

## **Fashion and beauty as health promotion tools**

Fashion has links with many key health promotion lifestyle issues such as

- Sexuality e.g. clothes or makeup to attract sexual partners
- Emotional wellbeing e.g. around self image and identity
- Obesity e.g. around body shape
- Cancer e.g. sun safety and breast awareness
- Falls e.g. around safe slippers

It also ties in with many of the wider determinants of health both in the UK and in the Third World such as

- Sweat shop labour
- Sustainability

These therefore offer health workers a range of opportunities to engage target groups interested in fashion and beauty. Below are some possible examples.

1. Run Ann Summers type parties on sex and relationship issues
2. Have fashion shows around sun safety
3. Produce magazines on fashion and also look at it in terms of eating disorders, self esteem, sexual stereotypes etc
4. Train hairdressers etc to pass on health messages in conversation
5. Use the links between football shirts etc and fashion to involve a wider group of people in the football and health promotion activities in this website
6. Have sessions on bra fitting and underwear generally as a way of also looking at breast awareness, breast feeding etc
7. Have advice sessions on what clothes suit different shapes, and also address diet and exercise issues. Charity shops might be an interesting partner here
8. Have fashion parties around recycling or modifying clothes for babies, children or adults. This addresses some of the wider issues of health such as sustainability
9. Cover international public health issues in terms of sweat shop labour in a romantic novel format
10. Some audiences might be interested in issues around fur, leather and healthy vegetarian eating
11. Hold pamper days including makeup and sun safety advice
12. Get fashion students to design stylish T-shirts or accessories promoting health images
13. Also get them to design fashionable falls protection underwear as an awareness raising stunt
14. At health fairs, try using large jigsaws of health and fashion images as a way of attracting people over. Doing the puzzle together also gives you an excuse to talk to them. Many photographic stalls will now produce individual jigsaws quite cheaply