



Navigating Diet, Weight-Loss, and “Wellness” Messaging

Diet culture ads are everywhere and often try to convince us there is a “right” way to look or eat. Health is not determined by size, and bodies of all shapes can be healthy. This worksheet offers reflective prompts, coping tools, and affirmations to help you notice these messages—without letting a \$72-billion-and-growing industry that profits from insecurity define your worth.

REFLECTIVE PROMPTS

- What thoughts, emotions, or body sensations came up for me when I heard or saw this message?
- Where did I learn this insecurity or fear?
- If a friend shared this with me, how would I support them?

RE-ANCHOR STATEMENT

My reaction to this triggering message makes sense as diet culture is loud and often targets insecurities. I can pause, breathe, and choose a response that aligns with my truth. My worth is not determined by my size, food choices, or someone else’s definition of health.

CLAPBACKS AND COMEBACKS

- My body is not a group project.
- Diet culture is like a seagull at the beach,—loud, annoying, and absolutely not getting my sandwich.
- Plot twist: I’m allowed to enjoy my life and my lunch

AFFIRMATIONS & REMINDERS

- My body is not a problem to solve
- I can choose what influences I allow into my life
- I do not need to shrink myself to be worthy or accepted

CHOOSE A GROUNDING ACTIVITY

- Pause + Breathe
- Redirect attention
- Mute, unfollow, or take a break from accounts that activate or shame
- Get outside and breathe fresh air
- Call a friend for distraction
- Journal (Can use prompts above)
- Watch a favorite show
- Listen to music and dance
- Engage in a grounding routine - Look around and Name Objects