

COST Action Final Achievement Report

IS1210: Appearance Matters: Tackling the Physical and Psychosocial Consequences of Dissatisfaction with Appearance (28/05/2013 to 27/05/2017)

The Action was approved by the Committee of Senior Officials (CSO) on 21-11-2012 and has the MoU reference COST IS1210-MoU.

This report was submitted on 27-06-2017 by the Action Chair on behalf of the Management Committee in fulfilment of the requirements of the rules for COST Action Management, Monitoring and Final Assessment.

Action leadership and participants

Leadership Positions

Position	Name	Contact details	Country of work affiliation
Chair	Prof Nichola Rumsey	nichola.rumsey@uwe.ac.uk +44 1225484024	UK

Position	Name	Contact details	Country of Nomination
Vice Chair	Mr Thomas Nilsen	thomas@nilsen.com +4797192940	NO

Working Groups

#	WG Title	# of participants	WG Leader	Country of nomination
1	Educational settings	14	Prof Márta Fülöp fmarta@mtapi.hu	HU
2	Vocational training settings	12	Mr Thomas Nilsen thomas@nilsen.com	NO
3	Public health	18	Ms Sigrun Danielsdottir sigrun.daniels@gmail.com	IS
4	Health care settings	46	Dr Martin Persson jmpuwe@gmail.com	UK
5	Social and Cultural issues	43	Prof Silvana Greco silvana.greco@fondazione- bondonipastorio.eu	IT

Participants

COST Member Countries and Cooperating State having accepted the MoU

AT	05/03/2013	BE	25/04/2013	BA	07/04/2014	BG	07/04/2014	HR	07/05/2013
CY	26/05/2015	DK	11/01/2013	EE	10/09/2013	FI	25/04/2013	FR	23/01/2013
DE	21/01/2013	EL	13/03/2013	HU	26/03/2013	IS	17/01/2013	IE	13/02/2013
IL	09/04/2013	IT	10/04/2013	LV	31/10/2013	LT	08/05/2013	MT	14/01/2013
ME	20/10/2015	NL	10/06/2013	NO	10/01/2013	PL	27/03/2013	PT	28/03/2013
RO	27/03/2013	RS	11/12/2013	SK	13/02/2013	SI	09/02/2015	ES	04/12/2012
SE	07/02/2013	CH	23/01/2014	UK	27/11/2012	MK	21/05/2014		

Other Participants

Institution Name	Country
University of Auckland	New Zealand
Universidad de Buenos Aires	Argentina

Summary

Main aim/ objective

The main objective of the Action is to co-ordinate and increase the capacity for research focussing on the prevalence of appearance-related distress in COST countries, the negative impacts in key areas of living, and the efficacy of interventions to ameliorate distress.

The Action addressed this as described below.

Using all available COST mechanisms at its disposal, this Action was very successful in attracting a large membership of 243 registered participants on the COST portal (178 active members) from 34 COST countries and 2 IPCs. Twelve Task Groups clustered within the 5 Working Groups gathered information and resources, agreed protocols for collaborative research and in some cases developed funding bids to underpin their future work (12 bids submitted in total). In addressing the three main themes of the Action (establishing the prevalence of appearance-related distress in COST countries; increasing knowledge of the negative impacts in key areas of living; evaluating the efficacy of interventions) these Task Groups (and associated Action activities) were instrumental in forging enduring links between researchers and practitioners. All Action events attracted capacity audiences. The 2 conferences, 2 Workshops and 4 Training Schools attracted over 771 participants, with Outreach events engaging a further 350. Broad media coverage of Action events also ensured the dissemination of the Action's work to large audiences across Europe.

Action website

www.appearance matters.eu

Achievement of MoU objectives, deliverables and additional outputs/ achievements

MoU objectives

The Action had the following specific objectives.

