Cadette

MEdia Leadership Journey Connections

GSUSA, in partnership with the World Association of Girl Guide and Girl Scouts (WAGGGS) and Dove, has launched *Free Being Me*, a global leadership initiative. Using the *MEdia* Journey, together with the *Free Being Me* curriculum, girls explore issues of beauty and body confidence and build their leadership skills.

MEdia is part of the ***It's Your Story, Tell It!*** leadership curriculum, which was brought to you by Dove. This Journey series give girls the opportunity to tell their stories through a range of creative approaches. It's designed to strengthen a girl's sense of self and boost her ability to seek and meet challenges in the world.

Use the quick guide below for *MEdia* activities that provide a great starting point for getting girls engaged in the important themes of beauty and body confidence. Each MEdia activity can be expanded on using the activities from the *Free Being Me* curriculum to help girls dig deeper into these issues.

***MEdia* Sample Session 2:**

Survey Add-On: Beauty is in the Eye of the Beholder: Girls are encouraged to put a body confidence spin on their community media survey using the short instruction provided. (Page 46)

Unmasking Media Stereotypes: Girls expand their critical thinking by analyzing how media might use stereotypes to generalize about groups of people, or tell us what we should be like. (Pages 46-47)

Diversifying Beauty: Girls start off this activity by talking about how they are often their own worst critics. Then they learn how the word "beauty" can mean much more, and how we might not all even agree on what we find beautiful. (Pages 48-49)

Capture the Beauty: Girls use art to capture the diversity of beauty around them, and learn that real beauty takes many forms. (Page 49)

Quick Rip: In this quick interactive activity, girls find ads in magazines that represent a narrow stereotype of beauty and turn them into art. (Page 50)

***MEdia* Sample Session 4:**

Media Watchdog Pledge: Now that girls have started to think critically about the media around them, they pledge as a group to continue to monitor their media use. (Page 59)

***MEdia* Sample Session 5-7:**

MEdia Remake: In these sessions, girls plan their Media Remake. They team up to use media techniques and tools to "talk back" to the media with a powerful message of their own. (Pages 76-89)

***MEdia* Sample Session 10:**

Superhero Names: In this imaginative opening ceremony, girls make up a superhero name that shows their newly discovered MEdia power. (Page 99)

Cultivate a New Media Reality: Girls get the opportunity to do another group pledge. This time they commit to cultivating a better way of using media. (Page 101)

A Girl Scout PSA: If girls have more time, or are especially passionate about this topic, they are encouraged to create a PSA or poster campaign for their council to share with local girls on topics of beauty, media, and stereotypes. (Page 101)

girl scouts

Cadette

MEdia Leadership Journey Connections

For even more Body Confidence Boosting Fun Visit girlscouts.org/freebeingme:

- Explore the full Free Being Me curriculum.
- Play the online Free Being Me Teaser Activity – Flawless! with girls so that they can discover how they can define beauty for themselves. Girls can also download the activity to play with family or friends.
- PSA contest brought to you by Dove coming Spring 2014! Encourage girls to Take Action on themes of beauty and body confidence by developing a PSA and sharing their messages.

Want to get older girls involved? Consider badge and award work that encourages them to be mentors!

- Junior Aide
- Leader in Action (LiA)
- Program Aide (PA)
- Volunteer-in-Training (VIT)
- Counselor in Training (CIT) I & II



Questions on *Free Being Me* and how best to use it with your Girl Scouts? Contact Mona Lipson at *MLipson@girlscouts.org*.

girl scouts

Empowering girls through improving body confidence and self-esteem

Dove & the World Association of Girl Guides and Girl Scouts



free being me

Activities for 11-14 year olds

Free Being Me for 11-14 year olds

About *Free Being Me*

Written especially for 11-14 year olds, this educational programme will give your group a chance to stop and reflect on the world around them, and the influence it has on the way they think about themselves and other people. They will discover that their society – through the media, and those they spend time with – encourages them to try to look like a very narrow definition of beauty. They'll find out the downsides of trying to look like this 'Image Myth' – and discover that it's actually impossible; even celebrities and models are airbrushed!

Participants are empowered to speak out and challenge the Image Myth in lots of different ways, boosting their body confidence and having fun at the same time. Finally, *Free Being Me* challenges participants to take the lead by taking action in their community, sharing what they have learned with their peers.

11-14s will learn:

1. There is an Image Myth in their society (and other societies worldwide have them too, though they might have different features).
2. The Image Myth's definition is so long and specific, that it's impossible to achieve (even models are airbrushed).
3. There are lots of costs to following the Image Myth for us and our community.
4. There is an alternative to the Image Myth! We can all challenge the Image Myth wherever we go, and there are lots of different ways we can challenge both the media and our friends and family.

Using *Free Being Me*

Before you begin, please read the Leader Guide, and ask all other leaders and volunteers to read it too. Page 10 of the Leader Guide shows how the activity pages in this pack are set up to support you as you lead, including 'support prompts' and tips for the leader.

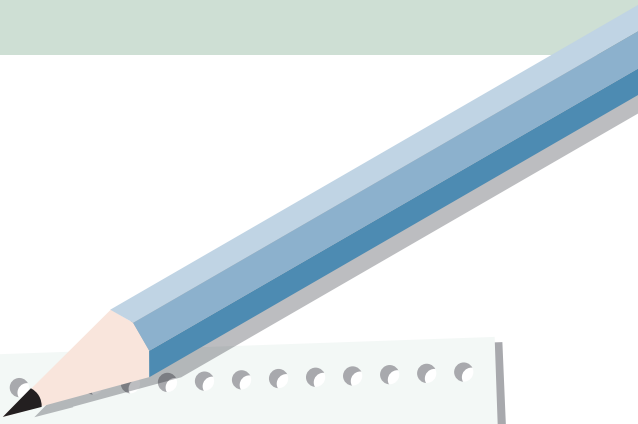
As *Free Being Me* is a global programme, millions of Girl Guides and Girl Scouts around the world will be taking part in the same activities as your group. By sharing the messages your group creates during *Free Being Me*, you can be part of a global body confidence revolution, mobilising millions of young voices to speak up for diversity and challenge the idea that there's only one way to look beautiful.

Visit **www.free-being-me.com** to share your group's story, and connect with other *Free Being Me* groups from across the globe!

Children who have taken part in the Free Being Me activities and done a Take Action project that reaches two others should receive a Free Being Me badge. Giving these badges is a great reward for the participants, and helps the World Association count out how many have taken part in the activities worldwide.

Before you start: Secret friends and treasure boxes

Consider using the ideas below to make your group's *Free Being Me* experience even more fun, and meaningful. You don't have to do these to earn a badge, but they are great to do before or during *Free Being Me*. You can find out how to get the badge on page 7 of the Leader Guide.





Free Being Me wall

Set up a *Free Being Me* wall at the start of the programme. This is a place to collect positive statements, inspiring pictures and great ideas to help participants feel empowered to be themselves. Some of these will develop during the programme. Encourage participants to look for inspiration at home and bring it in. At the end, use the wall to help plan the group Take Action project. Share a picture of your wall on **www.free-being-me.com**

Secret friend

At random, participants are each given a secret friend from the group. During the programme, participants find clever ways to make their secret friend feel good about themselves, without giving away who they are. Make sure everyone understands the secret friends should not focus on appearance.

Treasure inside me boxes

Before beginning *Free Being Me*, participants create treasure boxes using arts and crafts materials. During the programme, every participant comes up with a positive message to add anonymously to other people's treasure boxes, showing that what is inside you matters more than what you look like. By the end of the programme each participant has a collection of positive messages from other participants.

Movie night

Before beginning *Free Being Me*, spend an evening with your group watching an age appropriate film that your participants can identify with, that shows a female character being true to herself, for example, Brave – the 2012 Disney/Pixar film. For this film, you could discuss how Merida was expected to be, and what she did to be stay true to herself.

Caring friend necklace (from the Thousand Islands)

Create a necklace for each leader with five beads on it; one for each of the words "I am loving and caring". Leaders wear the necklaces during *Free Being Me*. When they see a participant do something thoughtful and considerate for another participant, they quietly take off the necklace and put it round their neck. The participant then looks out for a chance to pass the necklace on to someone else who has been loving and caring. Explain what the necklaces mean in advance.

Free Being Me
Session One

If you travelled round the world or through time, the people you met would not all have the same idea of what beauty is. Then why do so many people today feel that they should try and live up to their society's 'ideal look'? In this session, you'll work out what this 'ideal look' is in your society, then expose it as the Image Myth it really is! You'll discover where the Image Myth comes from, and why following it can cause real problems for people.

Session map

ACTIVITY	TIME	YOU WILL NEED	SKILLS
Welcome to *Free Being Me* - Take Part Pledge - Agree Group Guidelines	15 mins	Paper to write guidelines	Working with others, speaking out, respect for others
Beauty around the world	10 mins	Sheet 1.1 – beauty Around the World facts, True or False signs	Decision-making, independent judgement, cultural understanding
Pressure at the Party – Defining the Image Myth	15 mins	At least one fashion/ celebrity magazine per group, pens and paper	Teamwork, quick thinking
Where does the Image Myth come from?	5 mins	A bell or a whistle - optional	Quick-thinking, speaking out
Airbrushing Spot the Difference	5 mins	Sheet 1.2, or Dove Evolution video if available	Eye for detail
Outside Inside: Costs of the Image Myth	20 mins	Large piece of paper per group and pens	Teamwork, group discussion
Personal Challenge brief – Media Detectives	5 mins	Sheet 1.3	Research, independence

Session one

Welcome to *Free Being Me*

02 mins

Bring everyone together into a circle, and introduce *Free Being Me* to your group.

Explain that

- We're going to try some activities to help us feel more confident about the way we look. Feeling proud and happy about the way you look is called body confidence.
- You will be coming up with your own ideas about how to help yourself and other girls be body confident.
- Girls around the world are taking part in Free Being Me. Everybody will be sharing the messages they learn with other people to start a Girl Guide and Girl Scout body confidence revolution!

  If all the Girl Guides and Girl Scouts in the world take part, that's 10 million girls changing the world.
- By completing the activities in each session and taking action to share our messages you'll earn a *Free Being Me* badge.



Session one

Take Part Pledge ★

02 mins

Outcome

Every participant agrees out loud to actively take part and have fun in this session of *Free Being Me*. Saying it out loud means participants will contribute more openly, resulting in a bigger impact on their body confidence.

At a glance

As a whole group, lead the participants to share their excitement about taking part in *Free Being Me*.

You will need

No materials needed.

What to do

Once you have introduced *Free Being Me*, thank everyone for attending and ask them to shout their enthusiasm and willingness to participate in the first session of *Free Being Me*.

