

DOVE CONFIDENT ME: SINGLE-SESSION INDONESIA STUDY PROTOCOL

* HAIME, Z., * WARNER, J., * CRADDOCK, N., GARBETT, K., HAYWOOD, S., NASUTION, K., WHITE, P., SARASWATI, A., RIZKIAH, C., MEDISE, B., DIEDRICHS, P. (2021)

* POSTER CREATED BY

INTRODUCTION

Negative body image is a prevalent concern amongst adolescents globally. It has been associated with increased risky behaviours, poorer social engagement, and adverse physical and mental health effects. School-based interventions targeting negative body image have shown effectiveness in improving outcomes for adolescents, though this is yet to be established in low- and middle- income countries (Al Sabbah, Vereecken, Abdeen, Coats, & Maes, 2009; Hartini, Fardana, Ariana, & Wardana, 2018). This research aims to evaluate the effectiveness and acceptability of a single-session body image lesson in improving body image and related wellbeing outcomes, amongst a population of Indonesian adolescents.

79%

Of Indonesian adolescents

wanted to change something about their appearance.

* U-REPORT

47%

Of Indonesian adolescents

Said worrying about how they looked held them back from activities

* U-REPORT

89%

Of Indonesian adolescents

stated they wanted to improve their body image.

* U-REPORT

DESIGN

A two-armed cluster randomised controlled trial design, with an intervention arm and a waitlist control arm. The intervention consists of a single-session 90-minute body image lesson. Self-report questionnaires will be collected at T1 (baseline), T2 (post-intervention), and T3 (two-month follow-up). Questionnaires will consist of outcome measures that have been validated for an Indonesian adolescent audience. Focus groups will be conducted with a subsample of students and teachers from the intervention arm. Discussions will aim to ascertain whether the lesson was culturally appropriate, engaging, and enjoyable. An initial pilot study will be conducted to assess the feasibility of expanding to the main trial, assessed through acceptability measures.

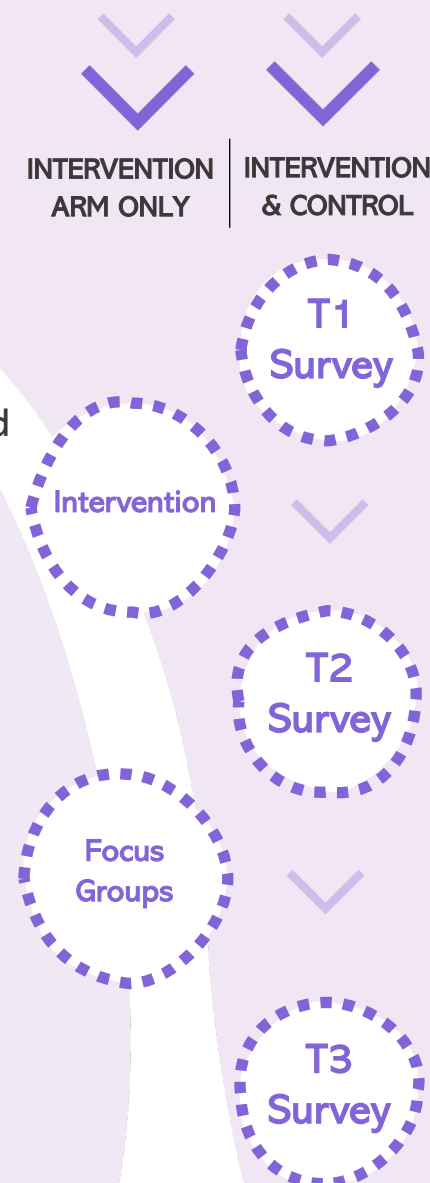
DECLARATION

This report is independent research funded by a research grant from the Dove Self-Esteem Project (Unilever). The views expressed in this publication are those of the author(s) and not necessarily Unilever.

INTERVENTION

The Dove Confident Me: Single Session intervention, previously trialled in the UK and India, found improvements in adolescent body esteem. The intervention for the current study will be based on these previous iterations, presented as a single-session body image lesson in schools. The intervention will draw on theories/concepts of cognitive dissonance, media literacy and psychoeducation. The messages in the intervention will also be adapted, to make them culturally appropriate for Indonesian adolescents.

TRIAL FLOW



SAMPLE

The sample will comprise of 2,000 Indonesian adolescents in grades 7-9 (ages ranging from 12-15), attending state junior high schools in Surabaya (East Java).

ANALYSIS

The primary outcome is body esteem. Secondary outcomes are internalisation of appearance ideals, mood, engagement in life activities, tendency to engage in appearance comparisons, and skin shade satisfaction.

Intention to treat analysis will use linear mixed models to identify any group differences on relationships between predictors and outcomes. Additionally, analysis of focus group data, intervention fidelity, and participant satisfaction ratings will allow us to evaluate the acceptability of the intervention.

DISSEMINATION

The acceptability and effectiveness findings from this study will be presented in peer-reviewed journals, at conferences, and via the CAR podcast. Additionally, we will disseminate the study through reports/presentations to UNICEF Indonesia, the Indonesian Ministry of Education and Culture, and the Surabaya District Education Office.

REFERENCES

- *U-Report: Indonesia Voice Matters; [updated 2021 January 21]. Available from: <https://indonesia.ureport.in/opinion/4031/>.
Al Sabbah H, Vereecken C, Abdeen Z, Coats E, Maes L. (2009). Associations of overweight and of weight dissatisfaction among Palestinian adolescents: findings from the national study of Palestinian schoolchildren. *J Hum Nutr Diet*.
Hartini N, Fardana NA, Ariana AD, Wardana ND. (2018). Stigma toward people with mental health problems in Indonesia. *Psychol Res Behav Manag*.



COLLABORATORS & STAKEHOLDERS

