



Deposited via The University of Sheffield.

White Rose Research Online URL for this paper:

<https://eprints.whiterose.ac.uk/id/eprint/170962/>

Version: Accepted Version

---

**Article:**

AlShebali, M., Becker, C., Kellett, S. et al. (2021) Adapting the body project to a non-western culture : a dissonance-based eating disorders prevention program for Saudi women. *Eating and Weight Disorders - Studies on Anorexia, Bulimia and Obesity*, 26 (8). pp. 2503-2512. ISSN: 1124-4909

<https://doi.org/10.1007/s40519-021-01104-9>

---

This is a post-peer-review, pre-copyedit version of an article published in *Eating and Weight Disorders*. The final authenticated version is available online at:  
<https://doi.org/10.1007/s40519-021-01104-9>.

**Reuse**

Items deposited in White Rose Research Online are protected by copyright, with all rights reserved unless indicated otherwise. They may be downloaded and/or printed for private study, or other acts as permitted by national copyright laws. The publisher or other rights holders may allow further reproduction and re-use of the full text version. This is indicated by the licence information on the White Rose Research Online record for the item.

**Takedown**

If you consider content in White Rose Research Online to be in breach of UK law, please notify us by emailing [eprints@whiterose.ac.uk](mailto:eprints@whiterose.ac.uk) including the URL of the record and the reason for the withdrawal request.





1

2

## **Declarations**

### **Funding**

4 This research was funded by Princess Nourah Bint Abdulrahman University.

### **Conflicts of interest**

6 CB earns royalties from the Body Project. The authors have no other interests to declare.

### **Availability of data and material**

8 The data used are available on reasonable request to the corresponding author.

### **Code availability**

10 Not applicable.

11

12

## **Authors' contribution**

13 **Munirah AlShebali:** Investigation, Resources, Data Curation, Writing - Original Draft ,

14 Funding acquisition, Validation, Project administration. **Carolyn Becker:** Methodology.

15 **Stephen Kellett:** Supervision, Writing - Review & Editing. **Ahmad AlHadi:** Supervision,

16 Writing - Review & Editing **Glenn Waller:** Methodology, Conceptualization, Visualization,

17 Formal analysis, Supervision, Writing - Review & Editing.

18

**Adapting The Body Project to a non-Western culture: A dissonance-based eating disorders prevention program for Saudi women**

Eating disorders are commonly viewed as disorders of the Western world, given their characteristic beauty standards, collective opinions, and individual attitudes encouraging extreme thinness [1]. However, Saudi females also suffer from eating pathology and body image issues at a level comparable to those of western cultures, though the pattern is more one of bulimic than anorexic presentations [2]. Saudi Arabia is currently undergoing a substantial process of rapid cultural westernization. This change has resulted in more freedom and empowerment for women in terms of social, political, and economic improvements. The changes have included:

- in 2013, thirty women were appointed to join the Shoura Council (the consultative assembly and the formal advisory body in the country)
- in 2013, female lawyers were allowed to practice in courts [3].
- in 2018, Saudi women were allowed to drive for the first time [4].
- In 2019, the Saudi government gave women the right to issue a passport if she is older than 21 years and travel alone. Women can now register marriage, divorce and birth without the authorisation of a father, brother or husband [5].
- in 2019, the government appointed its first female ambassador [6].

Individual women's levels of internalization of that westernization have been linked to eating and related issues [2]. Therefore, it is important to identify ways to limit the impact of changing cultural expectations on eating pathology and body image, in order to reduce the risk of eating disorders in Saudi young women, as they are a particularly vulnerable group [7]. A possible method to reduce vulnerability is the use of prevention programs that target young women with body image dissatisfaction and eating pathology.

There are several eating disorders prevention programs that have been proven to be

1 effective, cost-efficient, and capable of being widely implemented [8]. For example,  
2 psychoeducation-based cognitive-behavioural prevention approaches have proven effective  
3 for women with body image dissatisfaction [8]. Media literacy is a prevention approach that  
4 targets media impact on body image dissatisfaction, and has small to medium effect sizes for  
5 weight and shape concerns and media internalization [9,10]. However, cognitive dissonance-  
6 based approaches have the strongest evidence. They have moderate to large effects on several  
7 risk factors and pathology outcomes, such as bulimic behaviors, body image dissatisfaction,  
8 thin-ideal internalization and comorbidities [8,9]

9         The Body Project is the cognitive dissonance-based prevention approach with the best  
10 evidence base, delivering significant and meaningful reductions in body dissatisfaction and  
11 eating disorder symptoms, and limiting the future onset of eating disorders over a three-year  
12 follow-up [11, 12]. The Body Project has been delivered in 138 universities in the United  
13 States and in ten other countries [12, 13]. It shows consistent outcomes in different countries  
14 and ethnic groups [14]. It is protocol-based, following a structured treatment manual that  
15 includes verbal and written in-session activities and homework activities [15]. The Body  
16 Project can be delivered by a range of facilitators, including clinicians, counsellors, research  
17 staff, nutritionists, and undergraduate peer leaders [15, 16].

18         The Body Project's effectiveness in non-Western cultures is not yet known, as there  
19 are no published studies regarding its use outside of Western countries [17]. However, it is  
20 important to consider the feasibility of such an approach in a non-western culture. Therefore,  
21 it will be important to test its feasibility in countries and cultures such as Saudi Arabia, to  
22 determine whether it is suitable for widespread implementation in a non-Western culture.