MoU objective	Level of achievement	Further information (hyperlink or other)
<p>construct a multidisciplinary community of researchers and practitioners which will develop comprehensive resources to support collaborative pan-European research to (a) determine the extent and impacts of appearance-related distress on key areas of living, (b) evaluate the effectiveness of interventions and (c) promote social activism to produce changes in policy and practice</p>	<p>76 - 100%</p>	<p>This Action has been highly successful in establishing a multidisciplinary, pan-European community of researchers and practitioners. From a membership of representatives from 23 European countries at the kick-off meeting, the membership grew rapidly to 34 COST countries and 2 IPCs, a total of 243 registered Action members. The level of representation from Inclusiveness Target Countries has been very high, at 17. The rapid (and initially unexpected) expansion of the Action led to a reformulation of the original Working Groups in Year 2. With the aim of catering for the breadth of interest and expertise of members and also to encourage active participation from as many members of the Action as possible, 12 Task Groups were formed, based on themes generated from the Action membership in Year 1. These Task Groups focused not only on the 3 major themes encompassed within this Objective, namely (i) the extent of impacts of appearance-related distress on key areas of living (Task Groups 2, 4, 6,7,8,9, 10), (ii) evaluating the effectiveness of interventions (Task Groups 3, 5, 12), and (iii) the promotion of social activism (Task Group 3), but also extended the work of the Action to establish collaborations in related areas of interest (Task Groups 7, 8,9,10,11).</p> <p>All Task Groups used Action mechanisms (meetings, workshops, Training Schools, conferences) to discuss and develop the resources necessary to conduct collaborative research and to establish collaborations that will endure beyond the life of the Action.</p>
<p>Increase and coordinate research across Europe through the initial establishment and progressive growth of an interdisciplinary research network (to be assessed by the numbers joining the Action, attending training schools and conferences)</p>	<p>76 - 100%</p>	<p>This Action made full use of all COST mechanisms to establish an interdisciplinary research network. By the time of the closing event in Year 4, the Action's membership totalled 243. Action events were also promoted to local research, practitioner and stakeholder communities, further enhancing the reach and influence of these activities.</p> <p>As planned, the Action included 2 Workshops and 2 conferences attended by 671 members and other delegates, 4 Training Schools (attended by 100 Action members and local delegates) and a total of 20 Short Term Scientific Missions, as follows.</p> <p>Year 1</p>

		<p>Workshop 1: <i>Appearance Matters: Tackling the Physical and Psychosocial Consequences of Appearance Dissatisfaction</i>. Castiliogne, Italy.</p> <p>Training School 1: <i>Identifying key measures for collaborative research</i>. Poznan, Poland.</p> <p>5 Short Term Scientific Missions</p> <p>Year 2</p> <p>Workshop: <i>Translating Research into Practice</i>. Plovdiv, Bulgaria</p> <p>Training School 2: <i>Interventions to prevent or ameliorate appearance dissatisfaction: Examining the evidence</i>. Bristol, UK</p> <p>5 Short Term Scientific Missions</p> <p>Interim Conference: <i>The Impact of Appearance Dissatisfaction in our Society I</i>. Kristianstad, Sweden.</p> <p>Year 3</p> <p>Training School 3: <i>Assessing appearance dissatisfaction in marginalised and socially disadvantaged groups</i>. Msida, Malta.</p> <p>3 Short Term Scientific Missions</p> <p>Year 4</p> <p>Training School 4: <i>Social Activism in the Appearance Sector</i>. Bristol, UK</p> <p>6 Short Term Scientific Missions</p> <p>Final Action Conference <i>The Impact of Appearance in Our Society II</i>. Ljubljana, Slovenia.</p>
<p>Increase scientific understanding across Europe of the prevalence and impact of appearance dissatisfaction in priority areas of mental and physical health, and of techniques to prevent or ameliorate distress, through the (a) sharing of expertise amongst existing members of the Action (b) invitations to experts from non-COST countries to address Action members (c) facilitation of research through a series of training schools & workshops (d) development of resources (in the form of "toolkit" hosted on a purpose-designed website) to support research, including briefing papers, literature reviews of the evidence base, key references, recommended measures, research protocols and resources to facilitate the implementation and evaluation of interventions</p>	<p>76 - 100%</p>	<p>All of the 12 Task Groups used their face-to-face and email interactions to share their expertise and experience to develop strategies to increase understanding of the prevalence and impact of appearance dissatisfaction in a range of key areas of mental and physical health. Specific examples include Task Group 2, whose members focused on improving understanding of the body self-esteem, academic outcomes and career aspirations in young adults in 8 European countries; Task Group 7 that developed a protocol and shared database to better understand young adults' use of social networking, levels of appearance concern and cyberbullying; Task Group 8 whose members focused their attention on ways to better understand factors associated with appearance anxiety in women in midlife using data collected from 8 countries; Task Group 9 developing collaborative research protocols to examine the impact of social and cultural factors influencing appearance (dis)satisfaction across 10 European countries and Task Group 11, developing methods of examining positive body</p>

