



Women's Health Victoria

healthy empowered equal

We object:
changing structures and institutions to challenge
the objectification of women

Rose Durey, Policy and Health Promotion Manager

What is objectification?

- When a woman's sexual parts or functions are separated from her as a person, as if they're capable of representing the women as whole

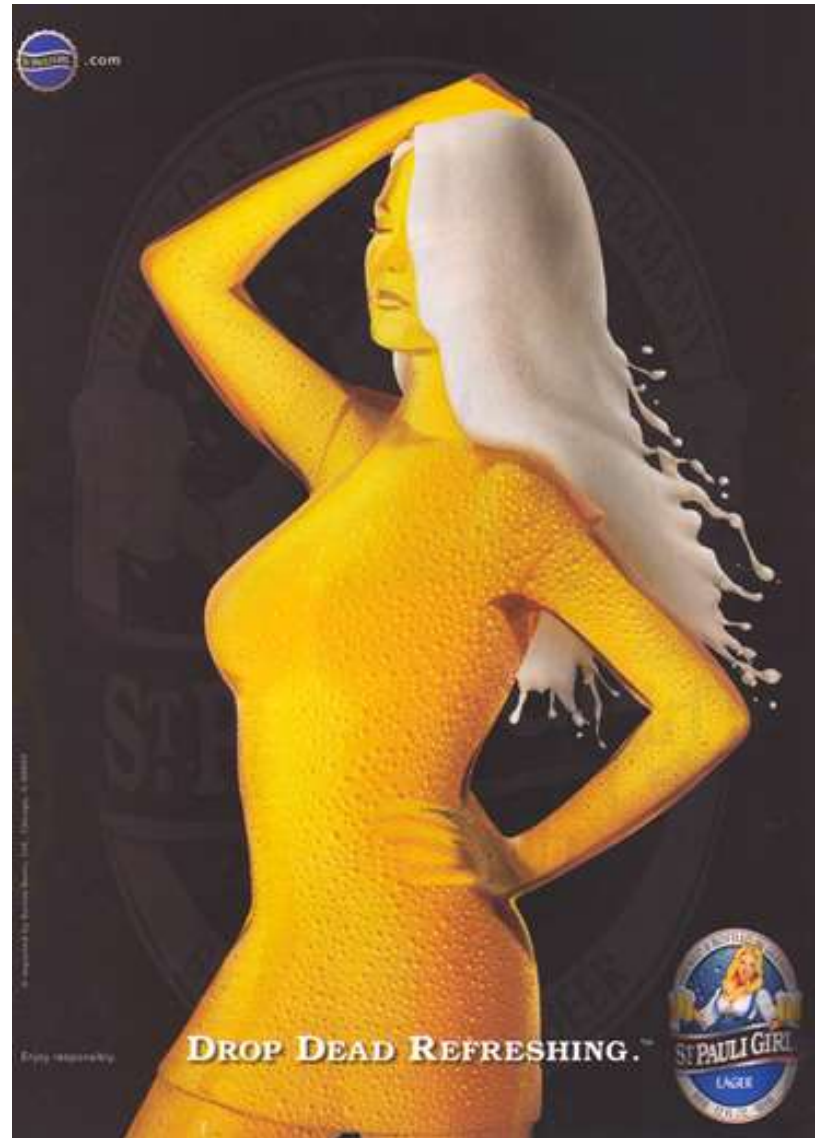




BE COINTREAUVERSIAL™
SIP OUT OF THE MAINSTREAM

the cosmopolitan

1 part Cointreau™
2 parts vodka
cranberry & lime juice
shake with ice
strain into martini glass



DROP DEAD REFRESHING.™



Source: National Organization for Women (2007)