Are you ready to get excited and contribute to this session of Free Being Me, *and have fun along the way? If so, shout*



Tips:

- Remember that the support prompts (blue text with this symbol) are there to help you deliver the key messages of *Free Being Me* in a really effective way. It's ok to paraphrase these as long as the message stays the same.
- Encourage every participant to take part in the pledge.
- To make this more fun, you could ask everyone to add movement when they shout "YES I AM" – for example, try asking everyone to jump up or into the circle all at the same time, or try a 'Mexican wave' where each person raises their hands one after the other. There's a Take Part Pledge at the beginning of every *Free Being Me* session – it's great to be creative and do it in different ways – why not ask the participants for their ideas?

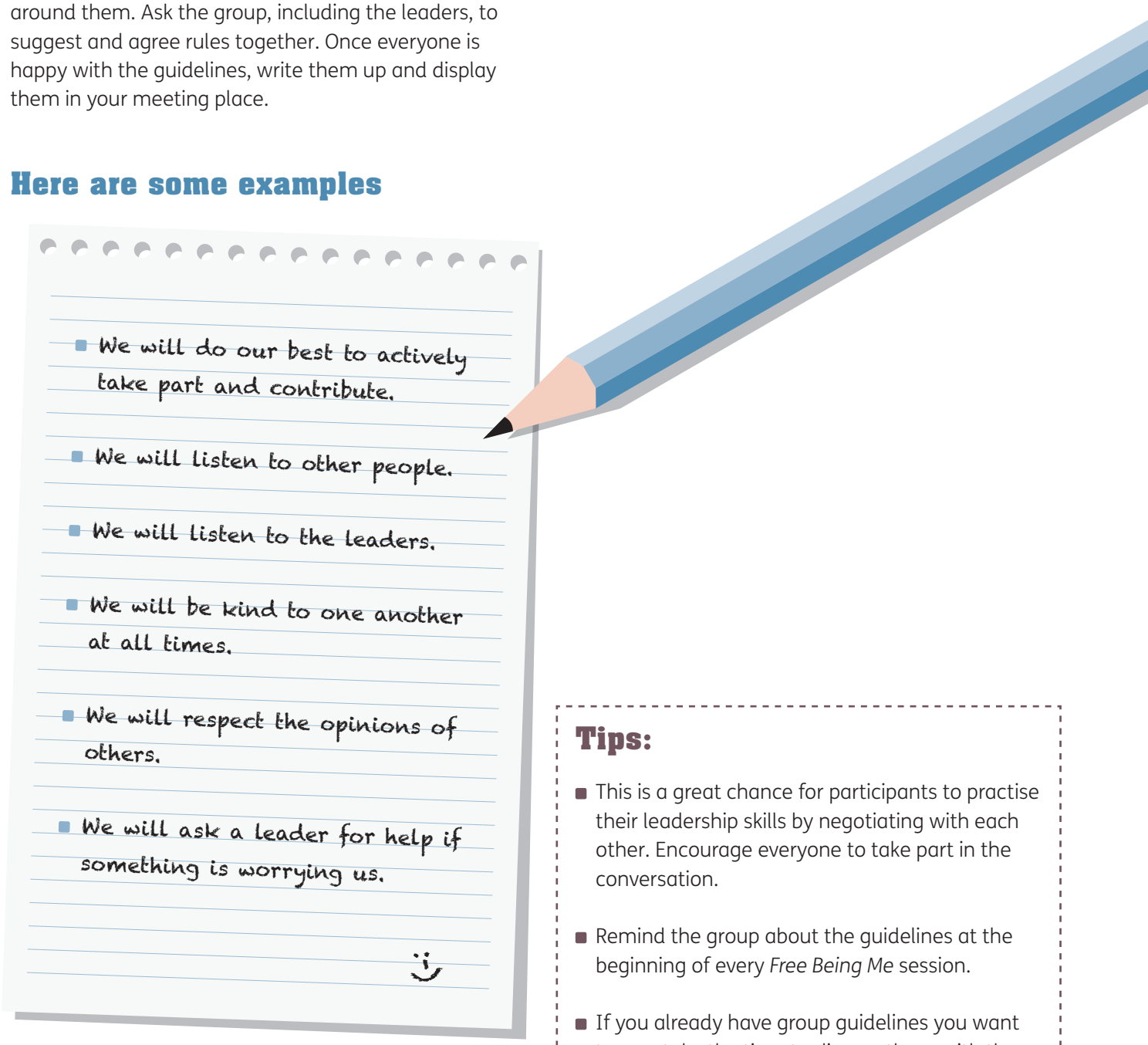
Session one

Agree your Group Guidelines

10 mins

Before you begin, set up some group guidelines to help everyone feel comfortable and able to trust those around them. Ask the group, including the leaders, to suggest and agree rules together. Once everyone is happy with the guidelines, write them up and display them in your meeting place.

Here are some examples



Tips:

- This is a great chance for participants to practise their leadership skills by negotiating with each other. Encourage everyone to take part in the conversation.
- Remind the group about the guidelines at the beginning of every *Free Being Me* session.
- If you already have group guidelines you want to use, take the time to discuss them with the group to see if anything needs updating or adding. If you don't have group guidelines, they can be a helpful tool during other Girl Guide/Girl Scout programmes too.

Session one

Beauty Around the World

10 mins

Outcome

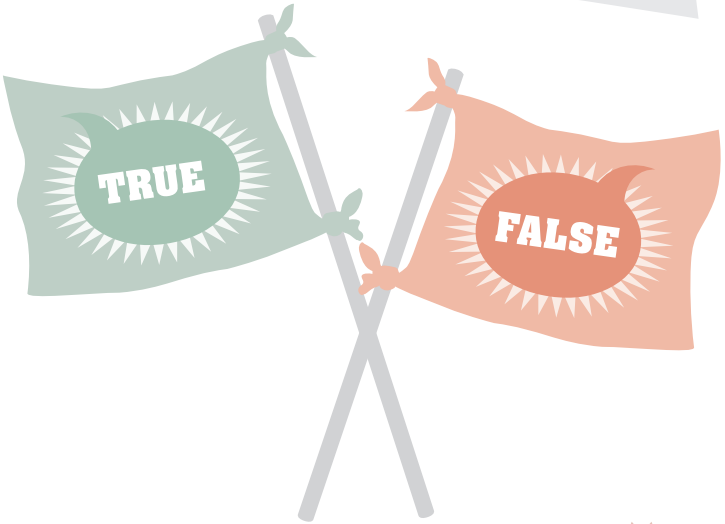
Participants understand that there is no one perfect way to look; that beauty ideals are always changing over time and around the world. If we lived in another country, or another century, we might be encouraged to chase a completely different look.

At a glance

Play an energetic true or false game to test your knowledge about how beauty has been defined by different cultures and societies around the world and throughout history.

You will need

World beauty facts from sheet 1, signs saying 'true' and 'false'.



What to do

Explain to the group that they will play a game to discover how ideas about beauty are different around the world and have changed over time.

The aim of the game is to work out which of the world beauty facts are true and which are false.
(In fact, all the statements are true! But don't tell your group that before they start!)

- Mark one side of the meeting space 'true', and the other side 'false'-
- Read out your favourite facts (the part in bold) from Sheet 1.
- Players should run to the side of the meeting space that they think is right for each statement.
- Once everyone has chosen a side, read out the information under the fact.
- Remind them not to follow what other people do – they should decide for themselves!

Ask afterwards

Were you surprised that all the statements are true? Which were the most surprising?

We've just found out that people in societies around the world in the past and the present have had lots of different ideas about what is beautiful – now we're going to turn to what our own society tells us is beautiful.

Session one

Pressure at the Party: Defining the Image Myth ★ 15 mins

Outcome

Participants understand that the Image Myth is their society's idea of what the 'perfect' girl should look like. This is a myth (i.e. a false, made-up concept) because it's impossible for anyone to achieve, and of course it's not true that there is only one way to look beautiful. Once participants understand what the Image Myth is, they can have fun challenging it in lots of different ways throughout *Free Being Me*.

At a glance

Plan the guest list for a glitzy magazine launch party. Use magazines and a group brainstorm to come up with a long list of appearance features that make up the Image Myth.

You will need

At least one fashion/celebrity magazine per group, pens and paper (1 per group).

What to do

1) Who is the perfect Gloss guest? (5 mins maximum)

Ask participants to form small groups.

Explain to each group that they are event organizers for a brand new high-fashion magazine called Gloss. Their boss has asked them to organize a glitzy launch party and to come up with the 'perfect-looking' guest list. She wants all her guests to fit your society's idea of the 'perfect' look for a girl.

Your boss wants all of Gloss magazine's party guests to fit our society's idea of the so-called 'perfect' look for a girl. So that you can describe the 'perfect-looking' guest to your boss, come up with the longest list of their appearance features you can (e.g. things about her hair, body, height and face).

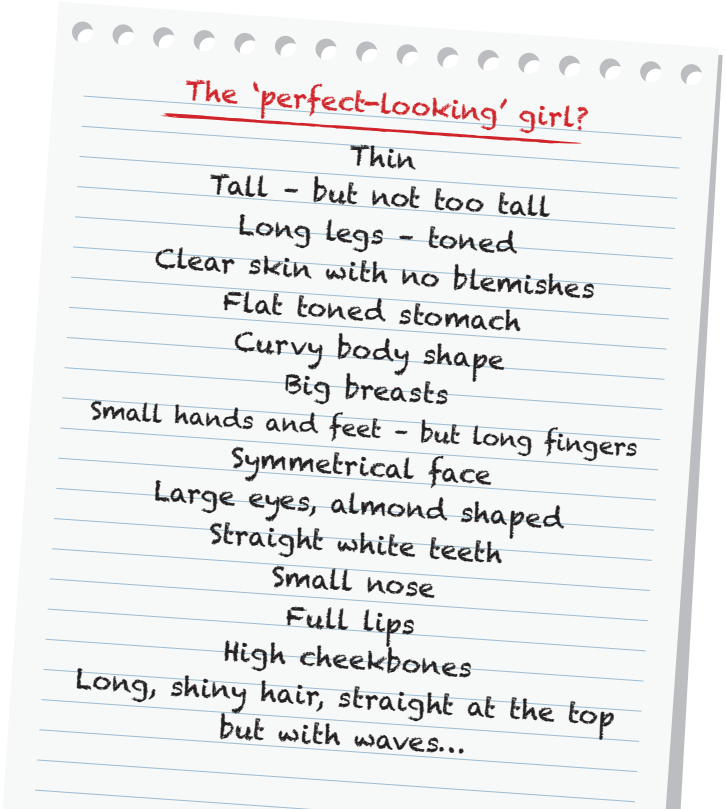
Challenge them to come up with as long a list of appearance features as possible.

Give each group a selection of magazines to browse through to help them describe the "perfect" look.

2) Create the list of appearance features for the 'perfect-looking' girl? Guest (7 mins)

While your small groups are creating their lists, set up a large piece of paper where everyone can see it and write at the top of the page: The "'perfect-looking' girl?"

