about how good skinny will feel" have become commonplace. I think that not only is that language outdated, it's also isolating and dangerous. I would like more resources to teach them because I am not the bopo guru. I also think that people assume only fit people are at the gym, but when you step into the classes there are people of all sorts here! It doesn't help that we have skinny white people in all of our pictures.

How do you feel about physical activity?

Physical activity as progressively dominated my entire life! I work at the Sports Centre as an instructor of many different classes so it's my career, but it is also a passion of mine of course. I have always loved sports. I was originally a gym teacher and then I switched to this position. I do think that I have had periods in my life when I used exercise as a punishment but I now have a much healthier relationship with it!

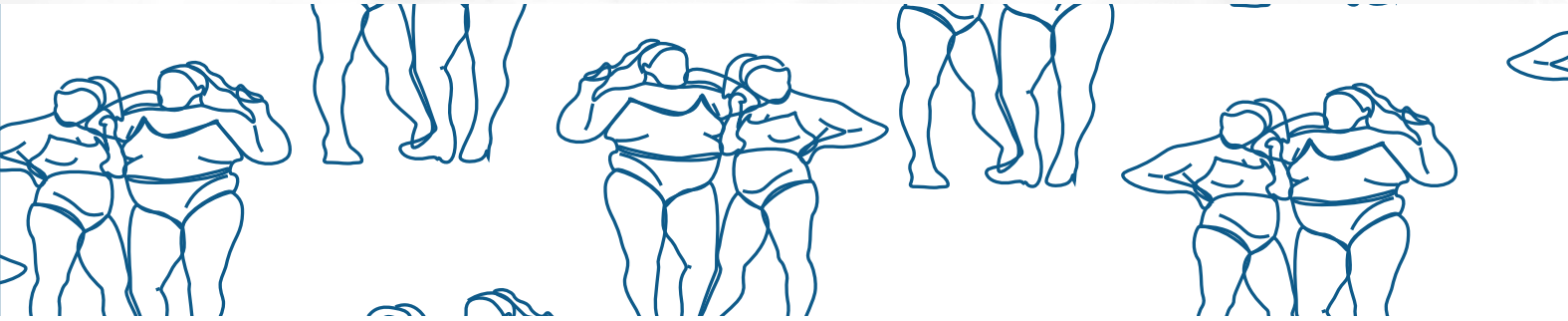
KEY INSIGHTS

- Instructors and Facilitators also need a tool kit!.*
- teaching considerate language is important!*
- More representation is needed of different body types in sports.*



CONCEPT

- CREATE A "BODY POSITIVITY" BASED TOOL KIT FOR INDIVIDUALS TO RE-join + continue with ~~SPORTS~~ ^{exercise.}
- SAMPLE DIFFERENT SPORTS
 - COMMUNITY BASED
 - HEALTH at EVERYSIZE FOCUS
 - non-professional / non-elite
 - safe space
 - LOW THRESHOLD TO START
 - LOCAL (neighborhood)
 - TAKE TURNS BEING the "motivator" IN THE GROUP
 - JUST DO something active
 - childcare?
 - SHOULD BE CLOSE TO YOUR HOUSE IDEALLY
 - co-design something that works
 - SHOULD BE ABLE TO REPLICATE in any city
 - encourage more places to run beginner level adult classes
 - NOT super expensive



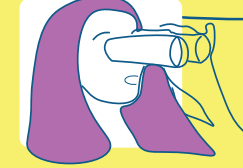
bopo
CLUB

MEMBER JOURNEY

MEET MOLLY!
Molly is sick and tired of hating her body and exhausting most of her energy every day worrying about how she looks.

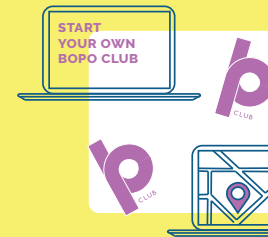


BODY POSITIVITY



Molly finds something called "BODY POSITIVITY". It is the idea that all bodies are good bodies and that there is more to life than how your body looks.

She discovers the large "body positive" online community where people from all over the world are uniting against body shaming and diet culture. Molly wishes she could meet a similar community offline to get out and about with.



Through Instagram she finds BOPO CLUB. The body positive, active community. She visits www.bopoclub.com and she sees that there is no Bopo Club in her area yet, so she decides to start one.

She orders the Bopo Club Community tool kit. It includes everything she needs to get started and meet other like minded people. It also helps her to facilitate the first meeting so that the group can get to know each other.



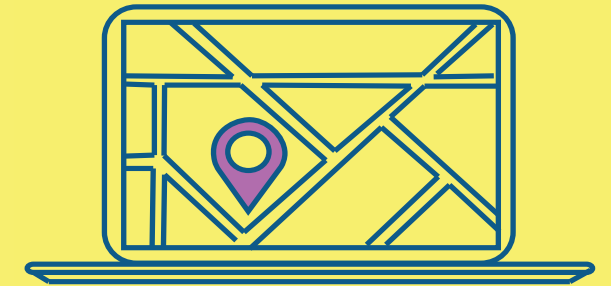
Molly hosts her first meet up in a local café and the group learns more about what they would like to try, how each other's bodies work, and what keeps them feeling safe in a group.

The group begin meeting every week. Some weeks they go hiking, accommodating everyone's pace. Other weeks they go swimming and are each other's moral support for wearing a bathing suit in public.



Final Concept

The final concept consists of a product-service system. There is an online platform and a tool kit. There are two tool kit options to choose from, either the community tool kit, designed for anyone to start their own bopo club and a facilitators tool kit designed for institutions to become more body positive!



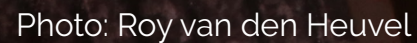
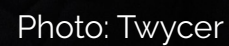
ONLINE PLATFORM




COMMUNITY TOOL KIT



FACILITATOR TOOL KIT



CRAVING SEROTONIN  FIND YOUR COMMUNITY START YOUR COMMUNITY ABOUT EVENTS

A BODY-POSITIVE, ACTIVE COMMUNITY

for women, by women

SURVEY

HELP THE COMMUNITY
GROW BY TAKING
OUR SURVEY

UPCOMING EVENTS

CO-CREATION SESSION

EINDHOVEN

How can we build a non-judgmental community where women can get active and stay active, not because they hate their bodies, but because they love them!

TBD

Join the event!

CO-CREATION SESSION

DENIA, SPAIN

How can we build a non-judgmental community where women can get active and stay active, not because they hate their bodies, but because they love them!