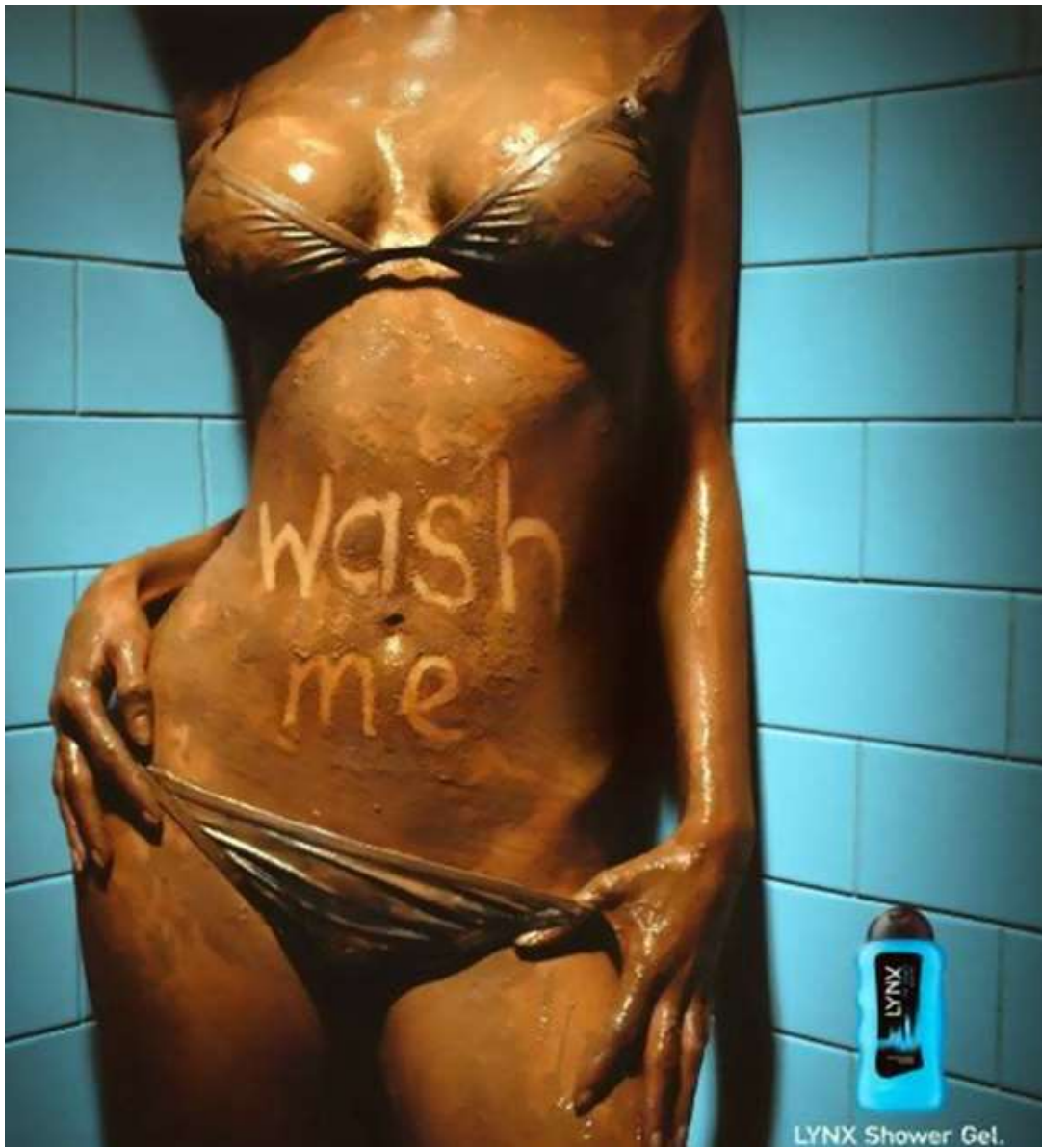
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Source: National Organization For Women (2007)



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LYNX Shower Gel.

