

Fad Dieting

Claire, Aspen, and Macey

What is Fad Dieting?

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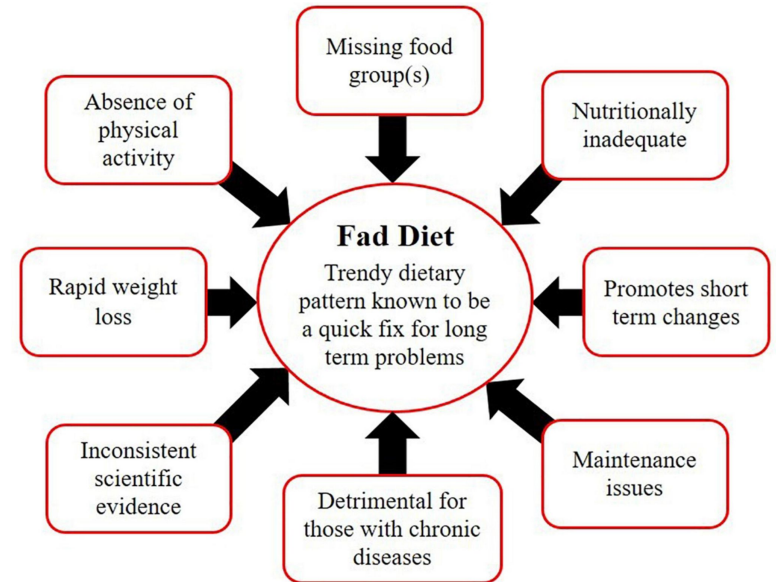
A fad diet is a plan that promotes results such as fast weight loss without scientific evidence to support its claims.



Examples of fad dieting

Suggests special food combinations or recommends large quantities of a particular food while eliminating some other food or food groups.

- Ban a specific food or food group
- Keto diet
- Detoxification
- Dieting pills



According to The Boston Medical Center, an estimated 45 million Americans go on a diet each year. 50% use Fad Diets.



Myths and Misinformation

- Fad diets do not help one lose weight and keep it off in the long run. They are low calorie and a person must stick to them strictly.
- It claims quick weight loss. A quick loss usually means a quick regain of the lost weight as well
- Suggests miracle foods or diet pills or foods that “melt the fat away” without exercising.
- Suggests special food combinations or recommends large quantities of a particular food while eliminating some other food or food groups.
- Based on recommendations from a single study that may have been wrongly interpreted
- Implies that food can change body chemistry.
- Skipping a meal may help lose weight.



Message

Our campaign goal is to inform viewers that fad diets are unhealthy and social media platforms are used to influence you to buy their product.



What we hope campaign will do

- Communicate negative effects of Fad Diets
- Explain how media is selling Fad Dieting
- Inform people on the signs of Fad Diets and why they can be unhealthy
- Allow viewers to take a step back and reconsider social media's influence on their lives



Increase Media Literacy

- Social comparison theory
 - Upwards and downwards comparison
- Third- Person Effect
 - Not as affected as other views
- Cultivation theory
 - Media influence



Who we want to reach

- People who engage with social media
- Mainly girls around High School/College age
- People who idolize the influencers that have “ideal” bodies
- Impressionable
- Self-conscious

FAD DIETING

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WHAT IS A FAD DIET?

A Fad Diet promises quick weight loss if the individual can commit to the harsh cut. Individuals may see improvement in the beginning, but these diets are not sustainable and often lead to no net loss.

HOW TO SPOT A FAD DIET

- Claims quick weight loss of 1-2 pounds a week
- Suggests miracle foods or diet pills that “melt fat”
- Inflexible/rigid menus
- Based on recommendations of a single study
- Implies food can alter body chemistry

POSSIBLE HEALTH RISKS

- Dehydration
- Weakness/Fatigue
- Nausea and headaches
- Constipation
- Inadequate vitamin and mineral intake

HOW SOCIAL MEDIA PROMOTES FAD DIETING

- Promoting images of the “ideal body”
- “Fitness influencers”
- Using guilt to persuade people
- Food trends



FOR MORE INFORMATION VISIT : [FAD DIET EXAMPLES AND EFFICACY](#)

Engaging in and Seeking Information

How our artifact will motivate our audience:

- Encourage further research into fad dieting
- Provide tips and tricks on how to spot fad diets
- Provide possible side effects of fad dieting and their dangers
- Inform viewers about “health influencers” and their motivation for selling you items that may not be good for you