TBD

Join the event!

CO-CREATION SESSION

LONDON, ENGLAND

How can we build a non-judgmental community where women can get active and stay active, not because they hate their bodies, but because they love them!

TBD

Join the event!

WHO WE ARE

Craving serotonin is about finding what works for your group.

Need to bring the kids with you? Don't feel like trekking all the way to the other side of town? Hate wearing a sports bra?

As a group, you figure out what works for you!

CHASING THAT FEEL-GOOD FEELING.

Serotonin is one of the feel-good chemicals released when we are active.

In the Craving Serotonin community we are chasing that feel-good feeling. You come as you are and together we get moving in what ever way feels good for the bodies we are in! Craving serotonin is about finding what works for your group. Need to bring the kids with you? Don't feel like trekking all the way to the other side of town? Hate wearing a sports bra?

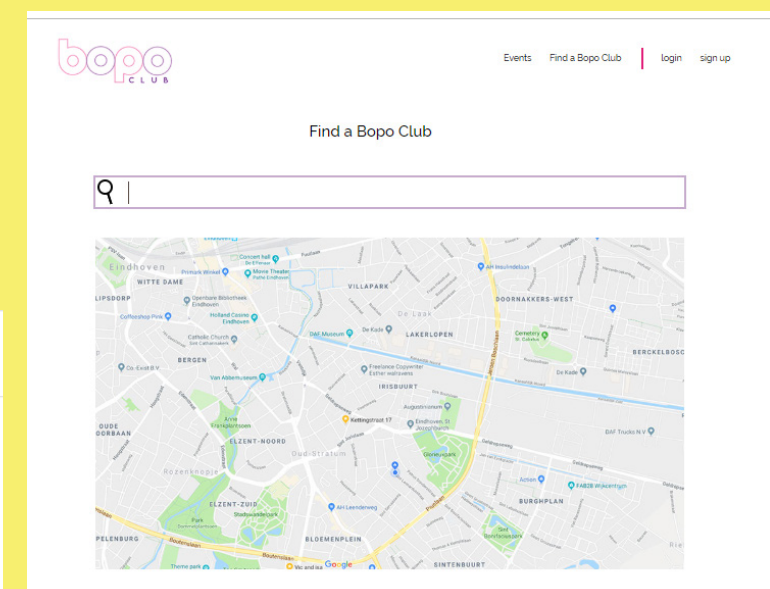
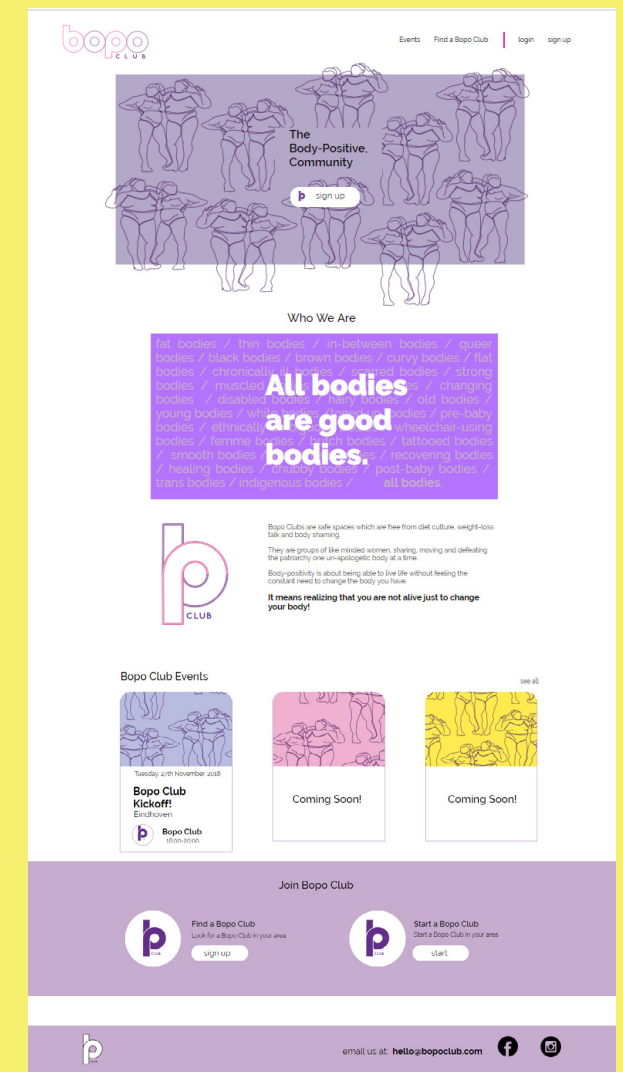
We all know that being active is part of a healthy lifestyle ...but it can be difficult to stay motivated.

Knowing that there is a group of supportive women waiting for you makes it a little bit easier.

Knowing that there is a group of
supportive women waiting for you makes
it a little bit easier.

(and we could all do with things being a little bit easier)

Join the Facebook group or Instagram to stay up to date!



Online Platform

The online platform has gone through several iterations. Not only have the aesthetics changed but the functionality has also been improved. It was very important from the beginning to have a functional website since this project has relied upon appealing to users to take their own initiative in setting up a Bopo Club. To instil trust in the user, the website needed to seem like an official, established product. On the website, there is the option to search for already established Bopo Clubs in your area, to order a tool kit for starting your own Bopo Club and a "members only" area for initiators to receive updates about add on packs for the tool kit, as well as a place to swap tips, and activity ideas.

Currently the website is updated manually, however I am currently developing a database for the site which will facilitate automatic updating regarding group locations, etc.

For the purpose of this project, many of the events and communication was done through Facebook. This is because there was very little awareness at the beginning of bopoclub.com so Facebook was the most practical way to reach users. The benefit of having a separate, independent online platform for Bopo Club is discussed more in the ethics portion of this report.



Get your Bopo
Club Community
Tool Kit today!

(Yay!!)



To explore the platform yourself,
visit www.bopoclub.com

ITERATION TOOL KIT 1

To read about the first iteration of the tool kit, please read about the first Bopo Club Meetups in Eindhoven and in Canada



The first simple question cards and new years resolution activity.

How do you
feel about
your body?

What
does body
positivity
mean to you?

How do you
feel about
being active?

ITERATION TOOL KIT 2

What do you need from the group to feel comfortable?

How can the people around you make you feel comfortable enough to try new things?