23         To summarise, a preliminary study is needed to test the feasibility and effectiveness of  
24 the Body Project when adapted for undergraduate Saudi women, to determine whether the  
25 program can be adapted to address the above cultural issues while retaining its effectiveness.

1 Therefore, the primary aim of this study was to test the feasibility of the Body Project for  
2 young Saudi women, where feasibility was considered in terms of enrolment, attendance,  
3 attrition, understandability, and acceptability. The study also had two secondary aims { a) to  
4 identify any pre-intervention differences between completers and non-completers; and b) to  
5 assess the preliminary effectiveness of the intervention, in terms of effect sizes produced.

## 6 **Method**

### 7 **Ethical approval**

8 This study was approved by the Institutional Review Board (IRB) of King Abdulaziz  
9 City for Science and Technology, and the Scientific Research Ethics Committee of Princess  
10 Nourah bint Abdulrahman University.

### 11 **Design and setting**

12 The study used a simple pre-post design.

### 13 **Adaptation**

14 Cultural adaptations were agreed upon by the team, including CB, who is a co-  
15 director of the Body Project Collaborative. Table 1 shows the adaptations made for elements  
16 of The Body Project and the rationale for them in the Saudi context.

17 \_\_\_\_\_  
18 Insert Table 1 about here  
19 \_\_\_\_\_

### 21 **Participants and Procedure**

22 Sample size calculation was performed for within-subject studies. The sample size  
23 was calculated on the basis of a medium effect size ( $d = 0.5$ ) [21, 22], alpha level  $p = .05$ , and  
24 power = 0.8, which resulted in a necessary sample size of 27 participants for a t-test  
25 comparing pre-post EDE-Q scores. Assuming an attrition rate of 25%, the minimum target

1 sample size was 34. However, in the case of a larger attrition rate, we aimed to recruit 48  
2 participants. There was no control group because the aim is to test feasibility.

3 Figure 1 shows the recruitment process, during which 114 young Saudi women  
4 volunteered. Participation in this study was on a voluntary basis. Participants were given an  
5 information sheet, and were asked to give informed consent. Participants were female  
6 undergraduate students from different departments of the community college in Princes Nourah  
7 bint Abdulrahman University. They were recruited in January 2020, when the facilitator visited  
8 classes to invite students to sign-up for the program and explain its aims and nature. It was  
9 advertised as a workshop to promote body acceptance, as suggested in the manual [15].  
10 Participants were excluded if they met DSM-5 diagnostic criteria for anorexia nervosa, bulimia  
11 nervosa, binge eating disorder, atypical anorexia nervosa, atypical bulimia nervosa or atypical  
12 binge-eating disorder, determined via the Eating Disorders Diagnostic Scale (EDDS) - DSM-  
13 5 version [23, 24]. As seen in Figure 1, four participants were excluded because they met the  
14 criteria for an eating disorder (two for binge-eating disorder, and two for bulimia nervosa).  
15 These four participants were encouraged to seek treatment. Twenty-eight individuals had  
16 scheduling conflicts that prevented participation. Of the remaining 82, 34 were not needed  
17 because the study was designed for a smaller number of participants. Thus, the study proved  
18 successful in recruiting sufficient volunteers ( $N = 48$ ). Of those 48, 10 did not start the  
19 intervention. One participant was not identified as having an eating disorder on the EDDS, but  
20 reported vomiting 100 times over 28 days on the EDE-Q. Therefore, she was omitted as being  
21 an outlier for a non-clinical sample. Thus, the number of research participants was smaller, as  
22 shown in Figure 1.

23  
24 

---

Insert Figure 1 about here

---

25

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

Thirty-eight participants entered the program. Their mean age was 19.16 years ( $SD = 1.23$ ), and their baseline body mass index was ( $M = 24.42, SD = 5.46$ ). All participants belonged to the Arabic ethnic group. Participants were assessed before the first meeting and after the fourth and last meeting, using self-report.

**Intervention**

The intervention was delivered by MA (a psychology PhD candidate with 5 years of clinical experience). It was based on the adapted intervention manual and the facilitator guide [15], which includes the conceptual rationale for the intervention, practice issues, the manual, and materials. The facilitator read key trials that evidence the dissonance eating disorder prevention program [25, 11], and used training videos and mock practice videos [26]. Supervision of delivery was conducted by GW, considering process issues such as engagement, confidentiality, and completion rate.

The Body Project aims to create cognitive dissonance that encourages participants to reduce the pursuit of the thin-ideal [15 It involves four group sessions in consecutive weeks, each lasting one hour. At the beginning of each session, the facilitator reinforces voluntary commitment. Homework was agreed upon at the end of each session and reviewed at the beginning of the following session. Participants reported spending half an hour to complete each homework task. Table 2 shows the sessions' descriptions and the adaptations that were made for each session to be suitable for Saudi culture.

---

Insert Table 2 about here

---

**Measures**

1 The Eating Disorders Diagnostic Scale (EDDS) - DSM-5 version [24] was completed  
2 as a screening measure of likely diagnosis, for exclusion purposes. The EDDS contains 22  
3 items, which assess DSM-5 criteria for eating disorder symptoms and produce a diagnostic  
4 category for each individual [24].