image amongst teenagers in 4 European countries.

The expertise of additional experts from across the globe was engaged through invitations to deliver keynote addresses at the Action's 2 conferences, as Trainers for the 4 Training Schools and as facilitators of the 2 Workshops.

These experts included:

Prof Susan Paxton (LaTrobe University, Melbourne, Australia). Keynote, Interim Conference

Cassie Aspinall (Lead Social Worker, Craniofacial Centre, Seattle Children's Hospital. Keynote, Interim conference

Dr. Bryn Austin (Harvard School of Public Health, Boston, USA). Keynote, Interim Conference

Mr Darryl Roberts (Film Producer, Chicago, USA). Facilitator, Interim Conference

Prof Didier Jouran (Universit e Claude Bernard, Lyon, France) Facilitator, Workshop 2

Dr. James Partridge (CEO 'Changing Faces). Facilitator, Workshop 2.

Dr. Alex Clarke (Lead Consultant Psychologist, Royal Free Hospital, London). Trainer, Training School 2

Sharon Heywood, Social Activist and Chair, Endangered Bodies, Agrentina. Trainer, Training School 4

Andy Ridgeway, Senior Lecturer in Science Communication, UWE, Bristol, UK. Trainer, Training School 4.

Professor Ron Strauss (Vice President, University of Chapel Hill, North Carolina, USA) Keynote speaker. Final conference

Dr. Zali Yager (Senior Lecturer, Victoria University, Melbourne, Australia). Keynote, final conference.

Dr. Clare Chambers (Senior Lecturer, University of Cambridge, UK). Keynote, final conference.

Dr. Anna Faustova (Clinical Psychologist, Russia). Keynote, final conference

Elena Rossini (Film Producer, France) Keynote, final conference

Originally, it was envisaged that resources would be developed to support one pan-Action research initiative, however, the rapid expansion of the Action membership led to the realization that this part of Objective 3 would need to be achieved