WWW.BOPOCLUB.COM

COMMUNITY

BODY HAIR

How do you feel about your body hair? Why?

WWW.BOPOCLUB.COM

COMMUNITY

Has your body ever surprised you with what it can do?

How did you feel after? What was the situation?

WWW.BOPOCLUB.COM

COMMUNITY

To me, body positivity looks like

What are your thoughts and actions when you are in the "body positive" zone like? and the people around you?

WWW.BOPOCLUB.COM

COMMUNITY

I need help to

Are there certain activities where you need help? How can the group best help you?

WWW.BOPOCLUB.COM

COMMUNITY

How do you experience shopping for clothes?

Can you easily find clothes that fit you and that you like? What about fitting rooms?

WWW.BOPOCLUB.COM

COMMUNITY

Photo: Twycer

No body shaming
We're all about having fun in the body you've got!



WWW.BOPOCLUB.COM

Find your body-positive, active community

WHAT IS Bopo CLUB

Bopo Club is a body-positive, active community! That means that each Bopo Club meets and does something active together. What makes Bopo Clubs special is that they are a body-positive space. Bopo Club members are not trying to change and punish their bodies with physical activity, they are doing it simply because it feels good to get out and get moving! People of all abilities are welcome and there is no judgement!

At your first Bopo Club meeting, you get to know each other and using our tool-kit, you can share what you enjoy and ways that your body likes to move. This means sharing what your body can do, and also what it has trouble with. All activities are diet talk and body shame free! To find out more about what is included in the tool kit, keep reading!

WWW.BOPOCLUB.COM

**no body shaming,
no diet talk,
just fun in the body you've got!**

START YOUR OWN Bopo CLUB
REACH OUT LOCALLY
FIND YOUR PEOPLE
GET TO KNOW THEM
BUILD EACH OTHER UP
LET'S UNLEARN ALL THE WAYS WE'VE BEEN TAUGHT TO HATE OUR BODIES!

Body positivity is the idea that there is no such thing as a bad body. It's about realizing that you are on their planet to do more than lose weight and pay bills. It's about acknowledging that everyone deserves to do the things they want to do in the body they've got! Body positivity is for all bodies.

95% of women feel that they need to change their bodies. 45% of women are intimidated by the gym and feel that they are being judged on their bodies when they do go. At a Bopo Club you can find your body-positive people and feel good about being active again!

WWW.BOPOCLUB.COM



FIND YOUR PEOPLE

At the core of all Bopo Clubs are the people that are in them! The body postive community online is very active and is a great place to start looking for like minded people in your community. You can visit the online resource guide for some suggestions! To get started, you can try:

#bopo #bodypositive #bopoclub

The body positive community is unique in that it thrives in authenticity. We encourage you to be as real as possible when you reach out to the community. We have seen that people find it refreshing and respond very well!



STEP BY STEP GUIDE

TOOL KIT
COMMUNITY

HELLO!

We are so glad that you have made the first step in starting your own local Bopo Club. Bopo Club, in very simple terms is a group of body positive people getting together and doing stuff! The tool-kit and other resources are only guides and you are encouraged to find what works for your group. There is no "wrong" way to use this tool kit as long as you are meeting other like minded people and finding your offline "bopo" community.

- Your tool kit includes:
- 1 step by step guide
 - 1 set of "Tool Kit: Community" cards
 - 1 Bopo Club notebook
 - A Bopo Club pin
 - Some stickers
 - Access to the online facilitator's community
 - and some personalized cards for you to hand out!

STEP BY STEP GUIDE

TOOL KIT
COMMUNITY

Eindhoven Bopo Club 1

For the first Eindhoven Bopo Club, 8 women were in attendance. Ages ranged from 19 to 45 and it was held in the Zwarte Doos on the TU/e campus. The meet-up was set up to include a presentation of what Bopo Club, and body positivity are. It also includ-ed open discussion topics, such as "how do you feel about your body right now" and a short workshop on setting body positive new year's resolutions.

The main feedback points were:

The setting felt too formal. The presence of a projector and desks made it feel like school which was particularly uncomfortable for the older women. For future meetings, they will be held in a more informal setting such as a cafe or they will be active meet-ups such as walks or hikes.

There were also two very distinct age groups which were at noticeably different points in their body jounries and therefore could not relate as easily to one another. The older women felt that they could "coach" the younger participants but that was not why they were there. While the younger participants offered a unique perspective to the moms in the group about the way that parents influence their children in terms of body posi-tivity. This is a potential idea for the future, a young/old meet up, however in a regular Bopo Club setting, the age groups should be more separated.

The women appreciated the open nature of the event, in that the social media promo-tion was very honest and welcoming, and they appreciated that they were welcome to bring their children since child care is expensive and can be a barrier for moms to participate.

Overall, the women would like to meet again, with more separate age groups in a dif-ferent setting.

WHERE?

Where you meet for the first time is totally up to you but we have some suggestions!

First, chose somewhere accessible for people of all body types and abilities! For more information on what makes a space accessible, check out our online guide!

You will want somewhere where you can here eachother and everyone will feel safe sharing. This could be a quiet cafe, a local community space, or a park if the weather is good!



STEP BY STEP GUIDE

TOOL KIT
COMMUNITY

bopo
CLUB

YOUR FIRST BOPO CLUB MEETING

STEP BY STEP GUIDE

TOOL KIT
COMMUNITY

Dear body,
I want to learn how to physcially protect you next year.
let's get stronger!

"I've been dying to meet other women who GET it"

"I've just had a baby and everywhere I turn, i'm being told that my body needs to bounce back. I just grew a life form in me, this body has done enough! I've got other stuff to do!"

"I was sitting in my therapist's office crying and I explained to her that I just HATE my body and I'm stuck in it. She told me "yes, you're stuck in that body for the rest of your life so you can either keep working against it, or you can accept if for the amazing things it does and get on with life. You've got Sh* t to do, and it's more impor-tant than losing weight!" "

Dear body,
I'm sorry i've been so mean to you.

"I thought it was really important how you tried to make the meeting accessible for everyone, like being able to bring the kids."

I would like to be able to share some-thing with the instructor at my gym. They need to do better.