### 5 *Indicators of feasibility*

6 To index feasibility, we examined: enrolment; attendance; attrition; understandability;  
7 and acceptability, as recommended when designing a feasibility study [28]. A survey was  
8 used to understand participants' experiences of The Body Project and their suggestions for  
9 better implementation in the future. Enrolment was defined as the number of participants  
10 recruited. Attendance was defined as the number of participants who attended at least two or  
11 more sessions. Attrition was defined as the number of participants who did not attend at least  
12 half of the program, while attrition from the research was defined as the number of people  
13 who did not complete pre-test and post-test measures. Understandability was measured at the  
14 end of the program by using a question in the reflection survey about whether the  
15 intervention was understandable or not, to what extent, and why. Acceptability was assessed  
16 at the end of the program by having participants answer questions in the reflection survey  
17 about whether or not the intervention was useful and enjoyable, whether techniques were  
18 useful, whether home exercises were enjoyable, and whether and why the number and  
19 duration of sessions were appropriate. Participants were asked about the most useful part of  
20 the program and whether or not they would recommend The Body Project to other women  
21 and were asked about the best way to advertise the program.

### 22 *Indicators of effectiveness*

23 The following measures were all implemented at the start and the end of the program.  
24 Body mass index (BMI) was based on self-reported weight and height.

25 **Eating Disorder Examination-Questionnaire (EDE-Q, version 6.0).** The EDE-Q is

1 a widely used self-report measure of eating disorder psychopathology [29]. It contains 28  
2 items investigating eating disorder behaviors and attitudes during the past 28 days. It includes  
3 four subscales: dietary restraint; eating concerns; weight concerns; and shape concerns.  
4 Higher scores indicate greater eating pathology. The Global EDE-Q score (mean of the four  
5 attitudinal scores) and the scores on each subscale were used in this study. The EDE-Q has  
6 satisfactory psychometric properties in a Saudi population (internal consistency of the Global  
7 scale  $\alpha = .80$  [2], compared to Peterson et al.'s [30]  $\alpha = .90$ ). It has strong test-retest  
8 reliability [31], and validity in clinical and non-clinical populations [32, 33]. The completers'  
9 mean EDE-Q Global score at pretest was 1.93 ( $SD = 1.36$ ), consistent with Saudi [2] and  
10 western non-clinical norms [34].

11 **Body Shape Questionnaire (BSQ-8C).** Body image dissatisfaction was measured  
12 using the BSQ-8C, which is a short version of the full Body Shape Questionnaire [35]. A higher  
13 score indicates greater levels of body image dissatisfaction. It is an eight-item self-report  
14 questionnaire, addressing body satisfaction over the past four weeks. Its internal consistency  
15 in a Saudi population ( $\alpha = .927$  [2]) is similar to western norms ( $\alpha = .91$  [30]). It has excellent  
16 test-retest reliability ( $r = .95$  [36]) and high convergent validity ( $r = .90, p < .001$  [36]), and  
17 can be used in community and clinical populations [37].

18 **Brief Version of the Fear of Negative Evaluation Scale (BFNE).** The BFNE [38]  
19 measures anxiety related to perceived negative evaluation. A higher score shows greater levels  
20 of social anxiety. It contains 12 items describing anxious cognitions. The BFNE has an  
21 acceptable factor structure. Its internal consistency in a Saudi group is  $\alpha = .872$  [2], which is  
22 similar to western levels of  $\alpha = .81$  [39]. It has strong test-retest reliability ( $r = .75$ ) [32].

23 **Patient Health Questionnaire (PHQ-9).** Depression was assessed with the PHQ-9  
24 [40], which measures the severity of depression over the past two weeks. Higher scores indicate  
25 greater levels of depression. It contains nine items that correspond with the major depressive

1 episode criteria described in the Diagnostic and Statistical Manual of Mental Disorders [41].  
2 The PHQ-9 has strong psychometric properties in a Saudi population, with  $\alpha = .888$  [2], which  
3 is comparable to western norms of  $\alpha = .8$  [42]. It also has strong test-retest reliability ( $r = 0.94$ )  
4 [42]. If participants had endorsed suicidal thoughts during the sessions, they would have been  
5 referred to the psychiatry unit in the university hospital for assessment and treatment.

## 6 **Data analysis**

7 SPSS (v.26) was used for all descriptive and inferential data analyses. Non-parametric  
8 analysis (Mann-Whitney test) was done to compare completers' and non-completers' scores.  
9 Paired t-tests were used to compare pre and post scores, and effect sizes (Cohen's  $d$ ) were  
10 calculated for the effectiveness indices. There were no missing data because all items had to  
11 be completed.

## 12 **Results**

### 13 **Feasibility of The Body Project**

14 Enrolment was successfully achieved, with more people volunteering than needed  
15 (see Figure 1). The attendance rate was 35/48 (73%) (attending at least two sessions), while  
16 the attrition rate was 13/48 (27%) for the intervention and 18/48 (37.5%) for the research  
17 (Figure 1). Twenty-nine participants responded to the reflection survey. Of the 29, 28  
18 (96.5%) said it was useful, 29 (100%) said it was enjoyable, and 20 (68.9%) said it was  
19 understandable. The participants described the Body Project as being easy to implement,  
20 teaching them about the costs of pursuing ideal appearance, and providing a safe environment  
21 to share their eating and body concerns. The only suggestion for change was that the  
22 homework exercises might be reduced.

### 23 **Predictors of attrition**

24 Table 3 shows that there were no significant differences between completers and non-  
25 completers in initial levels of eating pathology, body image dissatisfaction, comorbidities, or

1 age. Therefore, attrition was not systematic.