Bring the whole group together and invite participants to share the appearance features they came up with for the 'perfect' female guest. As they share, write all of the features up underneath the title on the page in as much detail as possible.



Pressure at the Party: Defining the Image Myth (continued) ★

15 mins

Tips:

- Make sure participants are in the lead – encourage everyone to contribute to creating the big list.
- This activity is more fun and effective for body confidence if you make the list of appearance features as long as you can. A really long list shows just how narrow and ridiculous the Image Myth really is! It also helps your participants to clearly understand that it's impossible for anyone to look like the Image Myth. Make it a game and a real challenge.
- It's fun to point out the contradictions within the Image Myth (e.g., curvy body, flat stomach, large breasts or long legs and small feet).
- Encourage them to be as specific and descriptive as possible. For example, if someone says "good teeth", ask for details e.g. straight white teeth.
- Question any responses that imply that a certain feature is 'perfect', e.g.,: "blemish-free skin" is a better description than "flawless skin".
- If your participants are struggling to come up with ideas, challenge them to focus on certain features - e.g. "What about her head/legs/arms, what would they look like?"

3) Define the Image Myth (3 mins)

When you have finished creating a long list, read out every detail of every appearance feature on the list.

So the "perfect" looking girl is.....
(read out all features on the list)

Actually in reality there is no such thing as the "perfect" looking girl. Instead, we call this look the Image Myth.

Cross out the 'perfect-looking girl?' and write the 'the Image Myth' instead.



Ask participants to tell you what a *myth* is. The definition is: an idea that is believed by lots of people but is actually false.

The Image Myth is what society tells us the 'perfect-looking girl' looks like. But it's a myth, because it's impossible for anyone to look like this in reality. Nobody has all of these features naturally.

Tips:

- To make this exercise really fun, read out the list of appearance features theatrically to emphasise how narrow, impossible and ridiculous the Image Myth really is.
- Make a big deal of crossing out the 'perfect-looking girl?' title and replacing it with 'the Image Myth' to really make your point.
- Remember, this activity is not about criticising the way anybody looks. The Image Myth is about recognising that society often sends a narrow and impossible-to-achieve message to girls about how they should look if they want to be considered beautiful.
- If a participant says that it is possible for someone to look like the Image Myth, for example a celebrity or supermodel, remind them that even celebrities get airbrushed or have cosmetic surgery because they don't match the Image Myth entirely and we'll talk about this more later in the session.

Where does the Image Myth come from? ★

05 mins

Outcome

Outcome: Participants understand that the Image Myth is created and reinforced by society. They also come to realise that beauty ideals change over time and vary between cultures and therefore are not worth pursuing.

At a glance

Speed brainstorm to expose the origins of the Image Myth.

You will need

A bell or whistle – optional.

What to do

As a whole group, have a speed brain storming session.

One leader reads out each question below in turn and encourages participants to shout out answers and ideas. When you hear a winning answer (listed below), ring a bell, blow a whistle or make a funny noise.

When you feel participants have come up with the main points, move on promptly to the next question to keep the energy going.



Tip:

- It's important throughout *Free Being Me* to make sure participants don't talk about any perceived positive aspects of the Image Myth because this will reduce their body confidence and reinforce the beauty pressure we are trying to challenge.

Where does the Image Myth come from?

(continued) ★

05 mins

Questions

1) "Imagine the Gloss party was 200 years ago, would the 'perfect-looking' guest have looked the same and why or why not?"

Winning answers: No!

For example, throughout history different looks have been considered beautiful. For example, in Renaissance times in Europe larger hips and stomachs were considered beautiful. In the 1800s corsets were popular with women to create really narrow waists and large bottoms. You could also refer back to some of the facts in the World Beauty Facts game.

2) "Would the 'perfect-looking' guest have looked the same if your Gloss party was in another country?

Pick a country that is very different to yours.

Winning answers: No!

For example, some women in Ethiopia stretch their lips with big plates as this is considered very beautiful. In North America having tanned skin is considered attractive, whereas in some Asian countries fairer skin is considered more attractive for women. Again, the World Beauty Facts game proves this point.

3) "Where do you think the Image Myth comes from?"

Winning answers:
The media; fashion industry; diet/weight-loss industry; make-up companies...

4) "Where do you learn, hear and see the Image Myth?"

Winning answers:
Friends; family; media (television shows; films; magazines; internet; advertising); diet industry...

5) "How do you think image myth messages make people your age feel about their appearance?"

Winning answers:
Under pressure to look a certain way, feeling like their bodies are not good enough, worrying and unhappy about the way the look.

6) "What do the media tell us will happen if we can make ourselves look like the image myth?"

Winning answers:
We'll be happy, loved, successful, rich, famous...

7) "Do you <u>really</u> think all these things will happen if you look like this? Another way to think about this is do celebrities, who often come closest to the Image Myth, have perfect lives?"

Winning answers: No!

It's unlikely that all of these things happen, especially as the Image Myth is impossible for anybody to achieve naturally in the first place. Even models and celebrities who come the closest to looking like the Image Myth don't have perfect lives. For example, they experience problems in their relationships and careers, and often experience problems with privacy.

Session one

Airbrushing Spot the Difference ★

05 mins

Outcome

Participants understand that the Image Myth really is impossible. Even models and celebrities can't fully match it, as their images are frequently airbrushed in magazines and advertisements.

At a glance

Using either a video or photo sheet, participants spot the differences before and after airbrushing.

You will need

Sheet 1.2, Dove Evolution video www.youtube.com/watch?v=iYhCn0jf46U if available.

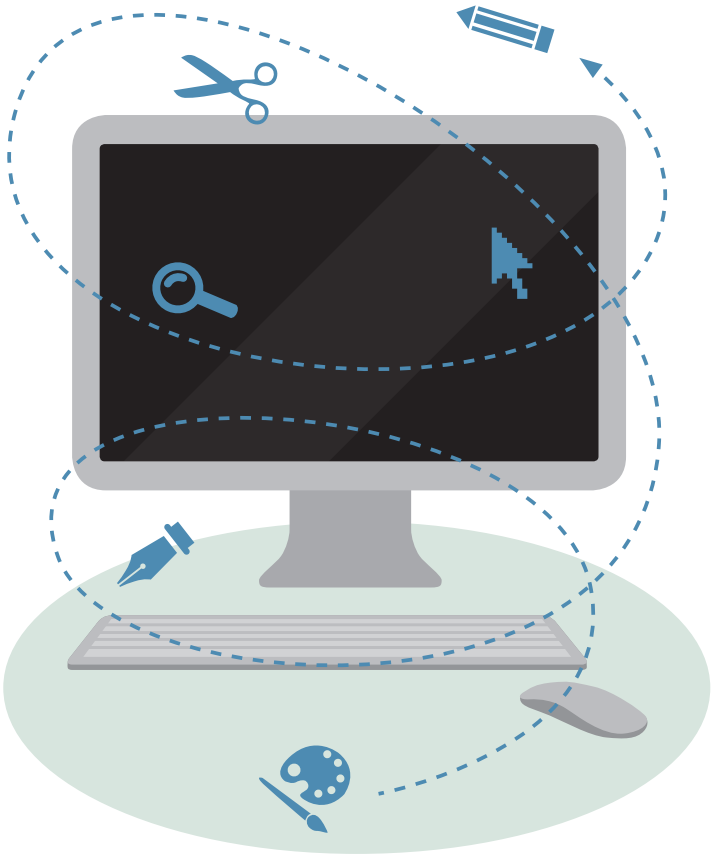
What to do

Now we're going to think about the pictures that get used in magazines and other types of media like Gloss magazine. We're going to explore the computer techniques that go in to creating these pictures and how they can keep the Image Myth going.

In small groups, either:

1) Use Sheet 1.2. Compare the before and after airbrushing images, and find as many differences as you can.

2) Watch the Dove Evolution video and note down all the ways you see the model's image change from start to finish. You could show Dove Evolution twice to allow the group two opportunities to see what they didn't spot the first time.



Ask afterwards

- How does it make you feel to know that even models and celebrities are airbrushed, because they aren't considered beautiful enough?
- Is the image myth really ideal, or are there other ways to be beautiful and special?

Ask participants to turn to a friend, and give them time to tell each other why they think the image myth is impossible to achieve. This is an opportunity for girls to take the lead to show why they disagree with the Image Myth.

We're going to explore some of these ideas in future Free Being Me *activities.*

Session one

Outside Inside: Costs of the Image Myth ★ 20 mins

Outcome

Participants consider the costs of trying to match the Image Myth; how it can make young people around the world feel down, how it can stop them fulfilling their potential, and how it can affect their local and global communities.

At a glance

Using the outline of a person, participants work together to come up with all of the different ways following the Image Myth can have a negative impact.

You will need

Paper, pens.

What to do

1) Create your inside and outside costs (10 minutes)

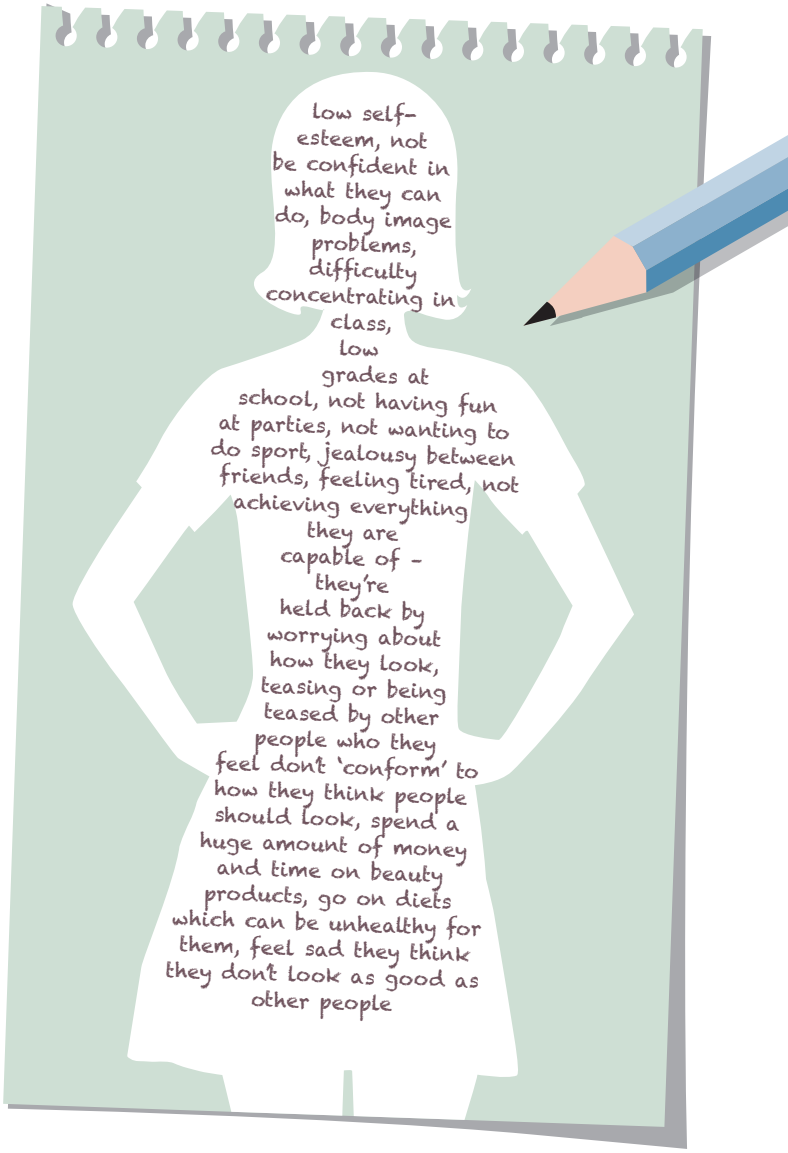
Get participants into small groups and give them a large piece of paper to draw the simple outline of a person – one outline per group.