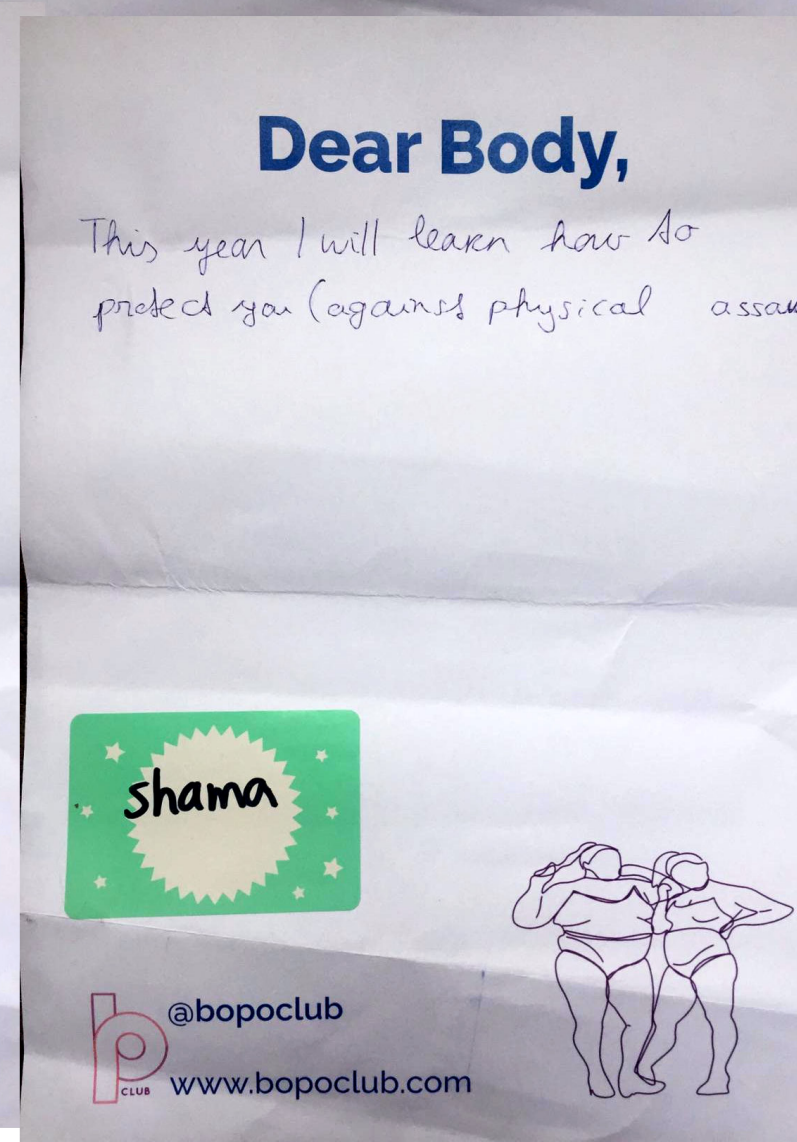
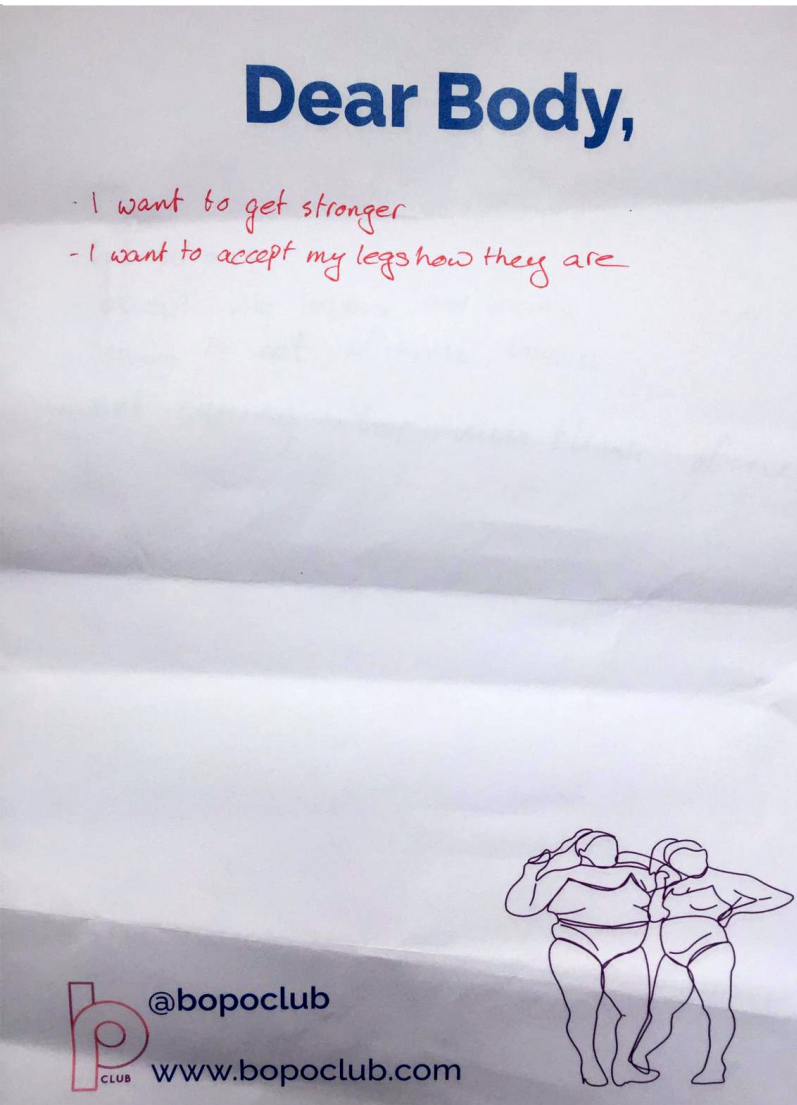