		<p>rather differently. Instead, each of the 12 Task Groups formed in Year 2 to support the size and breadth of the Action, were tasked with amassing resources to support their own work, including literature reviews, key references, the choice of key measures for collaborative research, and common protocols. These resources were successfully gathered and underpinned the work outlined in their final reports - http://appearancematters.eu/FINAL-CONFERENCE , http://appearancematters.eu/Resources-</p>
<p>Promote the sustainability of the network beyond the life of the Action by (a) developing an agreed agenda for pan-European, collaborative research (b) achieving consensus on core measures and protocols to underpin collaborative research (c) developing an international database for managing data associated with collaborative projects (d) identifying potential funding sources and developing collaborative funding applications</p>	<p>76 - 100%</p>	<p>The sustainability of the collaborations established during the Action has been promoted through the creation of the 12 Task Groups, increasing the commitment of as many members of this large Action as possible to engage in discrete tasks. Each Task Group developed an agreed agenda for collaborative research, actively achieving a consensus on methodology, measurement, data collection, analysis and dissemination. Several developed shared (and thus international) databases for the collection of data, including Task Group 1 (database to capture information from a collaborative systematic review of measures in this field), Task Group 2 (database to capture information on body self esteem, academic outcomes and career aspirations in a pan-European study), Task Group 4 (database to capture information about health behaviours and body image among university students in a cross-cultural study) Task Group 7 (database to support a pan-European study of social media use and impacts on appearance dissatisfaction), Task Group 11 (database to compare data sets from 4 countries relating to positive body image in samples of adolescents) and Task Group 12 (capturing information relating to interventions for people living with disfigurement across Europe).</p> <p>Considerable success was achieved in relation to identifying potential funding sources (itself a focus in Workshop 2) and achieving funding for collaborative research between Action members (see section "Projects resulting from the Action activities" in this report).</p>
<p>Offer support to the high proportion of female and early career researchers in this field through a programme of mentorship, Short Term Scientific Missions and Training Schools</p>	<p>76 - 100%</p>	<p>This has been achieved in a number of ways. Of a total Action membership of 178, 138 are females, and 110 were Early Career Researchers. The commitment to supporting ECRs was shown from the initiation of the Action, with the Chair a female and the Grant Holder an ECR. Applications from ECRs for STSMs, Workshops and Training Schools were prioritised, with a total of 14 of the total of 20 STSMs completed by ECRs (70%), 17 female recipients of STSM awards (85%), 43 ECRs attending at Training Schools from a total of 67 (64%) and 88% of trainees being female.</p> <p>ECRs led a number of the Task Groups (TG 1, 3, 5, 6, 7, 8, 11) and three ECRs were included in</p>

		the Action's Core Group. 10 of the 12 Task Groups were led by females.
Promote awareness of the impacts of appearance dissatisfaction and the potential for intervention amongst key stakeholders and policy makers through (a) training workshops in social activism open to members of the Action and others (b) an interim Conference (year 2) and final Summit (year 4) for all relevant parties	76 - 100%	This objective was fully achieved in line with the original MoU. A Training School on Social Activism was held in Year 4 with expert trainers from the UK and Argentina. One Task Group (TG 3) and a cross-cutting Workstream focussed on social activism and methods of involving and influencing gatekeepers to resources and policy were emphasised as part of the 2 Action workshops. Key stakeholders were invited and attended the two Action conferences in order to raise their awareness of the impacts of appearance dissatisfaction in key areas of living. Resources relating to social activism were compiled by Task Group 3 and shared with members at the final conference

Deliverables

The Action reported the following deliverables:

Deliverable	Timing of deliverable	Further information (hyperlink or other)
Establish interdisciplinary networks consistent with the Action's objectives	Delivered	Establishment of Working Groups Years 1-2; Establishment of 12 Task Groups Years 2-4 http://appearancematters.eu/FINAL-CONFERENCE
Invite experts from non-COST countries to share their expertise through the medium of Action Training Schools, Workshops and conferences	Delivered	Through keynote addresses at the Conference in Year 2 and the final Conference in Year 4; through the engagement of expert trainers for the Training Schools; through the use of expert facilitators for Workshop 2: https://youtu.be/WStr1IIB_GA : http://appearancematters.eu/Bulgaria-2015 : http://appearancematters.eu/Slovenia-2017
Toolkit of resources to support collaborative research hosted on the Action website	Delivered	Due to the rapid expansion in membership (not foreseen at kick-off), 12 Task Groups were formed. Each has developed its own resources to support collaborative research. Details are available on the Action website: http://appearancematters.eu/FINAL-CONFERENCE : http://appearancematters.eu/Resources-
Successful completion of Short Term Scientific Missions as outlined in MoU	Delivered	Details available on Action website : http://appearancematters.eu/workgroup/11-STSMs-participants
Collaborative funding bids developed and submitted	Delivered	EU funding applications submitted involving Action members: A total of 12 funding applications were submitted during the life of the Action involving collaborative working between Action members: 7 have been approved, 1 not approved, 4 are currently under consideration
Staging an interim conference and final Action event with multidisciplinary speakers and audiences	Delivered	Action website: http://appearancematters.eu/Conference- : http://appearancematters.eu/Slovenia-2017