2 \_\_\_\_\_  
3 Insert Table 3 about here  
4 \_\_\_\_\_

5

### 6 **Effectiveness of The Body Project**

7 Table 4 shows pre-post scores for eating pathology and body dissatisfaction, and the  
8 result of paired t-tests, along with effect sizes (Cohen's  $d$ ). The intervention resulted in  
9 significant changes in most of the measures. The EDE-Q scores showed significant  
10 reductions in eating attitudes (with large effect sizes for most scales) but not in behaviors.  
11 There were also reductions in body dissatisfaction and comorbidities, with medium effect  
12 sizes.

13 \_\_\_\_\_  
14 Insert Table 4 about here  
15 \_\_\_\_\_

16

17 The effect size for the key measure of eating pathology - the EDE-Q Global - was  $d =$   
18 1.05, which is higher than: the  $d = 0.72$  reported using the EDEQ Global [37]; the  $d = 0.78$   
19 reported using the EDDS [38]; and the  $d = 0.54$  and  $d = 0.52$  found when using the EDDI  
20 [16, 17]. Thus, the adaptation of the Body Project for Saudi culture has not resulted in any  
21 evidence of loss of benefits in this key outcome variable.

22 The effect size for body image dissatisfaction was  $d = 0.57$ , which is higher than the  $d$   
23 = 0.35 reported elsewhere [38], and lower than the  $d = 0.64-0.94$  reported in other papers  
24 [43,21,22]. The effect sizes for depression and social anxiety were  $d = 0.65$  and  $d = 0.42$   
25 respectively, which are in the range for changes in mood ( $d = 0.38-0.72$ ) reported elsewhere

1 [43,44,21,22]. Therefore, there was no loss of effectiveness when using The Body Project in  
2 Saudi Arabia.

### 3 **Discussion**

4 This study has assessed the feasibility and potential effectiveness of the Body Project  
5 for young women in Saudi Arabia, in order to evaluate the possibility of using prevention  
6 methods in a country that is undergoing westernization. It was important to make some  
7 modifications to some of the program elements in order to suit a non-western country like  
8 Saudi Arabia. Those elements included national dress codes and regulations about visual  
9 recording inside the university [18,19] and language issues [20]. These adaptations are  
10 consistent with suggestions that prevention program should be relevant to the local culture  
11 and setting [45, 46].

12 The findings demonstrate that The Body Project can be applied in this population,  
13 with appropriate adaptations, as shown by enrolment and completion rates and by  
14 participants' experience of the program as being understandable, enjoyable, and useful. There  
15 was no evidence that pre-intervention levels of eating and other pathologies influence  
16 engagement levels. Furthermore, the participants experienced a very positive level of change  
17 following the four-week program, with large effect sizes for most indices of eating pathology,  
18 and medium effect sizes for body image, depression, and social anxiety. These findings were  
19 similar to (or even larger than) the effects of The Body Project in other studies [43, 44, 21,  
20 22]. To summarise, the evidence of feasibility and effectiveness in this study supports the  
21 suggestion [17] that dissonance-based interventions will be feasible in non-Western cultures.

22 These findings indicate that the theoretical basis of The Body Project – cognitive  
23 dissonance – is applicable across cultures where westernization is an influence. It remains to  
24 be determined whether The Body Project is as effective in non-Western cultures where  
25 westernization is not such an influence, and where the cognitive dissonance might be less

1 impactful.

2           Because this was a feasibility study, the effectiveness findings should be seen as  
3 suggestive rather than definitive. Future research is needed to build on these promising  
4 outcomes in the form of a randomized control trial, determining the utility of The Body  
5 Project relative to other approaches. The acceptability and experience of this program for  
6 such audiences have been demonstrated here. Therefore, such a development via a more  
7 robust experimental design would yield more conclusive effect sizes, demonstrating more  
8 definitively the utility of The Body Project in non-western countries as they undergo  
9 westernization.

#### 10 **Limitations and strengths**

11           The main limitation of this feasibility study is the lack of a control group, meaning  
12 that changes cannot be firmly ascribed to the intervention. It is also not possible to rely on the  
13 resulting effect size, as the sample might have been underpowered. Finally, two participants  
14 continued attending the sessions without fully taking part in the research, indicating that the  
15 linkage between research and intervention needs to be tightened.

16           The main strength of the work was that it demonstrated that the Body Project is  
17 feasible for use in this adapted form, in a non-Western country, supporting the proposal that  
18 the Body Project should be tailored for the intended group in order to allow for wider  
19 application of the program [12]. This tailoring included the use of alternative measures,  
20 which had already been adapted to the local language and cultural expectations.

21

1        **1. What is already known on this subject?**

2        Nothing is known about dissonance-based eating disorders prevention in non-western  
3        cultures. This study was needed to investigate the feasibility of an eating disorders prevention  
4        (created and implemented in the West) for individuals from a non-Western culture.

5

6        **2. What does this study add?**

7        This study adds evidence of the feasibility of the cultural adaptation of an eating disorders  
8        prevention program, used to limit the impact of Westernization on eating and body issues in a  
9        non-Western culture, and demonstrated the preliminary effectiveness of that approach.

10

11       **3. What do we now know as a result of this study that we did not know before?**

12       This study has confirmed the feasibility of The Body Project for Saudi young women, and  
13       that it yields promising effect sizes for eating pathology, body dissatisfaction, and  
14       comorbidities. These findings support the extension of the work to a larger sample in a  
15       randomized control trial.