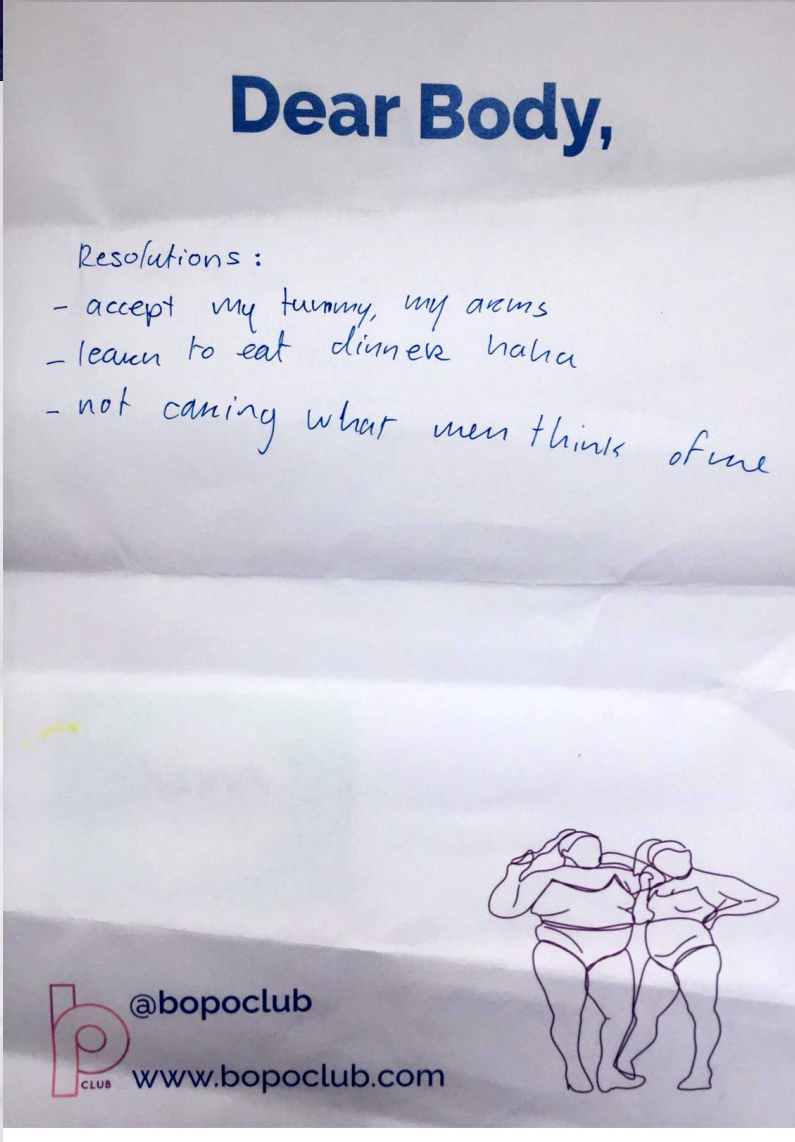
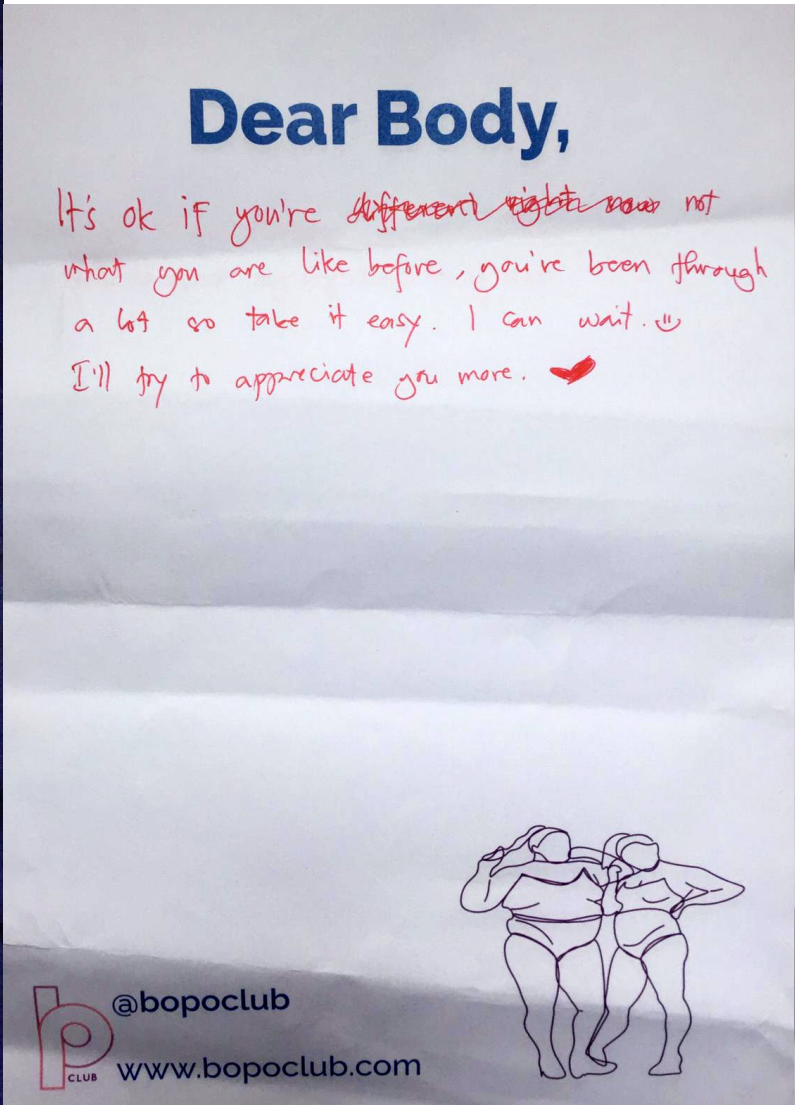
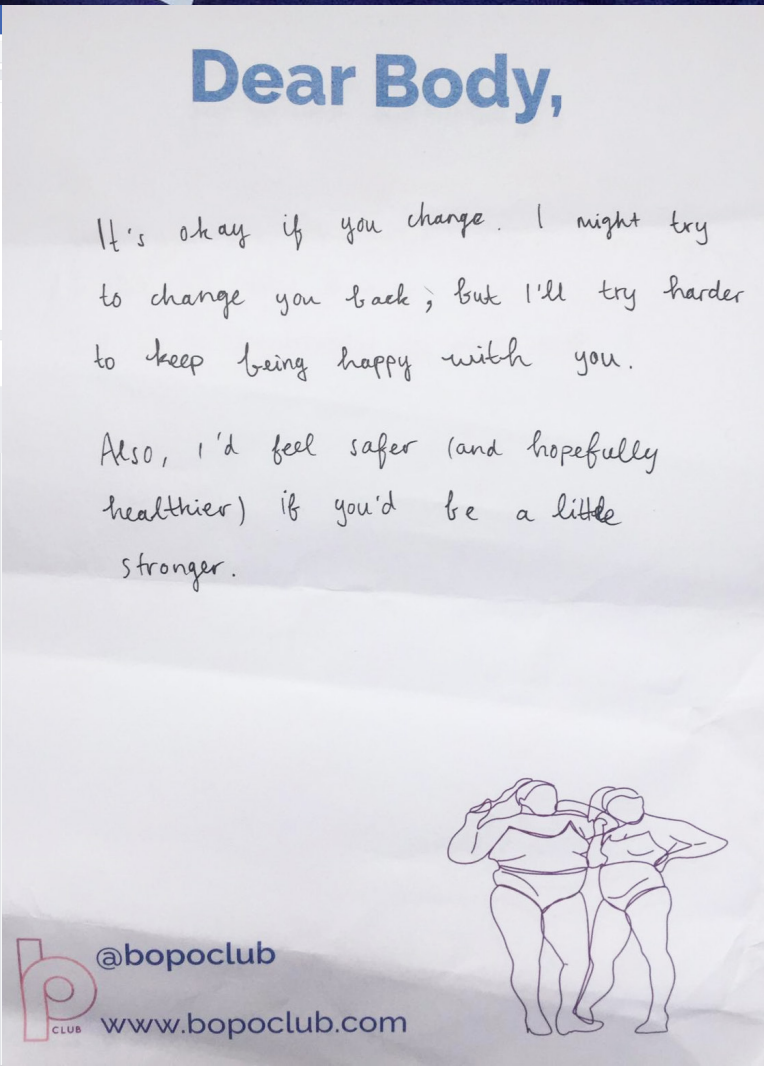