We've discussed the Image Myth and where it comes from – now let's think about the costs for people who try to look like it. In other words, if people feel under pressure and try to change the way they look to match the Image Myth, what negative effects can this have on them?

Inside downsides

Brainstorm the downsides for individuals of trying to look like the Image Myth, and write them inside the person outline. How might they feel? What might they miss out on, not do as well at or not enjoy as much? For example, they could have low self-esteem or lack the confidence to go swimming. Challenge yourself to come up with as many costs or downsides as possible.

Visit each group and encourage them to fill their outline person up as much as possible. Example individual costs are written inside the person below.



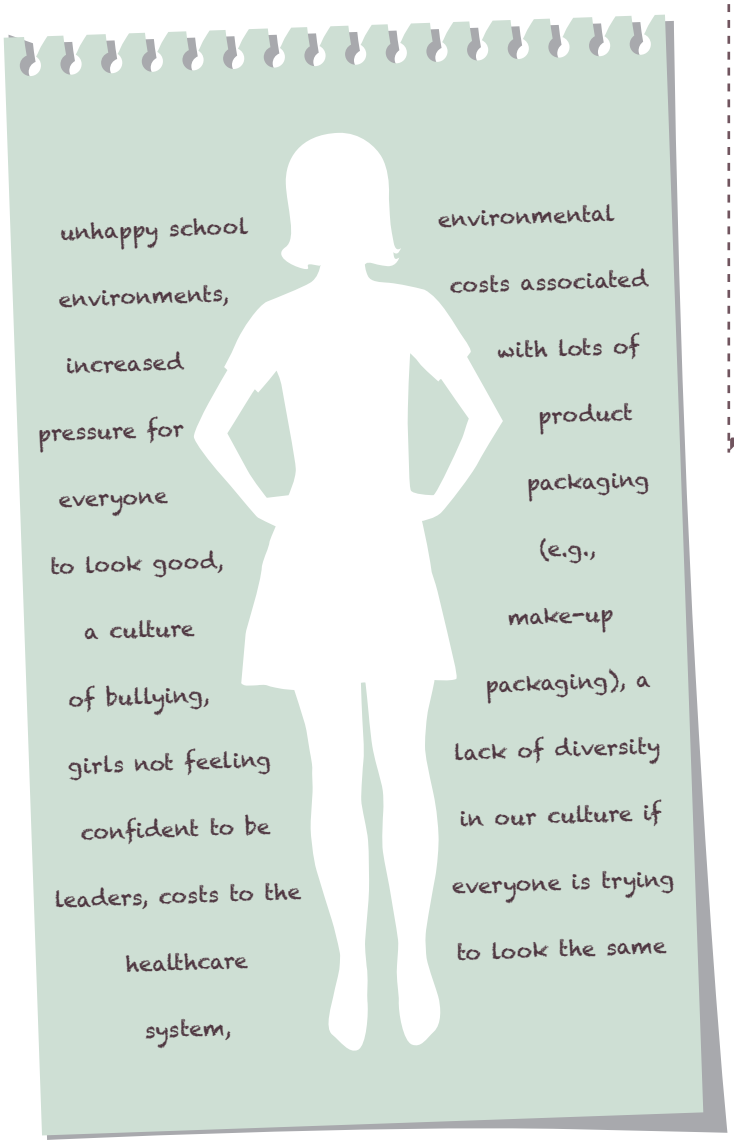
Outside Inside: Costs of the Image Myth (continued) ★

15 mins

Outside downsides

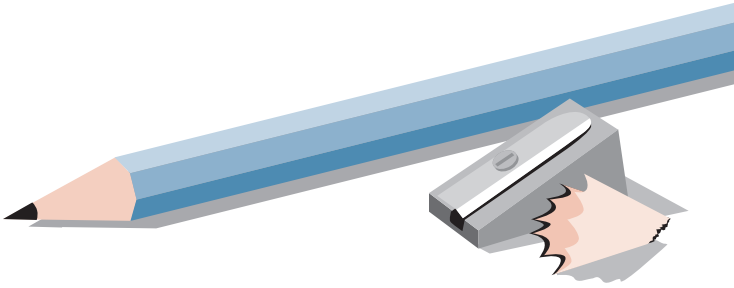
Now we want you to think about what the negative effects are for your local and global community if people try to look like the Image Myth . For example, how does it negatively affect how people treat each other at school and young people's confidence to take the lead to make their world a better place and speak out on issues that affect them? Write all of these community costs for the Image Myth outside of the person.

Example community costs are written outside the person below.



Tips:

- Give the groups time to come up with their own ideas, this activity has the best impact when the girls come up with the costs themselves.
- If some groups get stuck, give them an example using the illustrations on this page and congratulate them when they come up with a cost themselves.
- Encourage them to work together as a team to come up with as many costs as possible; the more costs they generate, the more effective this activity is for their body confidence and enhancing their leadership skills.
- So that this really girl-led, make sure each participant has written down at least one cost. Asking each participant to speak out keeps them engaged and gives them the chance to publicly say they know that the Image Myth is not a good thing to follow.



Outside Inside: Costs of the Image Myth (continued) ★

15 mins

2) Quitting the Image Myth! (10 minutes)

- Ask participants to share a few of their Image Myth downsides with the whole group.
- Now ask participants to shout out their answers to these questions:

Questions

? So who benefits from the Image Myth?
Suggested answers: diet industry; media; fashion industry.

? Looking at all of the downsides we've come up with on our Inside/Outside picture for example...., are you personally benefitting from the Image Myth?
No!



- I'm leaving! Ask participants to pretend they're leaving their job at Gloss magazine to show publically that they don't agree with the Image Myth...

So you've decided to leave Gloss magazine because it encourages people to follow the Image Myth and you don't agree with that. You're going to start your own magazine that helps everyone to be free to be themselves in our next session.

Since you're leaving Gloss, what would you say to your boss on your way out? It's time to tell her why you think it doesn't make sense to follow the Image Myth. Take a few minutes on your own to come up with what you'd say to her. You might like to think about the downsides that we just came up with in the Inside/Outside activity.

Give participants a few minutes on their own to come up with what they would say.
Ask participants to take turns acting out their "I quit because I don't agree with the Image Myth" statement to their small group. If you have time, invite groups to share some of their ideas with everybody.

Tips:

- Encourage participants to have fun with this – they can imagine they're storming out of the Gloss offices.
- Check every participant has the chance to make their statement in front of their friends and make sure their statement includes a challenge to show they don't agree with the Image Myth.

You did a great job telling your boss why it's important not to follow the Image Myth. We want everybody to feel free to be themselves. When we feel free to be ourselves we can do the things we love and take care of ourselves and other people , enjoying our bodies for what they can do.

Personal Challenge brief – Media Detectives

05 mins

Outcome

Participants practise challenging the Image Myth, using a real-life example.

At a glance

At home, before their next *Free Being Me* session, participants find an example of the Image Myth in their world, and practise saying why it's impossible and a bad idea to try to follow.

You will need

Sheet 1.3.

What to do

Explain the Personal Challenge:

Before you come back for the next session of Free Being Me, *I want you to be a media detective - find and expose an example of the Image Myth that you come across in your society's media. Stick it onto the handout, write down why you don't agree with it, and bring along your example to the next session!*

Show your participants the back of your hand-out, and ask them to write down their answers to the questions, for them to share next session.



The questions are

- "The image myth is fake because..."
- "It's not worth trying to look like this Image Myth because...."



Tip:

- Participants might not be used to taking away Personal Challenges to do between sessions – explain that they'll have a few different challenges while doing *Free Being Me*, but they are all fun and interesting, and will really help them stand up for body confidence for themselves and other people.

Free Being Me
Session Two

Every day, children and young people are bombarded with images and messages from the media. TV shows, advertisements and magazines in particular push the Image Myth and contribute to the pressure we feel to follow it. Exposure to a 'perfect look' shown in magazines has been shown [1]to reduce body-confidence. This session gives participants a chance to take the lead and challenge this, producing a TV piece to expose the truth behind the Image Myth, and create their own magazine that's designed to boost body confidence!

[1]Stice, E., & Shaw, H. (1994). Adverse effects of the media portrayed thin-ideal on women, and linkages to bulimic symptomatology. Journal of Social and Clinical Psychology, 13, 288-308.

Session map

ACTIVITY	TIME	YOU WILL NEED	SKILLS
Take Part Pledge	2 mins	N/A	Speaking out
Media detectives debrief	5 mins	Media Detectives Personal Challenge hand-outs (completed)	Sharing ideas, presenting information
Make your own media - Breaking news on body-confidence - Magazine cover	30 mins 30 mins	Sheet 2.1 – one per small group Paper – 1 piece each, coloured pens/pencils and any other art supplies you have access to	Teamwork, creativity, performing/speaking in front of an audience
Personal Challenge: Friendship Note	5 mins	Sheet 2.2 – one each	Creativity, explaining a message

Welcome to Session Two

Take Part Pledge ★

02 mins

Outcome

Every participant agrees out loud to actively take part and have fun in this session of *Free Being Me*. Saying it out loud means participants will contribute more openly, resulting in a bigger impact on their body confidence.

At a glance

As a whole group, lead the participants to share their excitement about taking part in *Free Being Me*.

You will need

No materials needed.

What to do

Once you have introduced *Free Being Me*, thank everyone for attending and ask them to shout their enthusiasm and willingness to participate in the second session of *Free Being Me*.

Are you ready to get excited and contribute to this session of Free Being Me, *and have fun along the way? If so, shout*



Session two

Share: Media Detectives Personal Challenge

05 mins

Outcome

Participants understand the Image Myth is everywhere in their society, but that they can challenge it, by talking about why it's impossible, and why it's not worthwhile trying to look like it.

