



November 2018 NAAFA Newsletter

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NAAFA Announces Jes Baker as Keynote for its 50th Anniversary Conference

NAAFA is excited to announce that author/activist Jes Baker will join us as a keynote speaker for our 50th Anniversary Conference. This historic event will be held June 14-16, 2019 at Sam's Town Hotel and Gambling Hall in Las Vegas,

Video of the Month



Toni Tails

The incredibly talented artist Toni Tails is the creator of the beautiful 50th Anniversary logo for NAAFA. In this video, Toni talks about the importance of the visibility of the fat body in pop culture. We appreciate Toni, her fat positive message, and the inspiring art she creates.

<https://tinyurl.com/yadue8oo>

Quick Links

[NAAFA.org](https://naafa.org)

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[Main](#)
[Toronto, ON, Canada](#)
[Capital \(DC\)](#)
[Clark County, NV](#)
[SF Bay, CA](#)



NV. Our conference theme is "Honoring Our Past; Creating Our Future," and we believe Jes is a key leader in the future of fat rights activism.

Jes Baker is a positive, progressive, and magnificently irreverent force to be reckoned with in the realm of self-love advocacy and mental health.

She is internationally known for preaching the importance of body liberation, hard conversations, strong coffee, and even stronger language.

Jes burst onto the body positivity scene when she created her own ads mocking Abercrombie & Fitch for discriminating against all body types - a move that landed her on the *Today* show and garnered a loyal following for her raw, honest, and attitude-filled blog missives.

When not writing, Jes spends her time speaking around the world, working with plus size clothing companies, organizing body liberation events, taking pictures in her underwear and attempting to convince her cats that they like to wear bow ties. Learn more about Jes at TheMilitantBaker.com

Visit www.naafa.org today to learn more about NAAFA's 50th Anniversary Conference. You can register for the Conference right on the NAAFA website.

Satu Vuorenmaa to Be 50th Anniversary Conference Photographer



NAAFA is proud to announce that Satu Vuorenmaa will be the official event photographer at our upcoming 50th Anniversary Conference, June 14-16, 2019 at Sam's Town in Las Vegas, NV. Satu is a longtime supporter of NAAFA. Her businesses - Satu Photography, Plush Cat Clothing, and Big on Batik Clothing - have been favorites of people of all sizes for many years. We are thrilled to have Satu help us capture the conference as we honor our past and create our future

Satu and her crew, Tiina Vuorenmaa and Andrew Allen, will be taking photos during conference events and by special appointment for the NAAFA Photo Project. This project will

[Los Angeles, CA](#)
[Orange County, CA](#)
[End Bullying Now](#)

[Twitter](#)

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provide NAAFA with photos for the purpose of creating brochures, memes and other promotional materials to be used in pursuit of Equality At Every Size.

Satu first studied photography at Glendale Community College, continuing her education over the next ten years in places like Los Angeles, San Diego, Chicago and Hawaii, and has assisted in photography courses at UCLA. One of her photos that you might recognize is on the homepage of ASDAH's website. Satu's photography has been featured in several art shows and at the LA County Fair. She is responsible for all the clothing photos found on both her websites. Along with her enjoyment of photography, Tiina Vuorenmaa is a web designer. Andrew Allen has lots of experience as a sports photographer and videographer in the Las Vegas area. We are excited to have a team with such broad experience and expertise.

Visit NAAFA's website today at www.naafa.org to learn more about the NAAFA 50th Anniversary Conference, and to register.

NAAFA's Webinar Series



**NAAFA 2018
WEBINAR SERIES**

**Save the date for
A Conversation With
Author and Activist**

Jes Baker

Saturday,

November 24th

at 9am PST, 10am MST,

11am CST, 12pm EST

hosted by

Tigress Osborn

NAAFA's Community Outreach Director



**To register free of charge, go to
[https://www.naafaonline.com/dev2/community/
events.html](https://www.naafaonline.com/dev2/community/events.html)**

More Ab Strengthening

by Cinder Ernst

Editorial Note: Our beloved Cinder has generously contributed to the NAAFA Newsletter without



complaint every month from October 2011 to this year. Since she is taking a much deserved break, we thought that this would be a good opportunity to look back at her body of work and feature "encore" articles that you might find helpful. This article was first published in May 2012.

