



Because you must respect yourself
in order to succeed

Because people of all sizes
can become more fit

Because everyone could benefit
from healthier food choices

The International Size Acceptance Association Presents The Solution To The Worldwide "Obesity Epidemic"

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. Once they begin to dream, armed with self-confidence, they can accomplish practically anything they can imagine.

In contrast, when people are ignored or berated and belittled, whatever self-esteem they have is systematically dismantled and destroyed over time. People in these circumstances invariably withdraw from others, feeling unwanted and unloved. They can become self-loathing, bitter and despairing. Under the most extreme prejudice, people have become suicidal.

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

People who are considered "overweight" or "obese" are often the focus of insult, scorn and discrimination. This is terribly alienating for the person who is fat (or perceived as fat) and that person, simply wanting to be better accepted, will usually try to diet off the weight. This leads to cyclical "yo-yo dieting" because the body changes during weight loss dieting (metabolism slows, fat storage ability increases) and once the person ends their diet, the weight will invariably come back, usually with more weight. This is extremely frustrating, discouraging and humiliating to the person dieting. That person and the people around them will not understand the biological reasons for the failure of the diet and the dieter will end up with the blame for the failed diet.

So the person will try to diet again and again and again. This leads to significant weight gains.

In contrast, had the person been encouraged to feel better about themselves, become more fit, and discover healthier food choices, independent of weight, they most certainly would not have dieted themselves 50 to 100 pounds (or more) heavier, straining their body in the process. The person who feels better about themselves and is properly encouraged (not badgered or intimidated) towards healthy habits will be a more productive person, a better employee, more fun to be around and have an overall better outlook on life.

FITNESS: Because people of all sizes can become more fit

Lack of fitness is more damaging to health and longevity than large body size. People of any size can become more fit and reap the benefits of fitness. 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, swimming and even gardening can have a very noticeable and positive effect on health, when maintained on a semi-regular basis (several times a week). Even though the body may not become slimmer, it will become more fit. In fact, some weight may actually be gained as muscle is gained because muscle weighs more than fat. Energy and stamina will be gained as well. As people become more fit, their chances of living longer increase.

People who are very large can usually do some form of exercise, even if their mobility is limited. The same goes for people who are physically disabled. Although there are obstacles to overcome, everyone is encouraged to do the problem solving necessary to add fitness to their lives. Encourage local fitness facilities to offer swimming, non-impact aerobics, and weight training with a focus on wellness, not weight. Gather a library of plus size fitness videos that address your needs. In short, ISAA promotes increased fitness for people of all sizes and encourages the fitness industry to provide services that meet the needs of small, medium, AND large exercisers.

ISAA is committed to helping encourage people of all sizes to strive for higher levels of fitness and improve their overall quality of life.

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. With a fast food outlet on every corner and commercials on every local and cable channel, their availability, convenience and low prices are both compelling and seemingly unavoidable.

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. It is possible to eat healthy for with a focus on wellness, not weight. People of all sizes face great challenges when trying to make the best food choices possible. Small, medium, and large people are equally encouraged to eat nutritious foods.

ISAA is committed to helping inform the public about healthier food choices for all sizes.

In the months to come, ISAA will strive to inform the broadest audience possible about the Respect Fitness Health Initiative. We need your help to get this information to others. Please give this brochure to friends and family. Likewise, copy it and send it to your local health department and city and/or county officials. Send it to your state or local politicians. Mail it to local and national television and radio talk show hosts and celebrities.

Tell everyone that ISAA is committed to saving lives and improving the quality of life of people of all sizes.

If you have questions, please call **512.371.4307** or e-mail me at: **Director@size-acceptance.org**

Thank you for your time and your help. It is deeply appreciated.

Sincerely,
Allen Steadham, Director
International Size Acceptance Association