16

## References

1. Bissell K, Amy R (2010) Real women on real beauty: self-discrepancy, internalisation of the thin ideal, and perceptions of attractiveness and thinness in dove's campaign for real beauty. *Int J Advert* 29:643-668. DOI: 10.2501/S0265048710201385
2. AlShebali M, AlHadi A, Waller G (2020) The impact of ongoing westernization on eating disorders and body image dissatisfaction in a sample of undergraduate Saudi women. *Eat Weight Disord*. <https://doi.org/10.1007/s40519-020-01028-w>
3. United Nations Development Programme (2014) Saudi women challenges and successes. [http://www.sa.undp.org/content/saudi\\_arabia/en/home/presscenter/articles/2014/03/09/saudi-women-challenges-and-success.html](http://www.sa.undp.org/content/saudi_arabia/en/home/presscenter/articles/2014/03/09/saudi-women-challenges-and-success.html). Accessed 29 April 2019
4. The British Broadcasting Corporation (2018) Saudi Arabia's ban on women driving officially ends. <https://www.bbc.com/news/world-middle-east-44576795>. Accessed 25 April 2019
5. The British Broadcasting Corporation (2019) Saudi Arabia allows women to travel independently. <https://www.bbc.com/news/world-middle-east-49201019>. Accessed 18 August 2019
6. The British Broadcasting Corporation (2019) Saudi Arabia announces princess as US ambassador. <https://www.bbc.com/news/world-middle-east-47346887>. Accessed 29 April 2019
7. Nasser M (2009) Eating disorders across cultures. *Psychiatry* 8:347-350. DOI: 10.1016/j.mppsy.2009.06.009
8. Watson H J, Joyce T, French E, Willan V, Kane R T, Tanner-Smith E et al (2016) Prevention of eating disorders: a systematic review of randomized controlled trials. *Int J Eat Disord* 49:833-862. DOI: 10.1002/eat.22577
9. Le L, Barendregt J, Hay P, Mihalopoulos C (2017) Prevention of eating disorders: a

- 1 systematic review and meta-analysis. *Clin Psychol Rev* 53:46–58.
- 2 <https://doi.org/10.1016/j.cpr.2017.02.001>
- 3 10. Wade T, Davidson S, O'Dea J (2003) A preliminary controlled evaluation of a school-  
4 based media literacy program and self-esteem program for reducing eating disorder risk  
5 factors. *Int J Eat Disord* 33: 371-383. DOI: 10.1002/eat.10136
- 6 11. Stice E, Marti C N, Spoor S, Presnell K, Shaw H (2008) Dissonance and healthy weight  
7 eating disorder prevention programs: long-term effects from a randomized efficacy trial. *J*  
8 *Consult Clin Psychol* 76:329-340. DOI: 10.1037/0022-006X.76.2.329
- 9 12. Becker C B, Stice E (2017) From efficacy to effectiveness to broad implementation:  
10 evolution of the body project. *J Consult Clin Psychol* 85:767-782. DOI:  
11 10.1037/ccp0000204
- 12 13. Butryn M L, Rohde P, Marti C N, Stice E (2014) Do participant, facilitator, or group  
13 factors moderate effectiveness of the body project? implications for dissemination. *Behav*  
14 *Res Ther* 61:142-149. <https://doi.org/10.1016/j.brat.2014.08.004>
- 15 14. Stice E, Marti C N, Cheng Z H (2014) Effectiveness of a dissonance-based eating  
16 disorder prevention program for ethnic groups in two randomized controlled trials. *Behav*  
17 *Res Ther* 55:54-64. <https://doi.org/10.1016/j.brat.2014.02.002>
- 18 15. Stice E, Rohde P, Shaw H (2013) *The Body Project: a dissonance-based eating disorders*  
19 *prevention intervention (updates edition)*. Oxford University Press, New York
- 20 16. Stice E, Marti C N, Cheng Z H (2014) Effectiveness of a dissonance-based eating  
21 disorder prevention program for ethnic groups in two randomized controlled trials. *Behav*  
22 *Res Ther* 55:54-64. <https://doi.org/10.1016/j.brat.2014.02.002>
- 23 17. Witcomb G, Arcelus J, Chen J (2013) Can cognitive dissonance methods developed in the  
24 west for combatting the 'thin ideal' help slow the rapidly increasing prevalence of eating  
25 disorders in non-western cultures? *Shanghai Arch Psychiatry* 25:332-340. DOI:

- 1 10.3969/j.issn.1002-0829.2013.06.002
- 2 18. Visitsaudi (2020) Laws and etiquette. [https://www.visitsaudi.com/en/understand/laws-](https://www.visitsaudi.com/en/understand/laws-and-etiquette?_ga=2.47536231.1734137531.1591528990-1518334692.1591528990)
- 3 [and-etiquette?\\_ga=2.47536231.1734137531.1591528990-1518334692.1591528990.](https://www.visitsaudi.com/en/understand/laws-and-etiquette?_ga=2.47536231.1734137531.1591528990-1518334692.1591528990)
- 4 [Accessed 3 November 2020](#)
- 5 19. Deanship of Student Affairs (2020) Regulations for disciplining female students at
- 6 Princess Nora Bint Abdul Rahman University.
- 7 <https://www.pnu.edu.sa/ar/Faculties/Designs/Documents/2%الطالبات20%تأديب20%20%لائحة29%281%20%هـ01440.pdf>. Accessed 3 November 2020
- 8
- 9 20. Bodyproject support (2020) Body project: prepost survey.
- 10 [http://www.bodyprojectsupport.org/assets/pdf/materials/pre\\_post\\_survey.pdf](http://www.bodyprojectsupport.org/assets/pdf/materials/pre_post_survey.pdf). Accessed 3
- 11 [November 2020](#)
- 12 21. Stice E, Butryn M, Rohde P, Shaw H, Marti C (2013) An effectiveness trial of a new
- 13 enhanced dissonance eating disorder prevention program among female college students.
- 14 Behav Res Ther 51:862-871. DOI: 10.1016/j.brat.2013.10.003
- 15 22. Stice E, Rohde P, Shaw H, Gau J (2017) Clinician-led, peer-led, and internet-delivered
- 16 dissonance-based eating disorder prevention programs: acute effectiveness of these
- 17 delivery modalities. J Consult Clin Psychol 85:883-895. DOI: 10.1037/ccp0000211
- 18 23. Stice E, Rohde P, Shaw H, Gau J (2017) Clinician-led, peer-led, and internet-delivered
- 19 dissonance-based eating disorder prevention programs: acute effectiveness of these
- 20 delivery modalities. J Consult Clin Psychol 85:883-895. DOI: 10.1037/ccp0000211
- 21 24. Stice E, Telch C F, Rizvi S L (2000) Development and validation of the eating disorder
- 22 diagnostic scale: a brief self-report measure of anorexia, bulimia, and binge-eating
- 23 disorder. Psychol Assess 12:123–131. DOI: 10.1037//1040-3590.12.2.123
- 24 25. Stice E, Shaw H, Burton E, Wade E (2006) Dissonance and healthy weight eating
- 25 disorder prevention programs: a randomized efficacy trial. J Consult Clin Psychol 74:263-