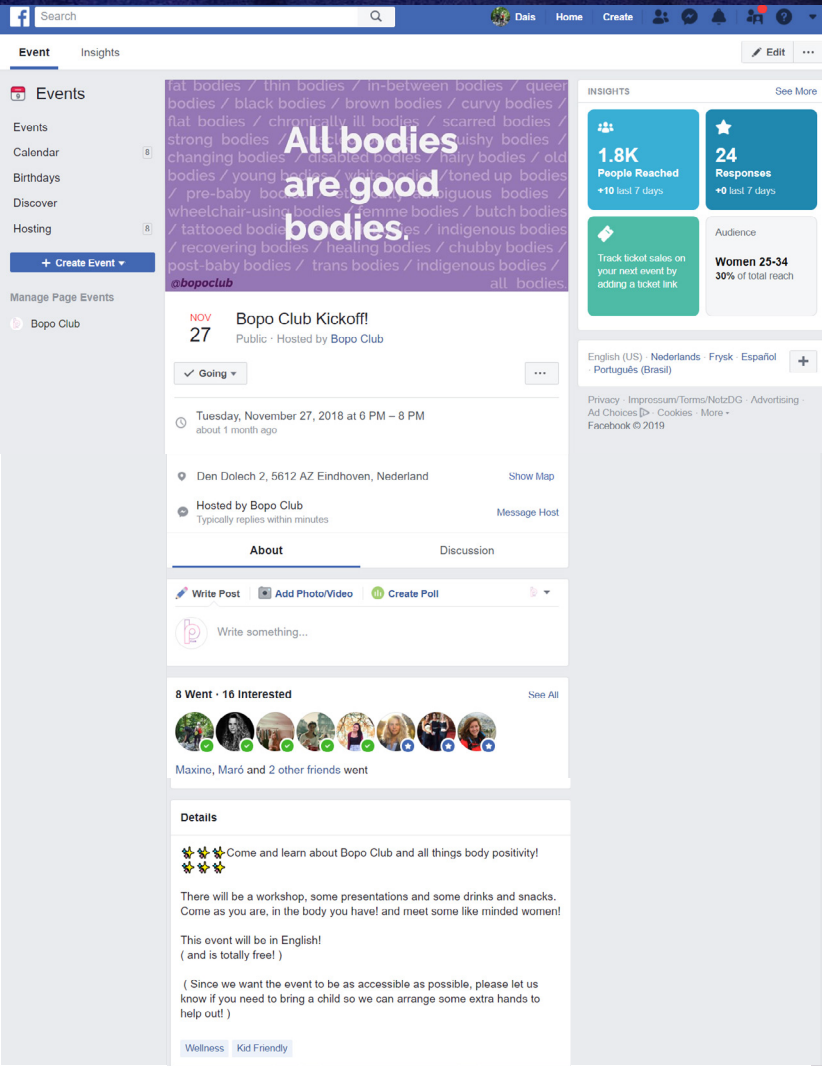
Writing this down on paper is actually very hard.

