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## Promoting Size Acceptance Helping To End Weight-Based Discrimination

The International Size Acceptance Association (ISAA) was founded to educate the world about Self-Respect, Fitness For All Sizes and Healthy Food Choices. Stereotypes and misinformation about weight and fatness diminish the quality of life of all people, not just people of size.

*The Mission of the International Size Acceptance Association is to promote size acceptance and to help end weight-based discrimination throughout the world by means of advocacy and visible, lawful actions.*

Did you know that ISAA has branches across the United States, in Canada, Brazil, the United Kingdom, France, Australia and even the Arab Nations? ISAA's message of size acceptance and Respect, Fitness, Health has reached millions of people through radio, television, newspapers and even through film (the Oscar-nominated documentary "*Supersize Me*"). ISAA representatives have been on the Fox News Channel, National Public Radio, CNN, Al-Jazeera, the BBC, the Discovery Channel, the Laura Ingraham Show and the Wall Street Journal's Work & Family Show. ISAA representatives have been quoted in the *New York Times*, the *Los Angeles Times*, the *Washington Times*, *TIME Magazine* and many other notable publications, television and radio programs, both nationally and abroad.

So why all the attention to what ISAA has to say? ISAA takes a no-nonsense, professional approach to helping save lives through educating the public about health and wellness for people of all sizes as well as the realities of weight-based discrimination and who gets hurt by it (everyone). ISAA also reaches people through its online electronic magazine *Without Measure* (<http://www.withoutmeasure.com>) and ISAA launched the world's first size acceptance online talk radio show (a podcast), "The ISAA Rapport" (<http://www.size-acceptance.org/rapport>) in 2002 and has added ISAA Pods and PODWOM (Podcast Without Measure) as podcast shows.

ISAA believes that by communicating our message through interesting and entertaining mediums, in addition to public appearances and advocacy campaigns, we have the best chance of reaching the most people to give them information they might not otherwise receive or consider. This is to help empower people to make decisions for themselves, armed with the necessary information to make educated choices concerning their health and their bodies, or those close to them.

A rectangular poster with a black background and white text. The text is arranged in several lines. At the top, it says "Spread The Word" in a bold, sans-serif font, repeated three times with some overlapping. Below that, it says "You don't have to fear your body" in a smaller, sans-serif font. Underneath that, the words "OBESITY IS NOT A DISEASE!" are written in a large, bold, sans-serif font, with "NOT" underlined. Below that, it says "Learn about size acceptance at" in a smaller font, followed by the URL "http://www.size-acceptance.org" and "© 2003 ISAA" on the right. At the bottom, it says "Spread The Word" in a bold, sans-serif font, repeated three times with some overlapping. The words "Spread The Word" are also written vertically on the left and right sides of the poster.

## RESPECT

**Because you must respect yourself in order to succeed.**

Self-respect and self-esteem are fundamental parts of the human psyche. They are essential keys to unlocking human potential.

When people feel good about themselves and become secure in who they are, they are able to look beyond their current circumstances and dream of a better life.

ISAA contends that every human being is deserving of a fundamental level of respect.

## FITNESS

**Because people of all sizes can become more fit**

Despite claims to the contrary, people do not have to become slim to become fit; it is possible to be "fit and fat" at the same time.

According to a 1995 Cooper Institute Study of 45,000 men, fat men who were fit lived longer than thin men who were not fit.

Basic low impact exercise such as walking and swimming can have a very noticeable and positive effect on the human body, when maintained on a semi-regular basis. As people become more fit, their chances of living longer increase.

## HEALTH

**Because everyone could benefit from healthier food choices**

Modern work and family schedules are astoundingly fast and frantic, leaving little time for home-cooked or healthy meals. This, combined with a decrease in physically demanding jobs, the invention of mass transportation, computers, video games and the internet have resulted in less physically active societies that are also eating less and less healthily.

And yet, it is possible to make healthy food choices that are not rigorously time-consuming. ISAA is committed to helping inform the public about healthier food choices.



In 2001, ISAA campaigned tirelessly when 3-year old **Anamarie Martinez-Regino** was taken from her parents by New Mexico's Child Protective Services, essentially because of her weight. Her story made the national and international media circuit and still it took over three months to free her. Once she was returned, ISAA hoped this would never happen again. But it did in August 2004 when **Dakota Main** was taken by Child Protective Services in Indiana because he was deemed too fat. Again, ISAA urged the public to contact elected officials to call for the boy's return. In February 2005, as a result of these advocacy efforts, Dakota was returned to his mother, even though there was only limited local media coverage.

It is scenarios like Dakota's and Anamarie's that cry out for ISAA to exist. And as the medical profession continues to scare the public regarding the so-called "obesity epidemic," ISAA will continue to be here to offer a calm, reasoned answer with Respect, Fitness, Health.