



#40 HEALTHY BODY IMAGE

Developed by: International Olympic Committee
Year and country: ongoing, International
Type of project: Campaign

<https://www.olympic.org/hbi>

Synthesis of the case study

The four “Hungry for Gold” videos are an educational tool aimed at athletes, parents, coaches and support staff, as well as administrators, informing them about the female athlete triad as well as the related health implications.

Context and approach

When girls and women practice sport, they can profit from many health benefits. While these positive attributes far outweigh the risks involved in sports participation, there is scientific evidence that, under certain circumstances, the healthy body image of some female athletes can suffer through sport. In particular, the Relative Energy Deficiency in Sport (RED-S) can have a significant impact on the lives of the girls and women concerned.

Objectives / Challenges

Through the experiences of the various fictional characters, Anezka, Aiko, Tochi, Jesse, and Akeyo were featured in the “Hungry for Gold” videos, viewers can learn about healthy eating and exercise habits, understand the importance of a healthy body image, and find out how to prevent the development of the female athletes triad.

Target

Athletes, coaches and trainers.

The deliverable (What did they do specifically?)

Four educational videos featuring fictional characters of four main Olympic disciplines: figure skating, wrestling, gymnastics, and athletics.

Keys learnings

- Importance of the balance between sports and the body it develop and a healthy lifestyle;
- competitive level training has negative consequences in our body, especially in relation to the body image;
- women’s perception of their athletic body.

Contact information
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