- 1 275. DOI: 10.1037/0022-006X.74.2.263
- 2 26. ORI body acceptance project (2020) The Body Project.
- 3 <http://www.bodyprojectsupport.org/background>. Accessed 3 November 2020
- 4 27. Al-bakr F, Bruce E R, Davidson P M, Schlaffer E, Kropiunigg U (2017) Empowered but
- 5 not equal: challenging the traditional gender roles as seen by university students in Saudi
- 6 Arabia. *Forum for Intl Res in Ed* 4:52-66. <https://doi.org/10.18275/fire201704011083>
- 7 28. Bowen DJ, Kreuter M, Spring B, Cofta-Woerpel L, Linnan L, Weiner D, Bakken S,
- 8 Kaplan CP, Squiers L, Fabrizio C, Fernandez M (2009) How we design feasibility
- 9 studies. *Am J Prev Med* 36:452-457. <https://dx.doi.org/10.1016%2Fj.amepre.2009.02.002>
- 10 29. Fairburn C, Beglin S (2008) Eating disorder examination questionnaire. In: Fairburn C
- 11 (ed) *Cognitive behavior therapy and eating disorders*. Guilford Press, New York, pp 309–
- 12 313
- 13 30. Peterson C, Crosby R, Wonderlich S, Joiner T, Crow S, Mitchell J et al (2007)
- 14 Psychometric properties of the eating disorder examination-questionnaire: Factor
- 15 structure and internal consistency. *Int J Eat Disord* 40:386-389. DOI: 10.1002/eat.20373
- 16 31. Luce K, Crowther J (1999) The reliability of the eating disorder examination—Self-report
- 17 questionnaire version (EDE-Q). *Int J Eat Disord* 25:349-351. DOI: 10.1002/(SICI)1098-
- 18 108X(199904)25:3%3C349::AID-EAT15%3E3.0.CO;2-M
- 19 32. Fairburn C, Beglin S (1994) Assessment of eating disorders: Interview or self-report
- 20 questionnaire? *Int J Eat Disord* 16:363-370. DOI: 10.1002/1098-
- 21 108X(199412)16:4%3C363::AID-EAT2260160405%3E3.0.CO;2-%23
- 22 33. Mond J, Hay P, Rodgers B, Owen C, Beumont P (2004) Validity of the eating disorder
- 23 examination questionnaire (EDE-Q) in screening for eating disorders in community
- 24 samples. *Behav Res Ther* 42:551-567. DOI: 10.1016/S0005-7967(03)00161-X
- 25 34. Mond J, Hay P, Rodgers B, Owen C (2006) Eating disorder examination questionnaire

- 1 (EDE-Q): Norms for young adult women. *Behav Res Ther* 44:53-62. DOI:  
2 10.1016/j.brat.2004.12.003
- 3 35. Evans C, Dolan B (1993) Body shape questionnaire: derivation of shortened “alternate  
4 forms”. *Int J Eat Disord* 13:315-321. DOI: 10.1002/1098-  
5 108X(199304)13:3%3C315::AID-EAT2260130310%3E3.0.CO;2-3
- 6 36. Pook M, Tuschen-Caffier B, Brähler E (2008) Evaluation and comparison of different  
7 versions of the Body Shape Questionnaire. *Psychiatry Res* 158:67-73. DOI:  
8 10.1016/j.psychres.2006.08.002
- 9 37. Welch E, Lagerström M, Ghaderi A (2012) Body shape questionnaire: Psychometric  
10 properties of the short version (BSQ-8C) and norms from the general Swedish population.  
11 *Body Image* 9:547-550. DOI: 10.1016/j.bodyim.2012.04.009
- 12 38. Leary M (1983) A brief version of the fear of negative evaluation scale. *Pers Soc Psychol*  
13 *Bull* 9:371–375. <https://doi.org/10.1177/0146167283093007>
- 14 39. Weeks J, Heimberg R, Fresco D, Hart T, Turk C, Schneier F, Liebowitz M (2005)  
15 Empirical validation and psychometric evaluation of the brief fear of negative evaluation  
16 scale in patients with social anxiety disorder. *Psychol Assess* 17:179-190.  
17 DOI: 10.1037/1040-3590.17.2.179
- 18 40. Löwe B, Kroenke K, Herzog W, Gräfe K (2004) Measuring depression outcome with a  
19 brief self-report instrument: sensitivity to change of the patient health questionnaire  
20 (PHQ-9). *J Affect Disord* 81:61–66. DOI: 10.1016/S0165-0327(03)00198-8
- 21 41. American Psychiatric Association (2000) *Diagnostic and statistical manual of mental*  
22 *disorders*, 4th edn. American Psychiatric Association, Washington
- 23 42. Zuithoff N, Vergouwe Y, King M, Nazareth I, van Wezep M, Moons K, Geerlings M  
24 (2010) The patient health questionnaire-9 for detection of major depressive disorder in  
25 primary care: Consequences of current thresholds in a cross-sectional study. *BMC Fam*