At a glance

Share the examples of the Image Myth and their challenges to it with each other in quick-fire conversations, swapping images as they go.

You will need

Image Myth examples collected by the participants.

What to do

Thank you all for your amazing detective work – you have exposed lots of examples of the Image Myth! Now you'll have the chance to share what you think of the Image Myth with each other.

Ask everyone to move freely around the room. When you shout "SHARE!" They stop and chat to the first person they see. Each person should:

Hold up the pictures and read out what they wrote on the back:

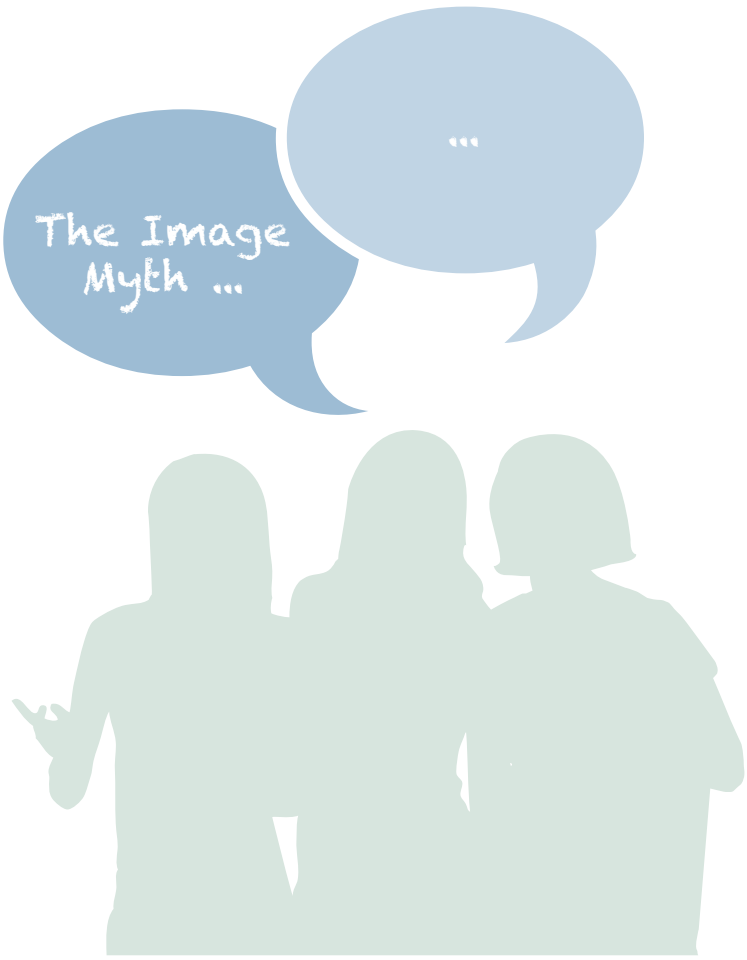
"It's not worth trying to look like this Image Myth because...."

"The Image Myth is impossible because..."

After two minutes, shout "SWAP!". The pairs should swap images then go and find someone new to talk to, holding up their new image and reading out the statements written on the back. There should be lots of energy and talking in the room!

Thank participants for sharing their examples.

We've seen that the media often spreads messages about the Image Myth. But it doesn't have to be like that. Next you'll have the chance to speak out and change the media to promote body confidence instead of the Image Myth!



1) Breaking news on Body Confidence ★

30 mins

Outcome

Participants challenge the Image Myth and come up with positive alternatives in their own words.

At a glance

By hosting a press conference about why they decided to leave Gloss magazine, participants have fun and develop leadership skills by telling the world why they shouldn't follow the Image Myth.

You will need

Sheet 2.1 – one per small group.

What to do

1) Create a press statement (15 mins)

This activity gives you the chance to work together and let your creativity go wild.

Remember in the last session you decided to leave Gloss magazine . You will now make a press statement (a message that is sent out to the media) to tell the world why you decided to leave Gloss magazine and why trying to look like the Image Myth is a waste of time!

Here are the three things your press statement should include:

- Tell other girls what the Image Myth is and how it's promoted to us.
- Talk about the downsides that come from trying to match the Image Myth and why you decided to leave Gloss magazine.
- Give girls advice about what they could say or do to fight the pressure to look like the Image Myth.

When people who work in the media need to get a point across, they need the skills to communicate their message in a strong and clear way. When you're creating your press statement, make sure you're really clear on what you're saying. Make sure you use clear statements to show your audience why you don't agree with the Image Myth. You might like to think back to the Inside/Outside downsides activity for ideas to include.

We'll give you some time to prepare your press statement and then you're going to host a press conference to deliver it to the world.

Give participants 15 minutes in small groups to prepare their press statement. Give out Sheet 2.1 – not to use word-for-word, but to help them with their ideas.

2) Host your press conference (15 mins)

Ask each group to read/perform their press statement to the rest of the group. They should sit at the front of the room forming a panel.
To keep everyone involved, ask the audience members to play reporters and jot down the key messages that jump out at them while they are watching the press conference. Make sure each group gets a round of applause after their press conference.

Well done on such creative and fun press statements! Can anyone share any of the messages you wrote down while watching the press conferences? What were your favourite challenges to the Image Myth?

Tips:

- If your group needs prompting to get them going, try the ideas in Sheet 2.1
- If working with a big group, when it comes to performing split the group in half so everyone performs to half of the big group.

Make your own Media

2) Magazine Cover

30 mins

At a glance

Participants create their own magazine cover to promote the alternative to the Image Myth.

You will need

A piece of paper per participant, coloured pens/pencils and any other art supplies you have access to.

Outcome

Girls understand that there is a fantastic alternative to following the Image Myth.

What to do

Now you've left Gloss and decided to start up your own magazine, one that helps girls feel good about the way they look.

Your challenge is to come up with ideas together for the cover page of the magazine. Keep in mind we want this to represent a wider range of beauty for girls and women and one that is healthy, too. That might mean including portrayals from a variety of cultures, and different ways that girls and women show their inner beauty and strength, both in your community and in the world. How can you make it inclusive?

1) Design meeting (10 mins)

Your magazine team is running out of time to get a design of the magazine cover done by the deadline! Work together to come up with a plan.

Ask the groups to consider three things:
a. Pictures: What pictures will you choose to show that there are lots and lots of different ways real people look?

b. Headlines: What will your headline stories be? There should be two (or more) pieces of advice for girls on how to promote body confidence. How can you represent voices from all kinds of girls?

c. Magazine name: How will your magazine's name be inspiring, exciting and promote body confidence?

2) Individual cover ideas (10 mins)

The editor has decided every individual should come up with their own design for your magazine cover, to help decide what should be on it and how it will look.

Ask each participant to create their own design for the magazine cover that fits their team's design guidelines, being as creative as they want to be. Ensure they include all three points (picture, headlines and magazine name) agreed at their design meeting.

3) Report back (10 mins)

Ask the design teams to put up their ideas for their magazine cover on a wall. Ask each group in turn to pitch their ideas – either to the larger group if there is time, or to another group. Remind participants to talk about the three points agreed at their design meeting (picture, headlines and magazine name).
After each group has spoken, ask them a bit more about their ideas:

Thank you for your ideas, they were fantastic!

Questions

- Why did you choose those pictures? How do they help you show an alternative to the Image Myth?
- How do you think your headline stories will help girls see the Image Myth is impossible, or see the downsides to trying to look like it?
- How does your magazine name help girls see they don't need to take notice of the pressure to look like the Image Myth?
- How could you share your new magazine with girls around the world?

If they would like to spend more time on these covers, encourage participants to take them home.

Personal Challenge: Friendship Note ★

05 mins

Outcome

Participants reinforce their understanding of the Image Myth, why it's impossible, and why it's not worth trying to look like it and practise sharing the message with a friend.

At a glance

Pairs write a friendship note to each other between the sessions, to encourage each other not to try to look like the Image Myth.

You will need

Sheet 2.2– one per participant.

What to do

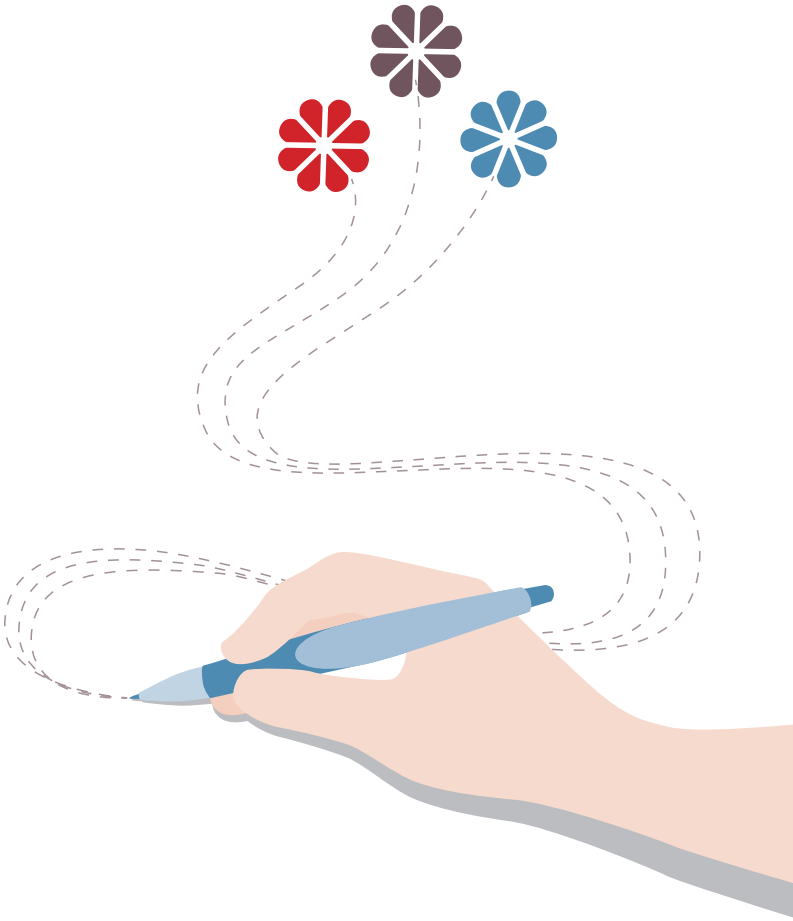
Give out Sheet 2.2.

Between now and the next session, your challenge is to write a note to a real friend in your life. The note should encourage her or him not to try to look like the Image Myth. In your letter, explain:

- *Why you think trying to look like the Image Myth has lots of downsides.*
- *Why you think looking like the Image Myth is impossible – no-one can look like this!*
- *What your friend could say or do to fight the pressure to look like the Image Myth.*

Remember to focus on the message, and not talk about the way your friend looks. Remember, your goal is to help your friend feel free to be themselves!

Check everyone understands what they need to do. Ask participants to bring their note along to the next session.



