



California State University, Northridge

Senate Bill No: 2012-13-04

Date: 11-05-12

Author: Marquise Foster

Referred To: COMMITTEE OF THE WHOLE

Committee Action: Senate approved on 11-09-12 (votes: 18-0-0)

Subject: Resolution in Support of “The Media and Public Health Act Campaign” Goals.

- 1. WHEREAS:** The Associated Students (A.S.) Board of Directors is the voice for more than 36,000 students at California State University, Northridge (C.S.U.N); and
- 2. WHEREAS:** A.S. is the primary advocate for students at California State University, Northridge and provides services to enhance a learning- focused campus environment and raise awareness of issues that affect C.S.U.N students; and
- 3. WHEREAS:** In accomplishing that mission, A.S. strives to advocate on behalf of students in support or disapproval of social and political campaigns that effect student success; and
- 4. WHEREAS:** The Media and Public Health Act Campaign at CSUN is an interdisciplinary service-learning project to educate, engage, and empower students about the importance of labeling photoshopped images that digitally alter the human form in meaningful ways; and
- 5. WHEREAS:** The Media and Public Health Campaign Act at C.S.U.N is a partnership with The National Eating Disorders Association (N.E.D.A)to introduce and pass federal legislation into the United States Congress requiring “Truth in Advertising” labels on photoshopped images that meaningfully alter the human form; and

- 6. WHEREAS:** Photoshopped or airbrushed images that meaningfully alter the human form can normalize unrealistic body ideals that can lead to poor self-esteem, disordered eating, and unhealthy lifestyle choices; and
- 7. WHEREAS:** College students are considered a target audience for advertising that features digitally altered images of models and celebrities and an at-risk population for eating disorders; and
- 8. WHEREAS:** There is an increasing prevalence of eating disorders among college students resulting from developmental stressors related to coping with establishing social acceptance with peers, independence from parents, and exploring their identity, sexuality, and body image; and
- 9. WHEREAS:** 3 in 10 California State University, Northridge students admit to having or have had an eating disorder and 6 in 10 students know someone who has or had an eating disorder; therefore, let it be

- 1. RESOLVED:** That the A.S. Board of Directors express absolute approval of the goals behind “The Media and Public Health Awareness Campaign”; and let it be further
- 2. RESOLVED:** That the A.S Board of Directors strongly urge the California State Student Association (C.S.S.A) to vote in support of the goals behind “The Media and Public Health Awareness Campaign; and be it finally
- 3. RESOLVED:** That copies of this resolution will be available to all who seek it. Copies will be sent out, but not limited, to:

- Dianne Harrison, CSUN President
- William Watkins, CSUN Vice President of Student Affairs and Dean of Students
- Daily Sundial
- Charles B. Reed, CSU Chancellor
- Timothy P. White, Incoming CSU Chancellor
- California State Student Association
- CSSA President, David Allison
- Tom Torlakson, State Superintendent of Public Instruction
- Victoria Stotts, J.A.D.E Director, Counselor

- Mark Stevens, Director, University Counseling Services
- Anita Slechta, Chair, Department of Health Sciences
- Melissa Lalum, Daily Sundial
- Linda Bowen, Journalism Department
- Dr. Bobbie Eisenstock, Journalism Department
- Merri Whitelock, Center for Innovative and Engaged Learning Opportunities

Sydni Powell
President, 2012-2013

Christopher Woolett
Vice President, 2012-2013