"I really enjoyed tonight, but I think I would enjoy it more if there were a few more older women in the group. I would like to meet others who are in the same boat as me"

I've been living here quite a while but it's been hard to meet other women who are interested in body positivity.

"Going home for Christmas is so traumatic when your family just doesnt get that you don't need them to com-ment on your weight"

I feel like I just don't see as many larger women in the Netherlands and that's really intimidating.

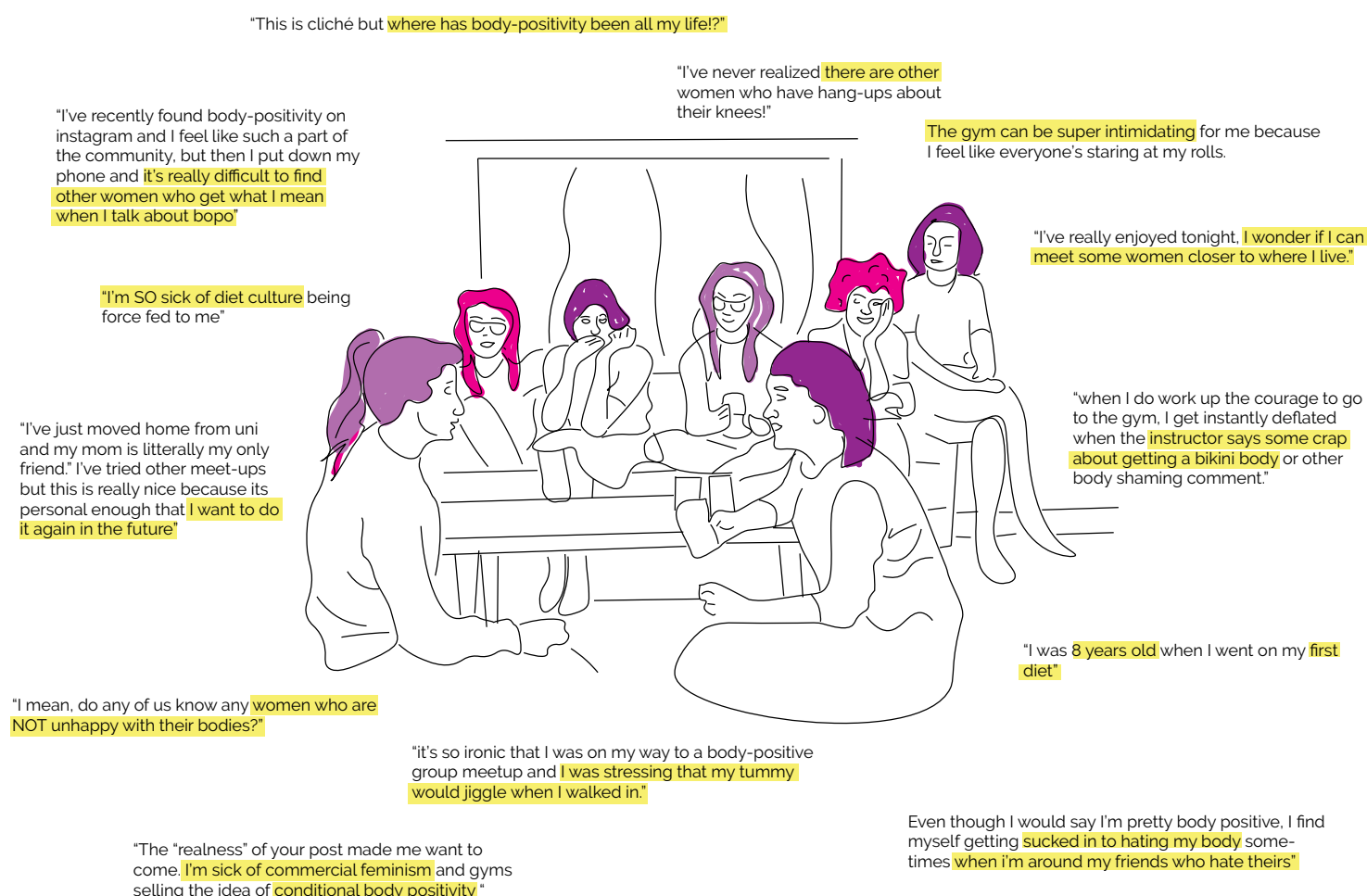


Canada Bopo Club 1

A group in Canada was formed by Jillian Scates. The canadian Bopo Club served as a test group for the toolkit. The toolkit was sent to Jillian, the co-ordinator, and she was asked to try and facilitate her meetings using the toolkit. She would then give her feedback as to what was missing from the tool kit, what went well, and what could be improved.

The first bopo club in canada was held in Jillian's living room after the feedback from the Eindhoven event which was too formal. She posted an open event on social media and she also invited her friends to come. The participants were a mix of people she knew well, and that she did not know. It is important to note however, that everyone in attendance had mutual friends, etc. so there were no complete strangers. They used the tool kit cards to facilitate a conversation with Jillian taking the lead and reading out the question on the card and everyone contributing to the conversation. A feedback point included that in the future, they will divide cards over the group so everyone can have a turn leading the conversation and to encourage more quiet participants to contribute. They also gave the feedback that the "body cards" should be more specific body parts, as opposed to "how do you feel about your body". The group particularly enjoyed talking about their experience with physical activity since they all felt that they were the only ones struggling with maintaining body positivity while being active. From Jillian's role as a facilitator she shared that she was not an "expert" on body positivity and would like more resources to learn from, as well as to direct people to when she did not have an answer. She also gave the feedback that having www.bopoclub.com to direct people to, as opposed to just a facebook event made it feel more like a "real" initiative and made people less hesitant to get involved as opposed to if it had been a private event.

The group really enjoyed themselves and they chose to meet again to go on a hike and then have a movie evening in Pyjamas.



Eindhoven Bopo Club 2

For the second Eindhoven Bopo Club meet up, a walk was organized. This was to test out the more "active community" portion of the concept. The walk was advertised on meet-up and Facebook.

Using the feedback from the last event, the post was very informal and welcoming and stressed that everyone was welcome.

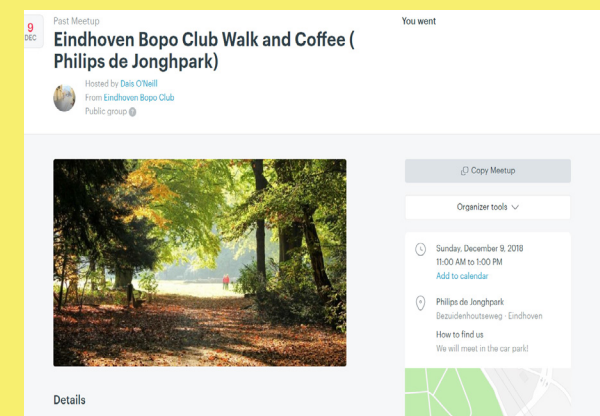
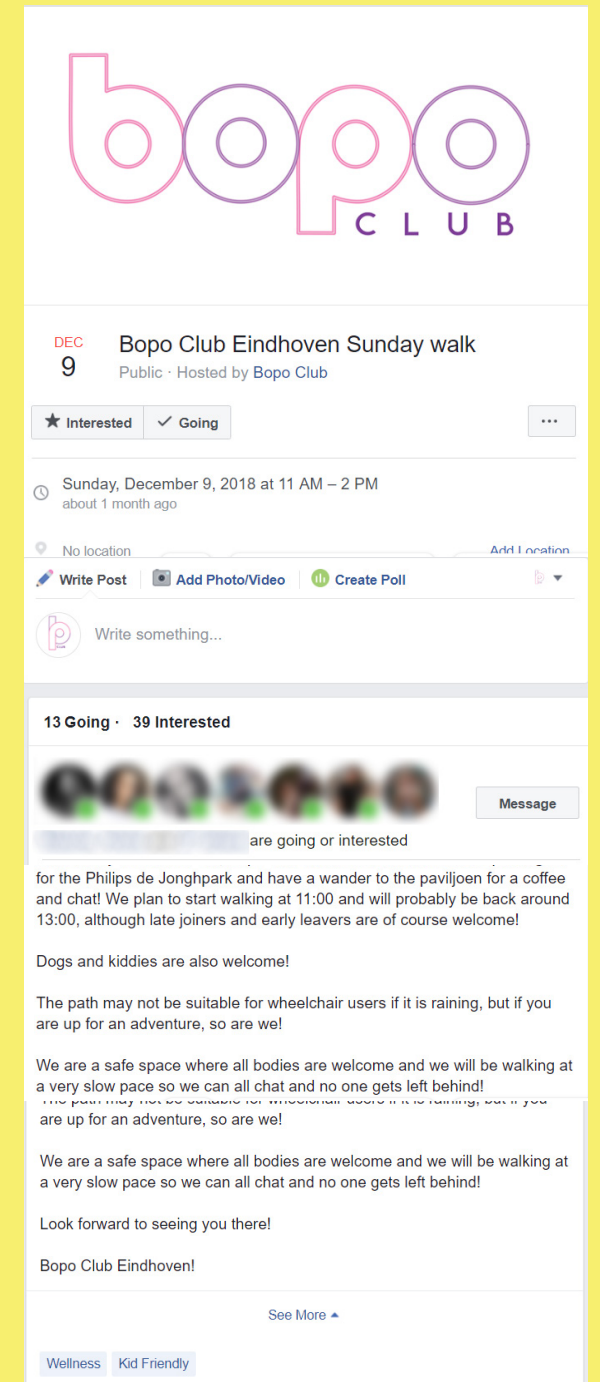
The walk was a slower pace and I deliberately chose to make it a short walk with a coffee at the end. During the coffee I showed the tool kit and pitched the Bopo Club idea. most participants were older women and many liked the idea of finding others in their age group who were interested in judgement free, and cost free, active events.