Tip:

- Your participants should write their notes to a real person in their life. It could be a friend, a younger girl, another member of their guiding/scouting group, anyone as long as it's a real life friend.

Free Being Me
Session Three

As Girl Guides and Girl Scouts, we are part of a movement that's based on friendship, grown in our own communities, and shared around the world! Participants will discover in this session that they can not only challenge the Image Myth to free themselves of it, but can challenge it for their friends too, and make a real difference.

Session map

ACTIVITY	TIME	YOU WILL NEED	SKILLS
Take Part Pledge	2 mins	N/A	Speaking out
Friendship Note debrief	20 mins	Friendship notes (completed)	Speaking in front of others
Friendship Mission	40 mins	1. Sheet 3.1 – folded cut up. 2. Large pieces of thick paper or card, scissors, thick pens 3. Sheet 3.2 – cut up 4. Thick card, circle templates (eg a glass), safety pins, pens or paints and other decorative materials, strong sticky tape 5. Small pieces of paper and pens	Teamwork, quick thinking, speaking out, creativity
Friendship Mission Personal Challenge brief: Mirror Mirror	5 mins	Sheet 3.3 – one copy each	Self-confidence, positive attitude

Welcome to Session Three

Take Part Pledge ★

02 mins

Outcome

Every participant agrees out loud to actively take part and have fun in this session of *Free Being Me*. This verbal commitment helps participants to contribute more openly, resulting in a bigger impact on their body confidence.

At a glance

As a whole group, lead the participants to share their excitement about taking part in *Free Being Me*.

You will need

No materials required.

What to do

Bring the group together into a circle. Thank everyone for attending and ask them to shout their enthusiasm and willingness to participate in the third session of *Free Being Me*.

Are you ready to get excited and contribute to this session of Free Being Me, *and have fun along the way? If so, shout*



Share: Friendship Note Personal Challenge ★

20 mins

Outcome

Participants reinforce their understanding of why following the Image Myth has downsides, and practise saying in front of other people that they don't agree with it.

At a glance

Using the Friendship Notes written for the previous session's Personal Challenge, participants read them out loud in front of a small group to support and encourage each other to avoid trying to look like the Image Myth.

You will need

Friendship notes.

What to do

Thank you all for writing your friendship notes! Now you are going to have the chance to share your letters and read them out loud in a small group.

- Ask participants to get together in small groups.

Everyone in turn should read their letter out. Remember that everyone has put a lot of thought into their letters, so we're all going to be really supportive, and give a big round of applause after each one. Tell the person reading it what your favourite bit of their letter was when they're finished!

It's very important that the groups:

- Listen carefully to the person reading their letter.
- Show their appreciation of the letter by giving each reader a round of applause and talking about the things they liked about the letter.

While this is going on, leaders should visit each group, congratulating them and thanking them for giving this such a good effort.

- After the letters have been read out, get together as a whole group, and ask:

Questions

- How did it feel to write the letter?
- Did you come up with any new ideas of downsides to the Image Myth?
- Did it help you come up with new ideas for helping your friends feel better about the way they look?

Collect the letters – if you're able to, keep them displayed throughout your time on Free Being Me.

Session three

Friendship Mission

40 mins

At a glance

Through activities located at 'mission bases' in different areas of your meeting space, participants have fun practising how to verbally challenge the Image Myth, to help them and their friends feel free to be themselves!

You will need

See each mission for materials. Each mission description is on a separate page to give out to leaders running each mission base.

Outcome

Girls take the lead to practise challenging the Image Myth, developing the skills to speak out so they can become body-confident role models in society.

What to do

Last session we found out more about how the Image Myth is encouraged in the media, like magazines and advertisements. Did you know that your everyday conversations with friends and family can keep the Image Myth going too? This session is all about practising how you can take the lead to help people you know to be free of the Image Myth.

You will be faced with different missions where you need to work together to use your leadership skills and knowledge to practise convincing your friends and family, and people in your community, that it's a bad idea to try to look like the Image Myth.

- Set up mission bases as separate activity areas in your meeting space, or if you have a larger outside area, use this opportunity to move outside!
- There should be at least one leader per mission base, who explains what the groups need to do and supports groups as they spend ten minutes completing the challenge.
- Divide the group into three to five smaller groups (so there is one group at each mission base).
  Note: There are three core 'missions' that every participant should try: Connect, Beauty Bubbles and Quick Comebacks. If you have a large group and enough time, you may wish to use the two extra missions suggested: Badge It and Role Models.
- Assign each group to their first mission base. Ask the groups to visit at least the three core mission bases (shown with a star), and move on every ten minutes. There will be a challenge at each area to complete. The instructions for each mission base are on the following pages. use Sheets 3.1 and 3.2 to support these missions.

Once everyone has done at least the three core mission bases, bring everyone back together.

Well done! You've all practised lots of ways to help your friends and your community realise they don't need to follow the Image Myth, and that they are great just as they are!

Questions

- What was your favourite comeback statement?
- What would help you take the arguments you've practised into the real world?

Tip:

- It is very important that each person joins in during each activity and has their voice heard, so everyone gets a chance to argue against the Image Myth for themselves, and practise leadership among their friends and community.

Session three

Mission 1 – Connect! ★



10 mins

What to do

Your mission is to take turns to help a friend by convincing them it's a bad idea to try to look like to Image Myth and that it's impossible!

Each of you is about to receive a text message or email from a friend. Your friend will tell you that the way they look makes them feel bad because they don't match up to the Image Myth – you need to reply by challenging the Image Myth and the idea that they should try to look different.

For example, your friend might text you and say "I feel so fat today, I'm thinking about not going to my dance class today." What might you say to show your friend that you don't agree with the Image Myth. What might you say to tell her that you think she is great just the way she is and that the most important thing about dance class is having fun and learning to dance?

Get a few responses from your participants.

Example responses could include: "I think you're great just the way you are"; "Dance class is about having fun and learning to dance, not the way you look"; "it's a waste of time worrying about how you look because you'll miss out on having fun"

I want each of you to pick out a message and then give it to me. I will read it out to the group and then your job is to come up with a reply to your friend's text message that shows that you do not agree with the Image Myth.

Each participant should:

- Choose a message and give it to a leader to read out to the group.

At a glance

Participants reply to text messages or emails they receive from a worried friend – their job is to support their friend by convincing them not to follow the Image Myth.

You will need

Cut-up messages, folded and placed in a hat or on a table.

- Respond by telling the group what they would say in their reply to the text message to help their friend reject the Image Myth.
- Once the participant has given a response, invite the rest of the group to come up with ideas of what they could say before moving on to the next person.

Tips:

- Saying their text message replies out loud puts participants in the lead, and is great for their body confidence.
- If you are able to use mobile phones, it could be fun to send and receive the messages as real-life texts or emails!
- You may feel it's appropriate to remind participants that if they or someone they know ever receives messages about them or other people that are negative or abusive, they should always tell an adult, and if it's on a website, report it on the site too.

Mission 2 – Beauty Bubbles ★

10 mins

What to do

This mission is your chance to speak out against the Image Myth and take the lead by sharing your message with the world!

You have the chance to create your very own short written message that you want to share with other young people around the world about why the Image Myth is a waste of time, and why life is not all about looks.

Ask everyone to draw and cut out their own large speech bubble, and write in big letters their challenge to the Image Myth that they want to shout out to other young people around the world.

When they are finished, each person should hold up their speech bubble and read out what it says to the rest of the group. Why not take photographs or videos of each participant with her speech bubble?

Share it!

- You can share your speech bubbles **www.free-being-me.com** so you really can give your advice to girls around the world.
- Take your bubble message home and share it as many ways/times as you can.

At a glance

On giant speech bubbles, participants write their own messages persuading other children and young people around the world not to focus on the Image Myth.

You will need

Large pieces of thick paper or card, scissors, thick pens.



Mission 3 – Quick Comebacks ★

xx mins

What to do

Talking with other people about our thoughts and feelings is really important. Sometimes though, we focus on looks rather than on people's qualities and who they really are. This keeps the Image Myth going! This mission is a chance for us to practise what we would say and do to stop the Image Myth from spreading.

Lay out the statements face down on the ground, spaced out.

Your mission is to challenge the statements with a quick comeback that would stop someone talking in a way that supports the Image Myth and make them think about what they were saying.

For example, if someone said, "Don't you think that girl looks too fat to be wearing a swimsuit?", what could you say to her to show that you don't agree with the Image Myth? What could you say to tell her that you think she is great just the way she is and it's not nice to criticise the way other people look?

Get a few responses from your participants.

Example responses could include: "I think she's great just the way she is"; "Swimming is about having fun and enjoying the water, not the way you look"; "it's a waste of time worrying about how other people look and I don't agree with putting others down"

Now we want you to practice this, so each of you will take turns throwing a token onto one of the statements. I will read out the statement it lands on. The person who's thrown the token should have a go at saying a quick comeback to their statement. Then the rest of your group can help out with additional ideas of what you could say.

Each comeback you make should include something that shows you don't agree with the Image Myth!

At a glance

When participants land their token on a statement, their challenge is to think of a quick comeback to challenge the statement – practising ideas for quick comebacks to things they hear in real-life conversations!

You will need

Statements, token to throw e.g. bean-bag, plastic coin, small stone, etc.

Participants take turns to throw the token to land on one of the statements. The leader should read out the statement the participant's token landed on.

Encourage everyone to help each other out – explain that their goal as a team is to try to hit all the numbers on the board and respond to as many statements as possible in the time they have.



Optional Mission 4 – Badge it!

10 mins

What to do

One of the downsides of following the Image Myth is that everyone feels they need to look the same, which stops them realising and enjoying that they are unique and special just as they are!

Help remind your friends of this by making them an 'I'm unique' badge – or come up with your own idea to help your friends remember how special they are.

Ask participants to draw around the circle template and cut out a circle of card. Draw or paint the 'I'm unique' slogan on the badge and decorate it, then tape on the safety pin.

Give your badge to someone you feel needs this message. Remember to tell them why you're giving it – because it's a bad idea to try hard to follow the Image Myth! It's impossible, and your friend is fantastic as they are!

At a glance

Participants create a badge for a friend to remind them how special and unique they are.

You will need

Thick card, circle templates (e.g. a glass), safety pins, pens or paints and other decorative materials, strong sticky tape.



Tip:

- Tell participants that if they haven't finished, they can take their badge away from the session to complete their design.

Optional Mission 5 – Role Model Games

10 mins

What to do

Who in your life do you respect and want to try to act more like? It might be your friend, your mum or sister, a teacher, someone in our community, or maybe someone famous. You might respect them because they make life better for other people, or because they have made the most of the opportunities they've had in life.

- Once everyone has someone in their mind, give out the paper. Ask participants to write down three of the best things about that person. Remind everyone that they are thinking about who the person is and what they do, not what they look like. They should keep their pieces of paper secret.