<p>Staging outreach events to inform additional stakeholders about the focus and importance of the Action</p>	<p>Delivered</p>	<p>A wide variety of outreach events were staged:</p> <ol style="list-style-type: none"> 1. "America the Beautiful" 8th December 2014, Kristianstad, Sweden A documentary movie about how beauty ideals influence our society and the consequences of this. The film was shown to University students and for general population in 2 viewings. https://www.youtube.com/watch?v=oclf9bi9ZC8 http://www.svt.se/nyheter/regionalt/sydneytt/utseendefixering-kryper-langre-ner-i-aldrama 2. Symposium "APPEARANCE MATTERS" - Local Outreach Event, Monday, 13th April, 2015 http://appearancematters.eu/Hungary-2015 3. Workshop. Riga Stradins University Riga, Latvia, Wednesday 13th of May, 2015 http://appearancematters.eu/Riga-2015 4. Conference Paper: "Appearance Matters". Medical University Plovdiv, Bulgaria (Conference open to students, professionals, researchers) http://appearancematters.eu/Bulgaria-2015 5. Screening of the film "Miss Representation" at the US Embassy, Malta, November 2015 attended by more than 50 guests, hosted by Ambassador Abercrombie-Winstanley. http://appearancematters.eu/Training-school-3 6. Outreach event at the Medical Faculty, Ljubljana, Slovenia 31 March 2016 for 60 people. 7. Lecture "The Psychosocial Impacts of Appearance Dissatisfaction". Attended by 35 students in the public health school and dental school, Ljubljana, Slovenia, March 2017.
<p>Action members actively engaged in collaborative (non funded) research, with outcomes presented at final Summit</p>	<p>Delivered</p>	<p>All Task Groups presented their (non funded) collaborative research and outputs at the final Conference: http://appearancematters.eu/FINAL-CONFERENCE</p>

Additional outputs/ achievements

The following outputs/ achievements also resulted from the Action.

The Action reported 6 publications on the topic of the Action, co-authored by at least two Action participants from two countries participating in the Action, and for which the Action networking was necessary.

Co-authored Action publications - peer-reviewed

1. Franko, D. L., Fuller-Tyszkiewicz, M., Rodgers, R., Holmqvist Gattario, K., Frisen, A., Diedrichs, P. C., Ricciardelli, L. A., Yager, Z., Smolak, L., Thompson-Brenner, H. and Shingleton, R. (2015) [Internalization as a mediator of the relationship between conformity to masculine norms and body image attitudes and behaviors among young men in Sweden, US, UK, and Australia.](#)*Body Image*, 15. pp. 54-60. ISSN 1740-1445
2. Holmqvist Gattario, K., Frisen, A., Fuller-Tyszkiewicz, M., Ricciardelli, L. A., Diedrichs, P. C., Yager, Z., Franko, D. L. and Smolak, L. (2015)[How is men's conformity to masculine norms related to their body image? Masculinity and muscularity across western countries.](#)*Psychology of Men and Masculinity*, 16 (3). pp. 337-347. ISSN 1524-9220
3. De Jesus, A., Ricciardelli, L. A., Frisen, A., Smolak, L., Yager, Z., Fuller-Tyszkiewicz, M., Diedrichs, P. C., Franko, D. L. and Holmqvist Gattario, K. (2015) [Media internalization and conformity to traditional masculine norms in relation to body image concerns among men.](#)*Eating Behaviors*, 18.

