

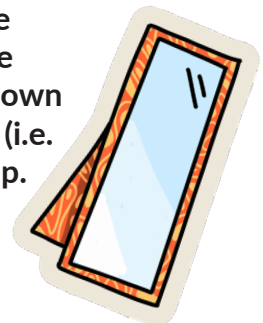
# Free Being Me



Free Being Me is suitable for girl-only and co-educational groups of 20-30 young people aged 7-10, 11-14 - and for the first time, also those aged 15 and older and it can easily be adapted for different sized groups.

The Activity Packs contain five interactive sessions with each session conveying an important Key Message for young people to learn about society's beauty standards. Young people can also now fill out a Body Confidence journal to help them track and understand their own Body Confidence journey.

In total it should take between five and six hours to complete, plus time afterwards for your group to take action in their community. On the next pages you will find a breakdown of the updated learning journeys (i.e. Key Messages) for each age group.





## YOUNGER (7-10)

Some people feel bad about how they look because of the unfair beauty standards around them. No one should stop doing things they love, not speak up, or miss out on time with family and friends because they're trying to look 'perfect'.

Let's become Body Confidence Buddies and tell everyone there isn't just one way to be beautiful!

The media (eg adverts) often shows us fake photos and tells us lies to make us think we should look like beauty standards all the time. We need to challenge this harmful media to help people feel more body confident!

When we compare ourselves to other people, we often focus on things we don't like and it makes us feel bad. Often, everyone is wishing they look like someone else - this is called the comparison trap. Instead, we should celebrate what makes each of us unique!

It's unfair that some people are teased or left out because of how they look. Let's stand up for them so that everyone feels happy in their bodies!

Let's build a world without beauty standards where everyone feels Free Being Me.

Helping other people feel good can help us to feel more confident!



## MIDDLE (11-14)

Beauty standards are everywhere, telling us we're not good enough unless we look one specific way. They're impossible to achieve, exclude people and change constantly throughout history and cultures. They harm:

- My world: hurt our confidence and friendships, affect our school/work life, stop us from doing the things we love and reaching our full potential.
- The wider world: make the world less diverse, cost our governments and health services, and damage the environment.
- Everyone, especially girls and women.

We should challenge and reject beauty standards in all forms of advertising and other media (eg TV, film, social media, radio, newspapers, toys, songs and books) that put pressure on us to change how we look.

Sometimes family and friends put pressure on us to change how we look - without even realising. Let's challenge these comments and actions that are spreading beauty standards! We may make comments comparing people's looks to beauty standards - without even realising. This 'body talk' actually spreads the impossible 'ideal'. Instead, we should celebrate what makes us all unique and what our bodies can do!

We have the power to build a world where everyone feels free to be themselves! Every action, no matter how big or small, will improve other people's body confidence and our own.

## OLDER (15 PLUS)

Beauty standards are everywhere, telling us we're not good enough unless we look one specific way. They're impossible to achieve, exclude people and change constantly throughout history and cultures. They harm:

- My world: hurt our confidence and friendships, affect our school/work life, stop us from doing the things we love and reaching our full potential.
- The wider world: make the world less diverse, cost our governments and health services, and damage the environment.
- Everyone, especially girls and women.

We should challenge and reject beauty standards in all forms of advertising and other media (eg TV, film, radio, newspapers, toys, songs and books) that put pressure on us to change how we look.

Sometimes family and friends put pressure on us to change how we look - without even realising. Let's challenge these comments and actions that are spreading beauty standards! We may make comments comparing people's looks to beauty standards - without even realising. This 'body talk' actually spreads the impossible 'ideal'. Instead, we should celebrate what makes us all unique and what our bodies can do!

We have the power to build a world where everyone feels free to be themselves!