  Ideas for the list: Brave, fun, cares about others, is amazing at singing, always smiling...

- Now choose one of these games to play:

At a glance

Play a fun group game to think about characteristics role models have, and the importance of having a role model because of who they are, not what they look like.

You will need

Small piece of paper and a pen per participant.



Role model tag:

Play a game of tag. Nominate one person who is 'it', who runs after the rest of the group, trying to tag them by touching them on the shoulder.

When someone is tagged, they shout "FREEZE!" and everyone stops still. The person who was tagged then reads out one of the characteristics on her role model list. Anyone else, whose role model shares that characteristic, should race each other and touch the wall (or another object you set up.) The last person to touch the wall is the next person who is 'it'! If no-one's role model shared the characteristic, then the original person tagged is 'it'.

The game then starts again with the new 'it'.

Role model circle game:

Everyone stands in a circle, spaced quite far apart. Ask everyone in turn to say once thing from their list.

As soon as someone hears a characteristic spoken that is also on their list, they should shout "ME TOO!" The speaker and the people who had the match should then immediately leave their places in the circle and run around the outside to jump into a free space in the circle. The last person to find a space is the next person to speak.

Thank you for sharing your ideas of a good model – remember, role models are important and fantastic, not because they follow the Image Myth, but because of who they are on the inside!

Personal Challenge brief: Mirror Mirror

05 mins

Outcome

Participants practise saying positive things about themselves and learn that using a mirror can be a positive experience instead of a negative one.

At a glance

Participants are challenged to list features they like about themselves and repeat out loud to themselves while standing on their own in front of a mirror.

You will need

Sheet 3.3 – one copy per participant.

What to do

According to the Image Myth the mirror is your enemy, the place where you look at all the bits that are wrong with the way you look. But we know that the Image Myth is actually impossible, and there are all sorts of reasons why it's a bad idea to try to look like it. So, between this and the next session, we'll practise making the mirror our friend.

Give each participant a copy of Sheet 3.3. The template asks them to come to come up with at least...

Three things you like about your character.

Three parts of your body that you like because of what they can do.

Three parts of your body you like the look of.

For instance, you may like the shape of your arms, the strength of your legs, your curly dark hair, the sound of your laugh, or the fact that you are a good friend. This is a great way of building confidence in yourself!

The sheet then asks participants to go to a mirror, to smile at themselves and say, "I love my XXX" – out loud using the list of features they came up with.

Encourage participants to add more to their list while they are looking in the mirror and in particular to practise saying they things they like about the way their body looks and what it can do!

Ensure everyone understands their Personal Challenge, and remind them to bring along their lists to the next session.



Tip:

- We don't get many opportunities in society today to be positive about our bodies, and it really improves body confidence to practise this – encourage your group to give some time to this challenge.

Free Being Me
Session Four

The Image Myth isn't just something we hear about and see around us – we talk about it too, all the time, even when we don't realise we're doing it! Every time we compare ourselves or someone else with the Image Myth, even when complimenting someone, this keeps the Image Myth going, and makes the person and those around feel they need to 'live up to it'. This session helps participants recognise this 'Body Talk', and learn ways they can stop using it themselves, and challenge other people too.

Session map

ACTIVITY	TIME	YOU WILL NEED	SKILLS
Take Part Pledge	2 mins	N/A	Speaking out
Share: Mirror Mirror Personal Challenge	15 mins	Mirror Mirror hand-outs (completed)	Teamwork, speaking in front of others
No More Body Talk! - Introduce Body Talk - Spot Body Talk - Real compliments	5 mins 20 mins 15 mins	Sheet 4.1 – role play scenarios, a large piece of paper and a pen	Listening, speaking out, quick thinking, positive attitude towards others
Personal Challenge: Spread the word	10 mins	Sticky notes or small pieces of paper, Sheet 4.2 – pledge cards	Reliability (doing the pledge you promised), speaking out, leading others – being an example

Welcome to Session Four

Take Part Pledge ★

02 mins

Outcome

Every participant agrees out loud to actively take part and have fun in this session of *Free Being Me*. This verbal commitment helps participants to contribute more openly, resulting in a bigger impact on their body confidence.

At a glance

As a whole group, lead the participants to share their excitement about taking part in *Free Being Me*.

You will need

No materials needed.

What to do

Bring the group together into a circle. Thank everyone for attending and ask them to shout their enthusiasm and willingness to participate in the fourth session of *Free Being Me*.

Are you ready to get excited and contribute to this session of Free Being Me, *and have fun along the way? If so, shout*



Session four

Share: Mirror Mirror Personal Challenge ★

15 mins

Outcome

By sharing their Mirror Mirror challenge, participants raise their body confidence by practising saying out loud the things they like about themselves and creating a culture of girls being proud of their bodies and who they are.

At a glance

Participants play a grouping game to share their Mirror Mirror ideas.

You will need

Participants' completed Mirror Mirror sheets.

What to do

Well done to everyone for doing your Mirror Mirror activity and thinking about the things you like about yourselves and your bodies. Now we're going to share these with each other!

Remember that thinking positively about your bodies is really important and we want to create a revolution where girls feel confident to speak out about what they like about their bodies and who they are. It takes practice, but reminding yourself about the things you like about yourself and your body is a great way to help beat the Image Myth.

Play a grouping game. Ask everyone to move quickly around the meeting place.
The aim is for participants to get into groups as quickly as possible when they hear a leader shout out a number – for instance, a leader shouts "three!" and everyone gets into groups of three people.

In these groups, participants should share one of the things they like about themselves from their Mirror Mirror list. Encourage them to say it as: "I like my..."

Each time new groups are formed, before they start sharing, tell them what you would like them to share – something they like about...

- Their personality.
- The part of their body that lets them do things they like.
- The part of their body they like the look of.

Have at least three rounds of grouping, so everyone can share at least one feature from each list.
The grouping game sometimes leaves people remaining once the groups are formed – their job is to run to any group, and say their favourite thing first!

Participants should just say the feature they like – they don't need to give reasons why!

Well done, it's great to hear so many positive things from you!

Questions

- How did it feel to be positive about yourself?
- Why is it good to practise thinking about and saying what you like about yourself?

Tip:

- Ensure everyone is positive and supportive of each other, recognising it's not always an easy activity.

Session four

No More Body Talk! ★

40 mins

Outcome

Participants learn about and practise challenging Body Talk, which is language used in day-to-day conversations that keeps the Image Myth going.

At a glance

Through fun role play and compliment-giving activities, participants find out what Body Talk is and practise talking in a different way, and leading others to do the same.

You will need

Sheet 4.1 – role play scenarios, a large piece of paper, pen.

What to do

Introduce Body Talk (5 mins)

We found out in the last session that there are lots of things we can do as friends and community members to let people know what the Image Myth is, and persuade them not to follow it so that we have a body-confident community.

But sometimes, without even realising it, we can keep the Image Myth going in the way we talk. Every time we make a comment that compares the way people look with the Image Myth, we keep the Myth going. This is called Body Talk.



To check everyone understands what we mean by Body Talk, ask participants:

Question

In our everyday conversations, can you think of any ways we might keep the Image Myth going by using Body Talk?

Participants may suggest 'teasing' or 'saying mean things'. Encourage them to think about less obvious kinds of Body Talk too, like compliments, which compare someone's appearance with the Image Myth – for example, "You look great! Have you lost weight?"

Tip:

- Sometimes this is difficult for participants to understand at first. The activities here will help them to practise identifying Body Talk, and coming up with alternatives.

No more Body Talk! (continued) ★



40 mins

1) Spot Body Talk (20 mins)

Using the scenarios from Sheet 4.1, ask two leaders to perform a role play.

Reminder: The role plays should be performed by leaders (or volunteer helpers) not participants, because it's important participants are not using Body Talk themselves because we don't want them to practice reinforcing the Image Myth.

We are going to act out some different scenes that you might experience in your every-day lives. Your job is to listen carefully to see if you can hear Body Talk in the conversations.

You will all sit in the 'audience' divided into two teams. When you hear an example of Body Talk, you should shout "Body Talk!" and jump up on the spot. Each team should try to be the quickest to spot the Body Talk. Your team will get a point each time you successfully spot the Body Talk in each scenario.

The leaders should immediately stop performing the scenario when a participant correctly identifies an example of Body Talk. Try to explain why it was Body Talk, for example:

This type of conversation keeps the Image Myth going because.... (e.g., they are comparing someone to the Image Myth by saying she is fat)". This can be really hurtful to the person receiving the comment and it's not helpful for anyone because it keeps the Image Myth going.

You should ask participants what the people in the scenario could say without using Body Talk.

Now that you've spotted an example of Body Talk, let's think about what you could say to stop it. Can someone share how they would stop the Body Talk?

Encourage participants to share different ways to stop Body Talk. The three main ways to stop Body Talk are:

- Change the topic.
- Don't respond or take part in the Body Talk.
- Challenge it by identifying it as keeping the Image Myth going – say you don't agree and are not going to talk about it.

Repeat the activity so that participants get a chance to work through at least three of the scenarios.

To conclude, give a round of applause to the participants that stand up, and the leaders who've been acting.

Well done everyone, you're really good at spotting Body Talk!

Tip:

- If participants don't spot the body talk in your sketch straightaway, keep acting the scene and use body talk again. If it's still not spotted, stop the scene and explain where the body talk was, then start a new scene.

Questions

? Why is it a bad idea to use Body Talk when you're talking to your friends and family?

(Because it keeps the Image Myth going. By comparing people to the Image Myth in a positive or negative way, it makes them feel they should try to look like it, even though it's a bad idea!)

? How can we stop Body Talk?
(Use the list of three ways above)

No more Body Talk! (continued) ★

40 mins

2) Real compliments (15 mins)

Now you've had a chance to spot Body Talk in other people and think about ways to challenge it or stop it, it's time to have a go for yourselves.

Ask the group to wander around the room, stopping when they see a new person to talk to.

Give the other person a compliment or greeting that is not Body Talk; that does not compare the other person to the Image Myth. We want your compliments to be about what you most like about that person, and what they are good at, rather than the way they look. Say thank you for each compliment you're given.

Encourage the participants to help each other by stopping someone if they accidentally use Body Talk!

Afterwards, bring the group together and ask the participants to shout out one of the compliments they were given. Write them all up on a big piece of paper as they're shouted out – thank the participant and say the compliment back to them – e.g. "Thanks Sonia, you are a great soccer player!"

Ask afterwards:

? How does it feel to receive a compliment?

(Participants might feel uncomfortable receiving compliments – it's important for them to practise accepting them as well as giving them, as it makes a big difference to their body confidence. It's not wrong to accept a compliment!)

? Why is it a good thing to give a compliment that isn't about what the person looks like?

(You can build up your friends' self-esteem, without keeping the Image Myth going!)