Hello Everyone! This month we continue our abdominal strengthening information. Last month we learned how to talk about abdominal muscles. Here's a quick review: the stomach is an organ that digests food, abdominal muscles (abs) are the front of your spine, and the fat on top I call the belly.

The #1 best ab exercise is the pelvic tilt, because it's very low risk and full of benefits. I'm going to explain how to do this lying down today, but you can also do it standing or sitting. Imagine your ab muscles go from the bottom of your rib cage to the top of your hip bones. This is not exact anatomy but will help illustrate the motion. The muscle striations go vertically (again not exact but useful for now). Imagine these muscles are the front of your spine

and think of the arch in your back and how those muscles would be long over the curve of your lower back. Keep that picture in your mind as you proceed to lie down on your bed or the floor.

If you can't try it right now, get a picture of it in your mind as you read. But be sure to try it later; just bring these instructions with you.

Lie on your back, arms at your sides, knees bent, feet on the floor. In a relaxed or neutral position, most people will have a space between the floor and their low backs (the above mentioned arch).

Pelvic tilt: push your back flat onto the surface you are lying on. If you are on a bed then the surface will move as you push. If you are on the floor, a bench or a table, you will have a clear sensation of pushing your back into the surface. Your ab muscles shorten or contract when you do this. Sometimes it helps to squeeze your butt when you push your back down. Ta Da! You have just done the #1 best ab exercise, the pelvic tilt! If it feels ok, you can do 10 of them right now. Breathe steadily. What do you notice about this exercise?

Next month I will explain how to do this exercise sitting and standing so you can have the benefits of the pelvic tilt anywhere. It's best to learn it lying down so remember to try this next time you get prone. If you think you might forget about it, write yourself a note or tie a string on your finger or for you younger folks . . . make a widget.

You can find links to my videos and more here: <http://cinderernst.com>

Here's to your best health today, Cinder

NAAFA Chronicles #34

As part of our monthly NAAFA Chronicles feature, enjoy NAAFA's 34th newsletter, May 1978:

https://www.naafaonline.com/newsletterstuff/oldnewsletterstuff/Chronicles/May_1978.pdf

For more, click the "Chronicles" tab in the newsletter section of the NAAFA website.

The Big Benefits of Making Your Business Fat Inclusive

by *Stephen Hadley*



How can I improve clothing options for fat women?

This is a question I've been asking myself for over 20 years as a fashion designer. To be honest, I wasn't sure where to begin when I first got started. It's taken a lot of support and feedback from the fat community, as well as experimentation and hard work.

Today, I'd like to think I've learned quite a bit about fat bodies. Every body is unique and you shouldn't try to fit clothing for some body shape named after a fruit. Colors and styles should be just as varied and available for fat women as they should for people of any other size. But I've still got a long way to go.

Which brings me back to the question at hand - how can I improve clothing options for fat women?

During my years of designing plus size clothing, I've found that the larger the size, the more challenging to create a truly flattering garment that would work for my customers. I wanted the women wearing these items to be completely satisfied, to look and feel 100% gorgeous every time they wore my pieces. But it wasn't happening. Sure, some women loved their items. But others gave negative feedback. What was going on?

I realized that the best way to give women of any size the right fit was to move away from one-size-fits-all sizing. If fat women's bodies aren't all the same, why try to make them fit into the same sizes? It seems simple now, but at the time I just hadn't quite gotten it yet. I had to make my business more fat inclusive.

The switch to custom sizing has made a world of difference to me and my beautiful customers. Based on the responses I've received, I think I understand why. Most businesses actively ignore their fat customers. Everything is designed to be more difficult for them. It's not just in the fashion industry, though it's especially to blame.

I'd like to challenge business owners - large and small, in all industries - to work harder at being inclusive of fat clients. It could mean making physical changes to your brick and mortar store. It could mean training your employees to be more welcoming. In my case, it meant going back to the drawing board on many of my products.

Here's the best part: it's totally worth it. The fat community is welcoming, supportive, and appreciative. I am so grateful to all the women who have chosen to support my small business - from administration to modeling to becoming my customers. Without them I would never have seen my dream of becoming a designer come true.

What can you do to promote positive change and inclusivity in your field of business? There's likely much more than can be done. Stop ignoring your fat customers. Get interested in them. Get to know their unique needs. Fill the void in the current business landscape. The fat community will notice. You can only benefit from being inclusive, being welcoming, and supporting a positive change.