- 1 Pract 11:98. DOI: 10.1186/1471-2296-11-98
- 2 43. Stice E, Rohde P, Durant S, Shaw H, Wade E (2013) Effectiveness of peer-led  
3 dissonance-based eating disorder prevention groups: results from two randomized pilot  
4 trials. *Behav Res Ther* 51:197-206. DOI: 10.1016/j.brat.2013.01.004
- 5 44. Rohde P, Auslander B, Shaw H, Raineri K, Gau J, Stice E (2014) Dissonance-based  
6 prevention of eating disorder risk factors in middle school girls: Results from two pilot  
7 trials. *Int J Eat Disord* 47:483-494. DOI: 10.1002/eat.22253
- 8 45. Nasser M, Katzman M (1999) Preventing eating disorders: a handbook of interventions  
9 and special challenges. In Piran N, Levine M P, Steiner-Adair C (eds) *Eating disorders:  
10 transcultural perspectives inform prevention*. Brunner/Mazel, Philadelphia, pp. 26-43
- 11 46. Serdar K, Kelly N, Palmberg A, Lydecker J, Thornton L, Tully C, Mazzeo S (2014)  
12 Comparing online and face-to-face dissonance-based eating disorder prevention. *Eat  
13 Disord* 22:244-260. DOI: 10.1080/10640266.2013.874824
- 14
- 15
- 16
- 17

1 **Table 1**

2 The Body Project elements and how they were adapted.

<b>Element of The Body Project</b>	<b>Potential problem in the Saudi context</b>	<b>The way they were addressed</b>
Video filming of sessions for supervision.	Filming sessions is not acceptable among Saudi females.	Audio recording
Wearing shorts to school and going to the public pool in a swimsuit.	If a women wears shorts or swimsuits in public in Saudi Arabia, this can be considered as a violation of public decency and penalised [18].	The challenge was changed to “wearing a belt to show your waist, wearing heavy makeup, walking in heels, letting your hair down”.
Social activist exercise	The notion of social activism does not exist in Saudi Arabia.	The exercise was changed to “Spreading awareness about the cost of the thin-ideal”.
Post a video about what people say about their bodies on YouTube.	If participants record their interviews with others in the campus then post the videos on YouTube or on any other social media platform, they can be penalised [19].	Posting a written text on social media about what people say about their bodies.
The Body Project has its own pre and post assessment measures in English that have not been used in non-Western culture [20].	Assessments need translation to Arabic and validation for Saudi women before applying in the feasibility study.	Apply previously translated measures at pretest and posttest.
Home exercises are in the English language.	The material might not be understood because the majority of participants do not speak fluent English.	The material was translated (including back-translation) by the English Department in the Community College at Princess Nourah bint Abdulrahman University

3

1 **Table 2**

2 Sessions description and adaptations

Sessions	Session description	Adaptations
1	<p>Voluntary commitment and overview.                      Definition and origin of the appearance ideal.                      Costs associated with pursuing the appearance ideal.</p> <p>Home Exercises:</p> <ol style="list-style-type: none"> <li>1. A letter to an adolescent girl: write a letter to a teenager girl who is struggling with her body image about the costs associated with trying to look like the appearance ideal.</li> <li>2. Mirror exercise: stand in front of the mirror with as little clothing as possible and write ten positive qualities in yourself (could be physical, emotional, intellectual, or social qualities).</li> <li>3. Appearance ideal perpetuation behavior checklist.</li> </ol>	No adaptations
2	<p>Reinforcing voluntary commitment.                      Debriefing last session's home exercises.                      Role play to discourage pursuit of the appearance ideal.</p> <p>Home Exercises:</p> <ol style="list-style-type: none"> <li>1. Write a letter to a person who pressured you to pursue the appearance ideal and tell him/her how you were affected. Explain the way you will respond using the new skills you learned in the sessions.</li> <li>2. Top-10-list: write a list of ten things a woman can do to resist the appearance ideal at a societal level.</li> </ol>	No adaptations
3	<p>Reinforcing voluntary commitment.                      Debriefing last session's home exercises.                      Role play: quick comebacks to appearance ideal statements.</p>	<ol style="list-style-type: none"> <li>1. A behavioral challenge in home exercise number 1 includes wearing shorts to school and going to the</li> </ol>