4. Kling, J., Rodgers, R. F., & Frisén, A.(2016). Young Men's Endorsement and Pursuit of Appearance Ideals: The Prospective Role of Appearance Investment. *Body Image, 16*, 10-16.
5. **Title:** SUPPORTING PATIENTS WITH BODY DISSATISFACTION: A SURVEY OF THE EXPERIENCES AND TRAINING NEEDS OF EUROPEAN MULTI-DISCIPLINARY HEALTHCARE PROFESSIONALS

Authors:

Heidi Williamson^a (DHealth Psych), Paolo Antonelli^b, Åsa Bringsén (PhD)^c, Gareth Davies^d, Davide Dèttore^b, Diana Harcourt (PhD)^a, Gita Hedin^c, Arnoldas Jurgutis^e, Faustas Stepukonis^e, Ümit Turalı^f, Ayşe Dilara Yalçın^f, Martin Persson (PhD)^a,

Submitted to NursingPlus Open.

6. Konradsen, H., Torres, S., Lemoine, J. E., & Khalaf, A. (submitted). Positive Body Image in Adolescence across four European Countries: A study protocol. *BMC Pediatrics*.

Projects

The Action reported 7 project(s) and 5 proposal(s) resulting from the Action networking.

Key details of the projects are shown below

1. IHM: Improving the long-term outcomes in children with congenital anomalies by implementing an Innovative Health Educational Module for staff in health care and NGO settings.
(Other EU - Erasmus+ 2015 Key Action 2 (KA2), Strategic Partnerships Project)
2. Face Value: Optimising the psychosocial care for individuals with birth defects in Europe by implementing an innovative training method for staff in health care and NGO settings
(Other EU - Erasmus+ 2014 Key Action 2 (KA2), Strategic Partnerships Project)
3. When Looks Get in the Way: Optimising patient outcomes through the training of health care professionals
(Other EU - Erasmus+ 2014 Key Action 2 (KA2), Strategic Partnerships Project)
4. Be Positive: A positive psychological approach to enhancing resilience and utilising strengths in European unemployed youth.
(Other EU - Erasmus+ 2014 Key Action 2 (KA2), Strategic Partnerships Project)
5. Mirror, mirror- VET Student's appearance concerns and the influence on completion rates in VET and on their success rates on the job market
(Other EU - LEONARDO DA VINCI-TRANSFER OF INNOVATION PROJECT)
6. Cutting Edge Training: Optimising medical outcomes for patients undergoing appearance altering procedures via innovative training of health care professionals.
(Other EU - Erasmus+ 2017 Key Action 2 (KA2), Strategic Partnerships Project)
7. European Cleft and Craniofacial Initiative for Equality in Care
(Other EU - COST)

Other outputs / achievements

The following other outputs/ achievements contributing to the COST mission resulted from the Action:

1. Evidence of the Action's success in identifying the impacts of appearance dissatisfaction as an important current societal and public health issue is demonstrated by the adoption of the policy that the impact of appearance concerns should be addressed in the Primary Health Care System by The

Expert Group on Primary Health and Prison Health Systems in the Northern Dimension Partnership in Public Health and Social Wellbeing. (This partnership involves a cooperative effort of nine European & Baltic region governments, the European Commission and eight international organisations, including The World Bank

http://www.ndphs.org/?about_nd#Geographical_area_covered

Impacts

The Action reported the following impact(s):

