

Pointers For Parents

Teen Tour Shares Secret To Self-Esteem

(NAPS)—The *Secret to Self-Esteem Program* has kicked off its third year of helping girls become strong women with the launch of the *Teen Esteem Tour*. The tour carries the self-esteem message to thousands of seventh and eighth grade girls and their parents and mentors nationwide from January to May, 2001.

R&B superstar Mya, a strong advocate of self-esteem for girls, and Ann Kearney-Cooke, Ph.D, an author and leading authority on adolescent issues, will visit junior high schools to address issues of local concern.

During the first stop on the *Teen Esteem Tour*, a full day symposium at the University of Texas at Austin, more than 400 teen girls and their parents and mentors learned the importance of healthy self-esteem in young women and how to achieve it. They also had the opportunity to personally interact with some of today's most accomplished and inspiring female role models, such as L.A. Sparks Center and member of the gold medal winning U.S. 2000 Olympic Basketball team Lisa Leslie; diver and 2000 Olympic gold medal winner Laura Wilkinson; Houston Comets Forward Tina Thompson; 2000 Olympic Softball gold medal winner Michele Smith; 1992 Olympic silver medal track star Sandra Farmer-Patrick; and Director of NASA's Equal Opportunity Office Estella Hernandez Gillette.

Dr. Kearney-Cooke shared the results of the program's third annual *Seventeen* magazine self-esteem survey, in which more than 2,200 teen girls participated via the Internet. Findings include:

- Nearly one in two girls between 11 and 19 have considered cosmetic surgery;
- Nearly two out of three are dissatisfied with their weight;
- 33 percent of girls surveyed struggle with overeating behaviors.

At each stop on the *Secret to Self-Esteem Teen Esteem Tour*, Dr. Kearney-Cooke will focus on the



R&B singer Mya addresses teen girls during a stop on the *Teen Esteem Tour*.

issues the survey showed to be most prevalent in that city.

The *Secret to Self-Esteem Program* is the result of a collaboration between two major organizations. In 1998, Secret Anti-perspirant and the Partnership for Women's Health at Columbia University created the program with the objective of providing teen girls with practical skills and solutions to build healthy self-esteem. The program was developed in the wake of studies showing that teenage girls experience a loss of self-esteem which has been linked to teen pregnancy, high dropout rates, eating disorders and even suicide.

All teens and parents or mentors can access the "10 Tips for Healthy Self-Esteem" on the Secret Anti-perspirant Web site, www.secretstrength.com.

Secret Anti-perspirant is the number one selling brand of anti-perspirant and deodorant for women.

A Procter & Gamble brand, Secret stands for feminine strength and continues to embrace helping girls build healthy self-esteem. The Partnership for Women's Health at Columbia University is a collaboration between academic medicine and the private sector, devoted to the study of gender-specific medicine.

This growing area of expertise is the science of how diagnosis and treatment of disease differ due to gender.