Source: National Organization for Women (2007)



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Impact of objectification on women

- Shame, anxiety, self-disgust
- Eating disorders, low self-esteem, depression
- Poorer sexual health

From studies analysed in the American Psychological Association Task Force on the Sexualisation of Girls (2010)



Impact of objectification on women

Women who adopt an objectified standard for their appearance are:

- more likely to be smokers
- more likely they are to have poor motor performance
- less likely to participate in physical activity





Source: National Organization for Women (2007)



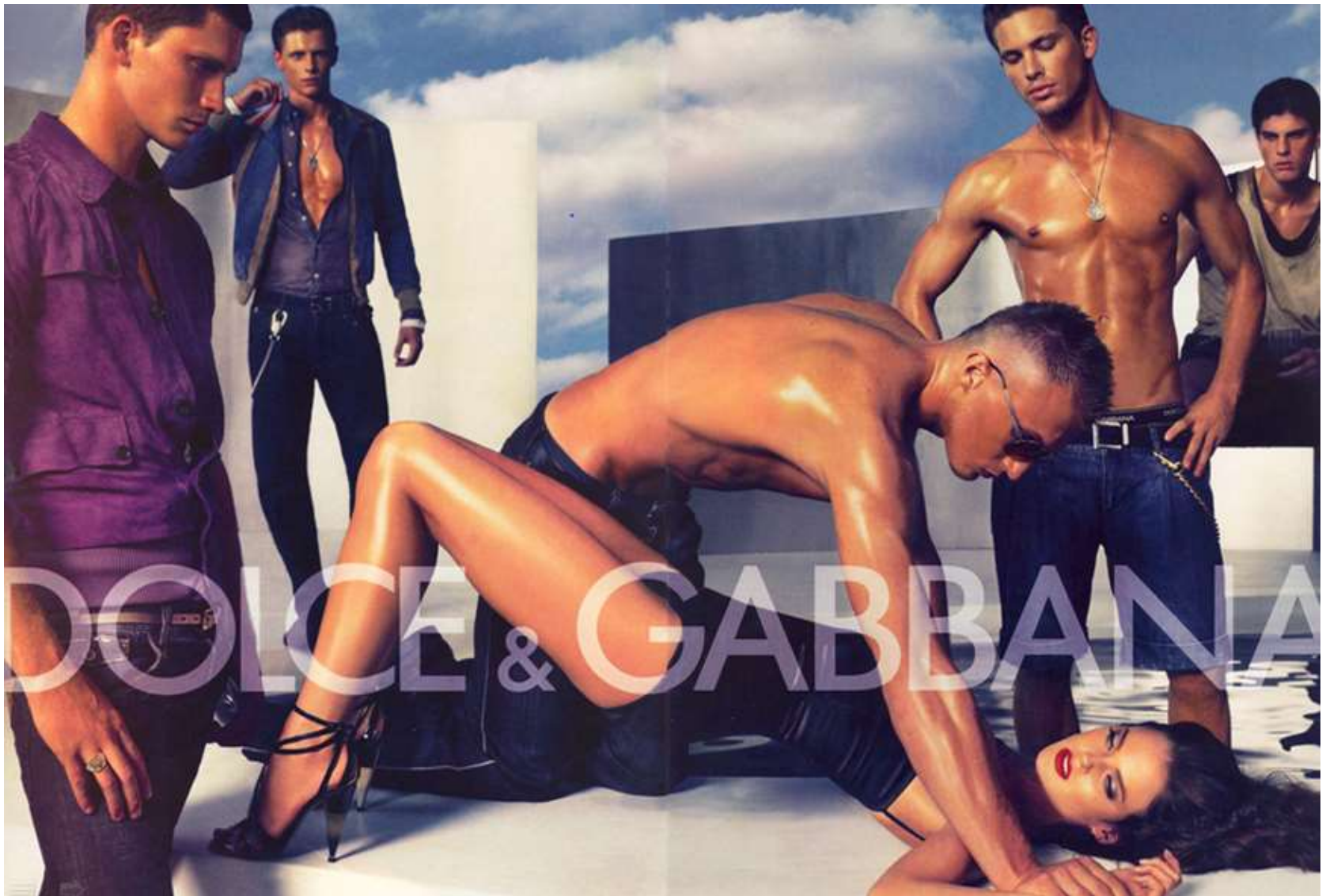
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Source: National Organization for Women (2007)