Description of the impact, i.e. what will change, and for whom, as a result of what the Action achieved	Type of impact	Timing of impact
Increased awareness amongst a large network of researchers and practitioners of the prevalence of appearance dissatisfaction in Europe and of the extent and type of negative impacts	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Achieved
Increased awareness amongst researchers and practitioners of the need to interrogate the evidence base underpinning interventions to ameliorate or prevent appearance distress	<ul style="list-style-type: none"> • Scientific / Technological 	Achieved
Greater awareness of the potential of social activism to challenge the prevailing 'beauty myths' explicit or implicit in advertising, social media and underpinning the cosmetics industry	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Achieved
Enhanced awareness of resources to support teaching (at primary, secondary and tertiary levels), interventions (educational, public health, clinical) and efforts to promote positive attitudes towards diversity in appearance across Europe	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Achieved
Improved levels of understanding amongst researchers and practitioners of the potentially discriminatory nature of the pressures from the cosmetic industry (the 'beauty myths') on those from socially disadvantaged groups and those with disfigurements and of ways to promote positive appearance attitudes in those affected.	<ul style="list-style-type: none"> • Scientific / Technological • Economic • Societal 	Achieved
Increased awareness of funding sources for collaborative research in this sector, of the priorities of funders and of key areas of priority within the EU.	<ul style="list-style-type: none"> • Scientific / Technological • Economic 	Achieved
The forging of enduring partnerships between researchers and practitioners in this sector, enriching the daily work of Action participants going forward.	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Foreseen within 2 years
The creation of resources to underpin collaborative research, including agreed core measurement instruments, agreed protocols for data collection and analysis, common databases, key reading lists. This will sustain the increased capacity for research created by the Action and will encourage enduring research collaborations going forward.	<ul style="list-style-type: none"> • Scientific / Technological 	Foreseen within 2 years
A series of open access publications from 5 Task Groups (underpinned by the Action's FAD) will further disseminate the work of the Action through a wide range of scientific and practice journals and the results of the collaborative research established during the Action will become available to all.	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Foreseen within 2 years
The fully populated and functional Action website will remain available for the foreseeable future, allowing free access to many of the resources and materials curated as part of the Action. www.appearance matters.eu	<ul style="list-style-type: none"> • Scientific / Technological • Societal 	Foreseen within 2 years

Dissemination and exploitation of Action results

Dissemination and exploitation approach of the Action

The Action's dissemination and exploitation approach as well as all activities undertaken to ensure dissemination and exploitation of Action results and the outcomes of these activities are described below.

COST Action participants facilitated information about the project in Europe and the rest of the world via the following steps: 1. CONFERENCES AND WORKSHOPS 2. PRESENTATIONS TO SPECIFIC TARGET GROUP 3. PRESS RELEASES 4. NEWSLETTERS 5. PRESS AND ARTICLES IN THE INTERNET 6. USE OF ONLINE BUSINESS AND SOCIAL NETWORK SERVICES See links for TV interviews and newspaper articles in the section "Other Dissemination Activities" The outcome of these activities are described on the Appearance Matters website, under outcomes - <http://appearancematters.eu/FINAL-CONFERENCE>

Dissemination meetings funded by the Action

The Action did not fund any Dissemination Meetings

Other dissemination activities

The Action also undertook the following dissemination activities.

Activity	Swedish TV Interview
Target	Swedish General Population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	http://www.tv4play.se/program/nyhetsmorgon?video_id=3029500&utm_medium=sharing&utm_source=permalink&utm_campaign=tv4play.se

Activity	European TV Interview
Target	Europe General Population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	https://youtu.be/rhmgzmgGXAE

Activity	Swedish TV Interview
Target	Swedish General Population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	http://www.svt.se/nyheter/regionalt/sydneytt/utseendefixering-kryper-langre-ner-i-aldrarna

Activity	Bulgarian TV – Interview with Bulgarian partner talking about appearance issues at the section 1.20 the tv program
Target	Bulgarian General Population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	http://tv7.bg/%D0%94%D0%BE%D0%B1%D1%80%D0%BE-%D1%83%D1%82%D1%80%D0%BE-%D0%91%D1%8A%D0%BB%D0%B3%D0%B0%D1%80%D0%B8%D1%8F-%D0%94%D0%B8%D1%81%D0%BA%D1%83%D1%81%D0%B8%D1%8F-%D0%B7%D0%B0-%D1%85%D0%BE%D1%80%D0%B0%D1%82%D0%B0-%D1%81-%D0%B0%D0%BD%D0%BE%D0%BC%D0%B0%D0%BB%D0%B8%D0%B8_i.102_i.10198174.html#.VfR21xHtlBc