It is interesting to note that at both events, all participants were English speaking and the large majority were expats. In the future, I would be interested in adding a Dutch translation to the event description to attract more locals.

The age group of the walkers further confirmed for me that there needed to be an accessible toolkit for others to host their own events. Many of the women were interested in day time activities when their spouses and children were at school. This time slot would appeal to stay at home moms. While other women shared that they found it difficult to find weekend and evening activites with other women since they worked. Therefore allowing others to arrange their own timing in important in the concept.

Pictures of the event have not been included to respect the privacy wishes of the participants. The attendees names and photos have also been blurred for this reason.

During the presentation of my project, photos will be shown with permission of the participants.



Canada Bopo Club 2

Jillian was sent the updated, iteration 2 card-set and a step by step info booklet. She was also sent a list of resources to learn from and share with the group. They started off with an hour long hike through the forest around Jillian's house. Jillian is recovering from an ankle injury and a few other girls also required a slower pace so they kept it as an easy hike with a lot of chatting. Everyone reported that it was nice to be out in nature with a group of women with similar views as themselves. One woman reported that for the first time she was not embarrassed to be breathing heavier while walking up a hill because everyone was laughing about how they were also feeling the same way. The group also tested out the new card set with more specific body parts and an added group dynamics section. They reported liking the more specific body parts, especially the ones that do not immediately jump to mind or are awkward at first to discuss, such as shoulders, skin, boobs and genitals.

Photo: Jillian Scates



Canada Bopo Club 3

The Canadian Bopo Club met for a third time, this time including two male participants. The same tool kit was used however Jillian reported that she felt better prepared and more comfortable leading as the group had now met twice before. The addition of male members did change the dynamic of the meeting according to Jillian with both genders contributing less personal information than before. The conversation focused more on physical activities and brainstorming activities that they would like to try in the spring time when the snow melts. They did a potluck style dinner and then wrote new years resolutions together. They also made group resolutions to meet once a month and to each bring a new friend who they thought could benefit from the body positive philosophy.

Jillian has asked for more activity ideas for indoors and also recommendations on how to approach fitness instructors with a request for a more body positive fitness class environment.

Photo: Jillian Scates



IN JUST 6 WEEKS, BOPO CLUBS HAVE BEEN STARTED IN 6 DIFFERENT COUNTRIES

The need for body positive, safe spaces is real and Bopo Club gives people the autonomy to create it for themselves.

Peterborough,
Canada

London,
England

Eindhoven,
The Netherlands

Cologne,
Germany

Denia,
Spain

Halifax,
Canada

To start one in your area, visit www.bopoclub.com



Upon sharing the Bopo Club idea in many body positive Facebook groups and Instagram accounts during the course of the project. I quickly recieved many request for users to start their own "Bopo Groups".

This rapid response shows that this concept is needed in the world right now.

In reponse to the messages received, I forwarded the participants a PDF version of the tool kit for them to use. I also shared with them that this is a student project and that there may, or may not be a future to the concept however they were welcome to use the tool kit in return for some research information about their experience with it.

Upon writing this report, I have not recieved as much information from the newer groups as I would like. However, I do know that two of the new groups have met for a coffee type meet-up and I have seen facebook events for the others in the new year.

I will be updating the report with more information as I get it. The majority of the photos will be shared in my presentation to respect the privacy wishes of the participants.

NEXT STEPS

The future of Bopo Club is a very real endeavour!

I have thoroughly enjoyed this product and have been motivated by the overwhelming response that I have received from women all over the world.

My next steps are to overhaul the website. The improvements will include a database of members and automatic updating of the map of current Bopo Clubs. It will also include a more personalized members only area and will hopefully facilitate the move of Bopo Club communication away from Facebook and towards www.bopoclub.com.

I have had troubles connecting with the Sports Centre after my initial discussion with them. I would like to facilitate a workshop with the "facilitator" tool kit to improve the body positivity of the SSC. I would also like to develop a better way to asses the "body positive" score of such establishments and

make it transferable for many beyond the SSC.

I have also looked into including NFC smart tags within the cards of the toolkit. This would allow the user to instantly access more information very easily about a certain topic. However this would increase the price of the tool kit dramatically and I do not think the benefit can justify the costs.

I would also like to explore the inclusion of a more male centered approach to a similar idea. Currently the aesthetics are very marketed towards females and I do not feel qualified to lead a session focused on men. I will be looking for a male facilitator for future meet ups!

I also think that there is a potential for 'Bopo Clubs' to integrate with already existing institutions such as universities and workplaces.

Photo: Twycer



CONCLUSION

In conclusion, the Bopo Club project has been well received. Throughout the project, the focus has been on translating the thriving online community into real world interactions. Throughout the iterations, this has been achieved. Through social engineering, women can create their own safe spaces to live an active lifestyle away from toxic diet culture, and surrounded by supportive, like minded individuals. The timing of this project has been crucial as it has coincided with body positivity hitting the mainstream media. This has undoubtedly contributed to the success and interest in the project. While all aspects of the project have room for improvement, I am very satisfied with all that I have learned and achieved in a very short amount of time.

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Photo: Roy van den Heuvel

