

## Criteria for assessing marketing of HAES Australia Verified Provider applicants.

HAES® principle	Non-compliant	Compliant	Exemplary	Assessed As
<p><b>Weight Inclusivity:</b> Accept and respect the inherent diversity of body shapes and sizes and reject the idealizing or pathologizing of specific weights.</p>	<ul style="list-style-type: none"> <li>• Uses dehumanising or disrespectful image/s or language that reinforces negative stereotypes about people in larger bodies</li> <li>• Refers to one ‘healthy’ or ideal body shape as ideal</li> <li>• Refers to larger bodies as ‘unhealthy’</li> </ul>	<ul style="list-style-type: none"> <li>• Uses respectful images of people with diverse body shapes and sizes</li> <li>• Weight neutral language throughout marketing materials</li> <li>• Weight neutral concepts throughout marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>• Uses respectful images of people with diverse body shapes, sizes, ages and backgrounds</li> <li>• Unpacks why/how weight neutral and inclusive language is used throughout marketing materials</li> <li>• Unpacks why/how weight neutral and inclusive concepts are used throughout marketing materials</li> </ul>	
<p><b>Health Enhancement:</b> Support health policies that improve and equalize access to information and services, and personal practices that improve human well-being, including attention to individual physical, economic, social, spiritual, emotional, and other needs.</p>	<ul style="list-style-type: none"> <li>• Places value on one specific realm of health as more important than another</li> <li>• Language used is overly complex and inaccessible to the general public</li> </ul>	<ul style="list-style-type: none"> <li>• Recognises physical and mental health and social well-being</li> <li>• Acknowledges broader determinants of health</li> <li>• Acknowledges external policies/ programs/ campaigns that promote equal access to information and services</li> <li>• Presents information using language that is easy to understand.</li> </ul>	<ul style="list-style-type: none"> <li>• Unpacks the importance of addressing physical and mental health and social well-being</li> <li>• Explores the determinants of health and their influence on access to health services and personal practices that support well-being.</li> <li>• Unpacks at least one internal policy/program/ campaign promoting equitable access to information and services</li> <li>• Presents information using language that is easy to understand.</li> </ul>	

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<p><b>Respectful Care:</b> Acknowledge our biases, and work to end weight discrimination, weight stigma, and weight bias. Provide information and services from an understanding that socio-economic status, race, gender, sexual orientation, age, and other identities impact weight stigma, and support environments that address these inequities.</p>	<ul style="list-style-type: none"> <li>Promotes or uses disrespectful and/or discriminatory messages or ideas.</li> <li>Reinforces negative stereotypes toward people based on their size or other characteristics.</li> <li>Encourages weight loss or management to address weight-stigma.</li> </ul>	<ul style="list-style-type: none"> <li>Promotes and uses respectful messages and ideas</li> <li>Acknowledges weight bias and how fat-phobia and diet culture reinforce weight stigma.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates an active effort/s to end weight bias or discrimination</li> <li>Describes equity policies/practices to create a supportive environment and provide respectful care for people with larger bodies</li> <li>Unpacks how socio-economic status, race, gender, sexual orientation, age, and other identities impact weight stigma</li> </ul>	
<p><b>Eating for Well-being:</b> Promote flexible, individualized eating based on hunger, satiety, nutritional needs, and pleasure, rather than any externally regulated eating plan focused on weight control.</p>	<ul style="list-style-type: none"> <li>Offers or promotes regulated eating plans with the purpose to manage weight or change body shape</li> <li>Uses ‘Before and after’ photos depicting change to body size or shape</li> </ul>	<ul style="list-style-type: none"> <li>If dietary advice is outside scope of practice, only reference to this principle should be linking with HAES website</li> <li>If dietary advice is within scope of practice <ul style="list-style-type: none"> <li>Discusses how services reflect eating for well-being</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>If dietary advice is outside scope of practice, only reference to this principle should be linking with HAES website</li> <li>If dietary advice is within scope of practice: <ul style="list-style-type: none"> <li>Discusses how services reflect eating for well-being</li> <li>Unpacks the importance of eating for needs and pleasure</li> <li>Offers a range of options to support eating for well-being that considers people’s life circumstances.</li> </ul> </li> </ul>	

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<p><b>Life-Enhancing Movement:</b> Support physical activities that allow people of all sizes, abilities, and interests to engage in enjoyable movement, to the degree that they choose.</p>	<ul style="list-style-type: none"> <li>• Offers or promotes exercise with the purpose to manage weight or change body shape</li> <li>• Uses 'Before and after' photos depicting change to body size or shape</li> </ul>	<ul style="list-style-type: none"> <li>• If exercise advice is outside scope of practice, only reference to this principle should be linking with HAES website</li> <li>• If exercise advice is within scope of practice <ul style="list-style-type: none"> <li>- Discusses how services reflect flexible movement for all</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• If exercise advice is outside scope of practice, only reference to this principle should be linking with HAES website</li> <li>• If exercise advice is within scope of practice <ul style="list-style-type: none"> <li>- Discusses how services reflect flexible movement for all</li> <li>- Unpacks the importance of moving for enjoyment</li> <li>- Offers a range of options to engage in life enhancing movement that considers people's life circumstances.</li> </ul> </li> </ul>	
<p><b>Acknowledgements</b></p>	<ul style="list-style-type: none"> <li>• Uses Health at Every Size® and HAES® trademark without proper acknowledgement.</li> <li>• Uses HAES Australia's logo without gaining permission.</li> </ul>	<ul style="list-style-type: none"> <li>• ASDAH's trademark notice is displayed prominently.</li> <li>• Uses Health at Every Size® and HAES® properly, according to guidelines on the ASDAH and HAES Australia websites.</li> <li>• Uses HAES Australia's logo with permission.</li> </ul>		

**Comments:**

**Assessed by:**

**Date:**