Stephen Hadley, founder of Generous Fashions, has been exclusively creating plus size clothing for women (up to 4x depending on the item) since 2002. He designs fabric and garments for [generousfashions.com](https://www.generousfashions.com) and his Etsy shop, (<https://www.etsy.com/shop/GenerousFashions>), which offers NAAFA readers a 10% discount (<https://tinyurl.com/lufgot8>). Sign up for the Generous Fashions newsletter for new arrivals and member discounts.

Media and Research Roundup

by **Bill and Terri Weitze**

August 19, 2018: Building on existing research showing that being labeled as "too fat" predicts weight gain, researchers recommend focusing on health and wellbeing instead of weight, and providing coping mechanisms to deal with weight stigma.
<https://doi.org/10.1016/j.jadohealth.2018.06.016>

September 30, 2018: A study finds that there is no association between BMI (body mass index) and increased medical complications following complete knee replacement surgery, even though operating time is increased for high BMI patients.
<https://doi.org/10.1177/2309499018802429>

October 25, 2018: Using Mendelian randomization, researchers believe their results support a causal relationship between higher BMI and increasing mortality risk for participants with white British ancestry. The calculated hazard ratio for all-cause mortality was 1.03 (3% increased hazard).
<https://doi.org/10.1002/oby.22313>

October 20, 2018: When matched to control subjects, researchers find an increase of risk of suicide and self-harm for post-weight-loss surgery patients.
<https://doi.org/10.1007/s11695-018-3493-4>

October 20, 2018: A literature review finds that a weight-loss centered approach to health is not effective for indigenous people (Maori), especially if it includes weight-shaming.
<https://doi.org/10.1016/j.puhe.2018.08.013>

October 24, 2018: Three studies of workplace health programs find that they increase weight stigma and discrimination, especially concerning promotion.
<https://www.frontiersin.org/articles/10.3389/fpsyg.2018.02206/abstract>

October 25, 2018: A study finds that mice who undergo weight cycling live longer than mice who remain "ever obese" by consuming a 45% fat diet. However, other studies have shown the opposite to be the case for humans (2nd and 3rd links, for example).
<https://doi.org/10.1002/oby.22290>
<https://www.ahajournals.org/doi/abs/10.1161/CIRCULATIONAHA.118.034978>
<http://doi.org/10.1038/s41366-018-0079-0>

October 26, 2018: Researchers in Canada look at the estimated cost of "obesity" and conclude that some costs can be partially or fully attributable to weight bias.
<https://doi.org/10.17269/s41997-018-0146-2>

November 2018: The latest issue of Fat Studies is now available online.
<https://www.tandfonline.com/toc/ufts20/7/3>

November 2, 2018: The U.S. government's website stopbullying.gov addresses weight-based

bullying and provides a list of dos and don'ts for those bullied and those seeking to prevent it.
<https://www.stopbullying.gov/blog/2018/11/05/preventing-weight-based-bullying.html>

November 3, 2018: Nona Faustine's powerful photographs are exhibited at Higher Pictures in New York City. Her work proposes a deeper examination of contemporary racial and gender stereotypes.

<http://nonafaustine.virb.com/news-http://nonafaustine.virb.com/home#/id/i8470300>

November 12, 2018: While diversity has been recognized as increasing financial returns for a company, size diversity has been ignored in hiring and promotion. This article shows why that's a mistake.

<https://www.linkedin.com/pulse/how-weight-bias-your-organization-stopping-innovative-jessica-richman>

November 16, 2018: According to experts, the concept of sugar addiction is scientifically unsupported and pathologizes natural human instinct.

<https://health.usnews.com/wellness/food/articles/2018-11-16/sugar-is-addictive-bs-these-health-pros-say>

Founded in 1969, NAAFA, the National Association to Advance Fat Acceptance, is a non-profit human rights organization dedicated to improving the quality of life for fat people. NAAFA works to eliminate discrimination based on body size and provide fat people with the tools for self-empowerment through public education, advocacy, and member support.

On the web: <http://www.naafa.org>

Comments: pr@naafa.org

Any products or services mentioned in articles in this newsletter are for information only and should not be considered endorsements by NAAFA.