Activity	Bulgarian TV/Newspaper
Target	Bulgarian General Population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	http://bnr.bg/plovdiv/post/100599499/plovdiv-e-centar-za-lechenie-na-licevi-anomalii-pri-decata

Activity	Swedish Radio
Target	Swedish General Population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	http://sverigesradio.se/sida/artikel.aspx?programid=86&artikel=6041507 http://sverigesradio.se/sida/artikel.aspx?programid=101&artikel=6041250 http://sverigesradio.se/sida/artikel.aspx?programid=1637&artikel=6042249 http://t.sr.se/1BzQsQD

Activity	News-papers Articles
Target	General population
Outcome	Enhanced awareness & knowledge about potential negative impacts of appearance concerns; awareness of the focus of COST Action IS1210
Link	http://www.expressen.se/halsoliv/unga-mest-missnojda-med-sina-kroppar/ http://www.ystadsallehanda.se/familj/barns-fixering-vid-utseende-kan-vara-farligt/ http://www.nsk.se/2015/11/04/kampar-mot-osunda-ideal/ http://plovdiv.topnovini.bg/node/628152 http://alfarss.net/1441695848.html http://www.dcnnews.bg/медици-от-цял-свят-обсъждат-проблемит/ http://www.theguardian.com/education/2015/oct/19/appearance-bullying-children-facial-disfigurements-body-image http://www.credoweb.bg/litsevite-anomalii-i-problemite-na-patsientite-diskutirat-na-mezhdunarodna-sreshhta-na-eksperti-v-mu-plovdiv-content-71433.html

Activity	Slovenian TV interview about the COST Action - around minute 24 in the program
Target	General public
Outcome	Increased awareness about the impact of appearance in our society
Link	http://4d.rtvsl.si/arhiv/odmevi/174468712

Activity	For the duration of the Action, the members have disseminated the importance of the Action in over 100 local, regional, National and International meetings, conferences and relevant policy events. Also due to the success of projects resulting from the Actions activities increased the dissemination and exploitation outcome considerably.
Target	Students in various fields, policy makers, Healthcare professionals, researchers, general population, teachers, psychologist, social workers, social activism.
Outcome	In total, the Action consortium has reached over 17000 people during the 4 years
Link	http://appearancematters.eu/uploads/Dissemination%20outcomes.pdf

Exploitation activities

The Action undertook the following activities to ensure exploitation (use, in particular in a commercial context) of the Action's achievements.

No input provided by the Action

Action Success(es)

The Action's two most significant successes were the following

- Focusing on a key contemporary social issue, the reach of this Action has been its main success story. With representation from 34 low, middle and high income COST countries, 174 researcher and practitioner members, the majority of whom were female, ECR or both, all with their own extended networks, very well attended conferences, workshops and training schools, outreach events and extensive media interest, the Action has influenced the thinking of many and the practice and research of its large membership.
- The enthusiasm and commitment of Action members have led to 12 applications for funding to extend the collaboration and work of researchers and practitioners. Seven have been successful and 4 remain under consideration. Further bids amongst Action collaborators are planned in future. The bids include groundbreaking research proposals, and the development of training and intervention resources in educational and health care settings. These in turn will influence changes in health care provision, educational outcomes, public health and psychological wellbeing.

Action Expenditure

The table below shows the budget allocated to the Action for each Grant Period.

#	Grant Period	Start Date	End Date	Budget allocated to Action (EUR)
1	CGA-IS1210-1	1-6-2013	31-5-2014	156,000.00 (EUR)
2	CGA-IS1210-2	1-6-2014	31-5-2015	194,000.00 (EUR)
3	CGA-IS1210-3	1-6-2015	30-4-2016	170,000.00 (EUR)
4	AGA-IS1210-4	1-5-2016	30-4-2017	140,944.00 (EUR)