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Impact of objectification on others

Women and men exposed to objectifying images are more accepting of:

- rape myths
- sexual harassment
- sex role stereotypes
- interpersonal violence



Brut Code #85: Spot and share



Source: Tankard Reist (2010)



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Source: Tankard Reist (2010)



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Australian Association of National Advertisers (AANA) Code of Ethics

- Objectification is considered as a subcategory of discrimination or vilification.
- Community consultations indicate that respondents are highly sensitive to ads that objectify women (Advertising Standards Bureau, 2010).



We object!

but what can we do about it?

- Gender Impact Assessment: Links research on objectification with health costs and policy challenges.
- Considered structures and institutions that promote objectification, including media and advertising.



Opportunities for influence

- *Code of Ethics - AANA Review*
- *National Film and Literature Classification Scheme - Senate Inquiry*
- *Regulation of Billboard and Outdoor Advertising - House of Representatives Inquiry*
- *National Classification Scheme - Australian Law Reform Commission*



Outcomes

- *Senate Inquiry:*

Classification scheme should be expanded to incorporate the objectification of women.

- *House of Reps Inquiry:*

ASB should reflect community standards.

- *AANA Code of Ethics:*

‘that advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people’

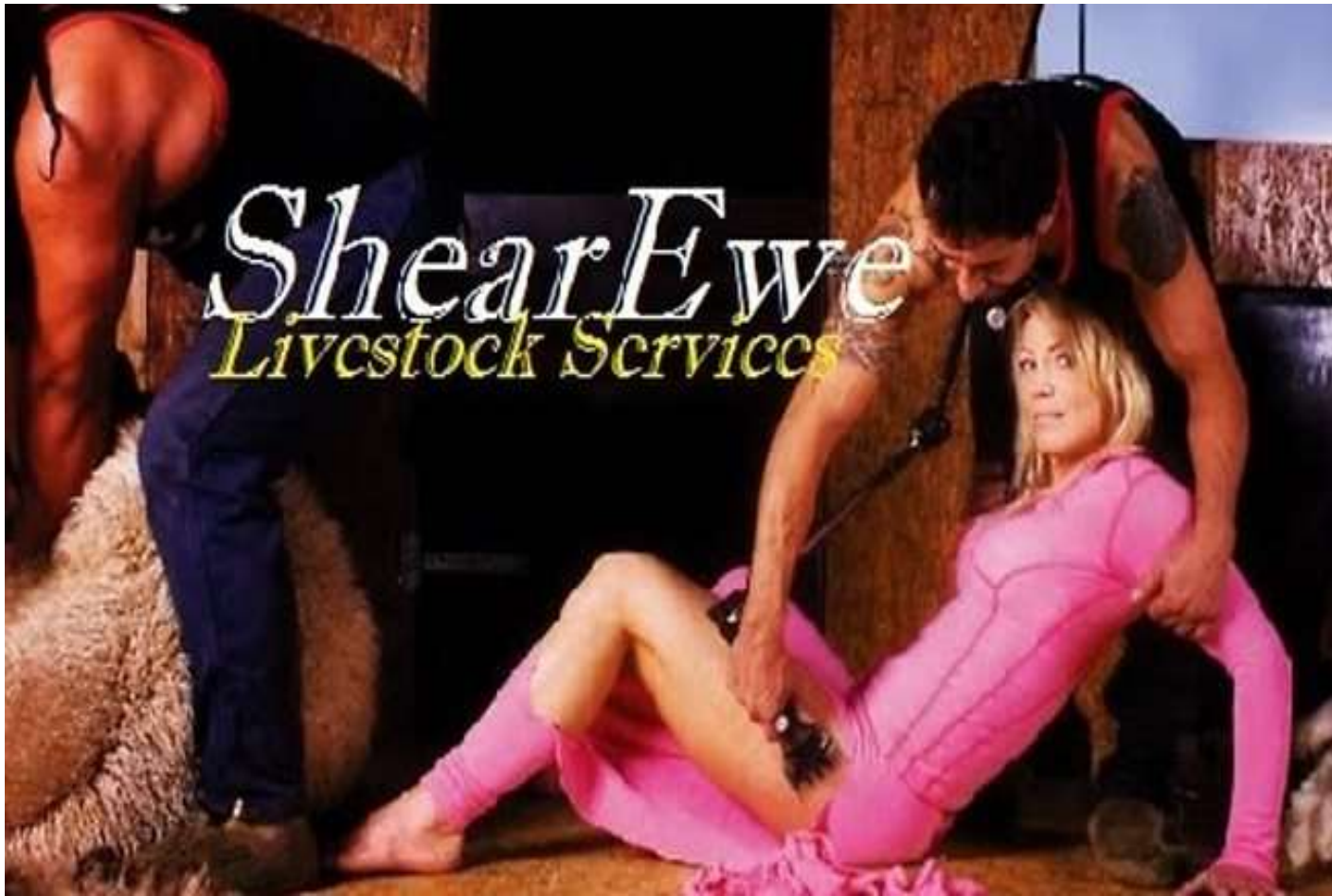




Source: Tankard Reist (2010)



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Source: The Australian, 17 July 2012



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Putting the pieces together

Strong evidence linking objectification with health outcomes.



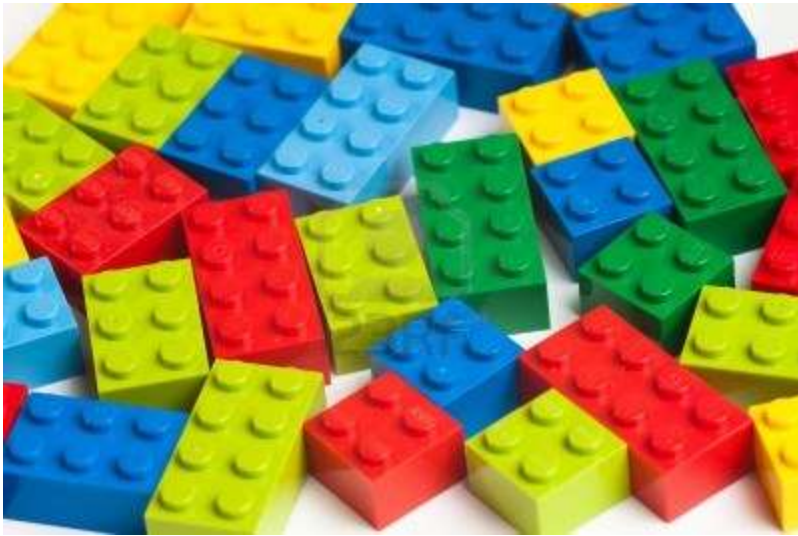
Putting the pieces together



Look outside the health and social policy sphere.



Putting the pieces together



Develop an understanding of the relevant regulatory structures.



Putting the pieces together



Present evidence in an engaging way that makes policy makers want to act.





**What it is
is beautiful.**

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

Younger children build for fun. LEGO® Universal Building Sets for children ages 3 to 7 have colorful bricks, wheels, and friendly LEGO people for lots and lots of fun.

Older children build for realism. LEGO Universal Building Sets for children 7-12 have more detailed pieces, like gears, rotors, and treaded tires for more realistic building. One set even has a motor.

LEGO Universal Building Sets will help your children discover something very, very special: themselves.

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Universal Building Sets



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