	<p>Reasons for signing up. Behavioral challenge. Home Exercises:  <ol style="list-style-type: none"> <li>1. Behavioral exercise form: do two things that you do not do because of body image dissatisfaction.</li> <li>2. Body activism form: write ten behaviors that women could do to resist the appearance ideal, choose two behaviors to do during the next week.</li> </ol> </p>	<p>public pool in a swimsuit, which violates local dress codes [27]. It was adapted to a culturally sensitive behavior such as wearing slim fit clothes to draw attention to the body figure.  <ol style="list-style-type: none"> <li>2. Home exercise number 2 was amended to spreading awareness about the cost of the thin-ideal, because the notion of social activism does not exist locally.</li> </ol> </p>
4	<p>Reinforcing voluntary commitment. Debriefing of last session' s home exercises. Future pressure to be thin. Benefits of the group. Closure discussion. Self-affirmation exercise. Closure. Home Exercises:  <ol style="list-style-type: none"> <li>1. Self-affirmation exercise.</li> <li>2. Letter to a younger self.</li> <li>3. Group body activism: do a body activism behavior as a group to resist the thin-ideal.</li> </ol> </p>	<ol style="list-style-type: none"> <li>1. Home exercise number 3 suggests video filming inside the campus and posting the videos on Youtube, which can lead to penalties in Saudi Arabia [18]. Therefore, it was adapted to 'posting text on social media'.</li> </ol>

1 **Table 3**

2 Scores of completers and non-completers on measures of eating pathology, body image

3 dissatisfaction and comorbidities.

4

Measures	Completers		Non-completers		Mann-Whitney <i>U</i>	<i>P</i>
	(n=30)		(n=7)			
	M	(SD)	M	(SD)		
<b>EDEQR</b>	1.34	(1.37)	2.28	(1.91)	69.5	.167
<b>EDEQWC</b>	2.44	(1.65)	3.05	(1.24)	83.0	.393
<b>EDEQEC</b>	1.44	(1.54)	1.62	(1.71)	99.5	.830
<b>EDEQSC</b>	2.46	(1.67)	2.55	(1.80)	101.0	.877
<b>EDEQ Global</b>	1.93	(1.36)	2.38	(1.45)	81.0	.352
<b>Binge frequency</b>	2.63	(4.97)	4.42	(6.63)	93.0	.633
<b>Binge days</b>	3.03	(5.53)	2.57	(3.45)	101.0	.873
<b>Vomit</b>	0.33	(1.29)	0.00	(0.00)	98.0	.489
<b>Laxatives</b>	0.10	(.40)	0.00	(0.00)	94.5	.390
<b>Exercise</b>	2.93	(6.19)	3.00	(2.70)	75.5	.218
<b>Body image</b>	20.83	(13.18)	19.14	(10.86)	98.0	.600
<b>Depression</b>	10.10	(6.47)	11.57	(4.35)	87.5	.496
<b>Social anxiety</b>	27.63	(10.62)	26.57	(12.28)	91.5	.786
<b>Age (years)</b>	19.16	(1.34)	19.14	(0.69)	88.5	.535

5 Key: EDEQ Global, Eating Disorders Examination Questionnaire Global score; EDEQR, Eating Disorders

6 Examination Questionnaire Restrain subscale; EDEQWC, Eating Disorders Examination Questionnaire Weight

7 Concerns subscale; EDEQEC, Eating Disorders Examination Questionnaire Eating Concerns subscale; EDEQSC,

- 1 Eating Disorders Examination Questionnaire Shape Concerns subscale; BMI, Body Mass Index . All behaviors are
- 2 per 28 days

1 **Table 4**

2 Changes in eating pathology, body image and comorbidities during prevention intervention for

3 completers (n=30)

4

<b>Measures</b>	<b>Pre-test</b>		<b>Post-test</b>		<b><i>t</i></b>	<b><i>P</i></b>	<b><i>d</i></b>
	<b>M</b>	<b>(SD)</b>	<b>M</b>	<b>(SD)</b>			
<b>EDEQR</b>	1.34	(1.37)	0.63	(.87)	3.02	.005	0.552
<b>EDEQWC</b>	2.44	(1.65)	1.30	(1.52)	4.92	.001	0.899
<b>EDEQEC</b>	1.44	(1.54)	0.42	(.82)	4.46	.001	0.815
<b>EDEQSC</b>	2.46	(1.67)	1.32	(1.43)	4.43	.001	0.809
<b>EDEQ Global</b>	1.93	(1.36)	0.92	(1.05)	5.78	.001	1.056
<b>Binge frequency</b>	2.63	(4.97)	1.90	(5.22)	.534	.597	0.097
<b>Binge days</b>	3.03	(5.53)	1.36	(3.07)	1.44	.160	0.263
<b>Vomit</b>	0.33	(1.29)	0.00	(.00)	1.40	.169	0.255
<b>Laxatives</b>	0.10	(.40)	0.70	(2.42)	-1.32	.196	-0.241
<b>Exercise</b>	2.93	(6.19)	1.46	(5.17)	0.94	.352	0.171
<b>Body image</b>	20.83	(13.18)	14.56	(8.14)	3.14	.004	0.574
<b>Depression</b>	10.10	(6.47)	6.43	(4.14)	3.58	.001	0.654
<b>Social anxiety</b>	27.63	(10.62)	23.06	(7.82)	2.34	.026	0.428

5 Key: EDEQ Global, Eating Disorders Examination Questionnaire Global score; EDEQR, Eating Disorders Examination

6 Questionnaire Restrain subscale; EDEQWC, Eating Disorders Examination Questionnaire Weight Concerns subscale;

7 EDEQEC, Eating Disorders Examination Questionnaire Eating Concerns subscale; EDEQSC, Eating Disorders

8 Examination Questionnaire Shape Concerns subscale; BMI, Body Mass Index. All behaviors are per 28 days.

1 **Figure 1**

2 Flowchart of recruitment and assessment process of participants.