Tips:

- This feedback time is a chance for you to check the message has got through and point out any examples of Body Talk that might come up.
- It's ok to talk about appearance, but it can take practice to learn how to do this without reinforcing the Image Myth because it's often something we aren't used to. Because of this, at this stage ask participants try greetings and compliments that don't focus on appearance.

Personal Challenge: Spread the Word

10 mins

At a glance

Work together to plan ways to spread the word and take what the group has learned into real life, to make a difference both for themselves and for others. Pledge to do two of the ideas.

You will need

Sticky notes or small pieces of paper, Spread the Word pledge cards on sheet 4.2.

Outcome

Participants take the lead by sharing messages about the Image Myth with other people.

What to do

So far we've found out what the Image Myth is, why it's impossible and not worth trying to look like, and practised arguing against it.

Our Personal Challenge this session will be to take what we've learned out into our own community!

Ask everyone to get into small groups, and give each group a block of sticky notes or small pieces of paper.

How could you challenge the Image Myth in your own lives? Write down your ideas. Think about what you could do to stop yourself believing in the Image Myth, and what you could do for your friends, family and community.

Ask the groups to put up their notes, so you have a huge wall of ideas!

Bring everyone back together and read out all the ideas, grouping them into

- Ideas for me – personal ideas of how to keep yourselves free of the Image Myth.
- Ideas for others – ways participants can pass on the message to others and stop the Image Myth in their community.

If groups are struggling, here are some ideas:

Ideas for me

- Go and do an activity you were not sure about doing because of worries about the way you look.
- Don't buy magazines or watch TV programmes that keep the Image Myth going.
- Practice the Mirror Mirror challenge.
- Practice receiving compliments.

Ideas for others

- Make your home/school/playground a Body Talk-free zone.
- Tell a friend about the Image Myth and why you don't believe in it.
- Write a letter to a younger girl you know about why she shouldn't follow the Image Myth.
- Stick up positive body-confidence messages somewhere that your friends and family can see. them, for instance on all mirrors in school/at home, or why not toilet doors or even in friends' books.
- Practise giving compliments that have nothing to do with how people look.

Ask participants to look at all the ideas on the wall, and choose two – one 'idea for me' and one 'idea for others', then write those ideas down on a Spread the Word pledge card.

Do you all agree to try your best to do your pledges before the next session?

Encourage everyone to shout a big "YES!" before ending the session.

Free Being Me
Session Five

In this session, work through four easy steps to plan an exciting Take Action project which shares what you've learned during *Free Being Me*. Take the lead and make a difference to your friends and community!

Session map

ACTIVITY	TIME	YOU WILL NEED	SKILLS
Take Part Pledge	2 mins	N/A	Speaking out

Plan your take action project
- See the change
- Plan the change:
  - Our message
  - T-shirt message
  - Action plan
	20 mins
	
	5 mins
	10 mins
	30 mins
		Notepaper, large paper and pens, planning template sheet 5.1	Planning, teamwork, creativity, advocacy, leadership

Welcome to Session Five

Take Part Pledge

02 mins

In this session, work through four easy steps to plan an exciting Take Action project which shares what you've learned during *Free Being Me*. Take the lead and make a difference to your friends and community!

At a glance

As a whole group, lead the participants to share their excitement about taking part in *Free Being Me*.

You will need

No materials needed.

Outcome

Every participant agrees out loud to actively take part and have fun in this session of *Free Being Me*. Saying it out loud means participants will contribute more openly, resulting in a bigger impact on their body confidence.

What to do

Once you have introduced *Free Being Me*, thank everyone for attending and ask them to shout their enthusiasm and willingness to participate in the first session of *Free Being Me*.

Are you ready to challenge the Image Myth in this last session of Free Being Me*, and prepared to start a body confidence revolution in your community? Shout*



Session five

Plan your Take Action Project ★

60 mins

Outcome

Participants take the lead, using what they have learned during *Free Being Me* to challenge the Image Myth and share it with others to start a body confidence revolution.

Important note:

The aim of *Free Being Me* is to spread the body confidence message as far as we can, beyond those who have the opportunity to enjoy the whole programme.

So, for each participant to earn their *Free Being Me* badge, they should:

- Reach at least two other people aged between 7-14.
- Spend at least one hour with the people being reached with the action.

At a glance

Plan together how your group will take action, to spread the *Free Being Me* message in a fun and exciting way!

You will need

Notepaper, large paper and pens, planning template sheet 5.1.

What to do

This is the most exciting session yet, because we are planning how we can take action, and spread the messages we've learned from Free Being Me *far and wide!*



Explain the four main steps to making change happen:

See the Change: *We will understand the difference we're trying to make, and what it can mean for the people we reach*

Plan the Change: *We'll work out exactly what message we want to give, and what our action will look like. We need to spend at least an hour with the children and young people we reach.*

Make the Change: *We'll put our plan into action!*

Share the Change: *We won't stop there – we will think about what we can do to keep our action going, and share what we've been doing with other Girl Guides and Girl Scouts around the world.*

This session is all about the first two steps: See the Change and Plan the Change. We'll then put our plan into action to Make the Change, and spend a little time afterwards thinking about Sharing the Change.

Plan your Take Action Project (continued) ★

60 mins

See the Change – 20 mins

This is our chance to think big. What if every young person in our country, or even the world, had better body confidence because they understood, as you do now, that the Image Myth is impossible, and that there are so many downsides if you try to look like it?

- Ask small groups to discuss these questions together:

Questions

- What would it mean to each individual to have more body confidence?
- What would it mean to our community or society as a whole if everyone had more body confidence?

- Groups spend ten minutes creating a large drawing or mind-map to represent their ideas.
- Then give each group a minute to explain their ideas to the whole group. Make sure each participant has a chance to say an idea.

Well done, those are fantastic ideas. If we work together, along with all the other Girl Guides and Girl Scouts around the world who are taking part in Free Being Me, we really could make a huge difference!

Here are some ideas to help:





Individuals:

Feel happier, more confident, more willing to do activities that use their body like swimming, will enjoy themselves more, won't worry about what people think, proud of themselves.

Communities and the world:

More equality, people treated with respect, less bullying, people appreciated for who they are not what they look like, more people achieving great things in society because they aren't held back by worries about the way they look.

Plan your take Action Project (continued) ★

60 mins

Plan the Change:

Now we have a big picture of what we want to achieve, we can think about how to make it happen.

Our message – 5 mins

First of all, let's work together to come up with the main things we've discovered from Free Being Me *that we want to share with other people to improve their body confidence.*

Ask the group to think back to each *Free Being Me* session:

Questions

- What did we do?
- What did we discover or find out more about?

Write down their answers on a large sheet of paper – use one colour pen for what they did and another colour for what they learned.

Tip:

- The planners at the beginning of each session should help jog your memory too, as will the activity outcomes.

The group should begin to identify a few simple messages they learned:

- There is an Image Myth in your society (and other societies worldwide have them too, though they might have different features).
- The Image Myth's definition is so long and specific, that it's impossible to achieve (even models are airbrushed).
- There are lots of costs to following the Image Myth for us and our community.
- There is an alternative to the Image Myth! We can all challenge the Image Myth wherever we go and be body confident, and there are lots of different ways we can challenge both the media and our friends and family.

Make these messages clear to the group from all the suggestions given.

T-shirt message – 10 mins

A great way to start a conversation is to share your message on a T-shirt for everyone to see! If you wanted to get someone talking about the messages we've just discussed, what would your T-shirt say?

Ask participants to work in pairs and spend five minutes designing their own T-shirt message. They may need a leaders' support in developing the messages.
Then ask each pair to shout out their slogans to the rest of the group, in quick succession.

Well done, they are all great messages!

Put the T-shirt messages up on the wall for everyone to see. They can be used to help create the group's action plan, and come in useful during the Action itself, perhaps to use as part of an invitation or poster.



Plan your take Action Project (continued) ★

60 mins





Action plan – 30 mins

Now you have your vision of a world free of worries about looks, you know the messages you want to give, and you've thought about how we can get the conversation started. It's time to decide what action you will take to spread that message. Let's work out what our Take Action project will look like and who we would like to reach from our community.

This is the really fun bit, where you get to let your imaginations go wild!

Encourage participants to take the lead, and make their Take Action project their own.

Don't forget:

- You need to engage the people you're reaching with your take action project for at least an hour.
- Those reached should be children and young people of a similar age to the participants.
- There should be two people reached per participant.
- You should be passing on the messages you've learned from *Free Being Me*.

You could all run an event together, plan different events in groups or individually.

Get planning:

- If small groups want to work on their own Take Action projects, this is where they can start planning. If you're planning a whole-group Take Action project, small groups could come up with different ideas then hold a vote to decide the final project.
- Use or adapt the planning template on sheet 5.1 to help participants think through what they want to achieve and how to make it happen.

Tip:

- Think about how the issue of low body confidence is likely to affect those you are reaching with your Take Action project. For example, it may be a trend for young people to airbrush their own photos before putting them up on social media, or perhaps it is a concern for your group that the images they see in the media are not promoting diversity. Encourage participants to bring those issues into their take Action project, to engage those they reach and make a difference!

- Try to have the planning chart completed by the end of the session, and a list of the practical details that need working out.
- If you have small groups working separately, take the time to go through their plans and check they have the support they need. Ask them to share their plans with the other groups before you finish the session.
- If your whole group is working together, encourage as many participants as possible to practise their leadership skills by taking responsibility for different parts of the project.

Well done everyone, we're so excited about this Take Action project, and we can't wait to start our very own body confidence revolution!

Next Steps... What to do now! ★

Make the Change

It's time to put your plan into action!

Discuss it:

Beforehand, you might like to discuss with the group:

Questions

- How will you know your Take Action project has been a success?
- What are you most excited about?
- Do you have any worries? (Work together to solve those before you start).

Record it:

Take photos or film your event.
Ask people you reach for feedback on their experience.
Count the number of people who took part.

Tell the world all about your Take Action project at **www.free-being-me.com**! What did you do? How many people did you reach?

Share the Change

Great work! The Take Action project(s) has happened, and you've reached children and young people in your community with your *Free Being Me* message; that the Image Myth is impossible, costs us far too much, and that being free of it is amazing!

We are sure your group doesn't want to stop there...

Look back

Make a little time to evaluate *Free Being Me* – the activities and your Take Action project. Here's one way you could do this:

River journey: Participants describe their journey from Session One to Session Five of the *Free Being Me* as a river journey, starting near the source and travelling towards the sea.

In small groups, draw out the river and the journey they took, labeling it if they like. Where did the river flow fast i.e. when did they enjoy themselves and learn a lot? Were there any trees blocking their way? Did they reach forks in the river where they had to take decisions? Did the way they looked at the world around them change on their journey?

Ask participants to share their journey, talking it through with the whole group or in small groups.

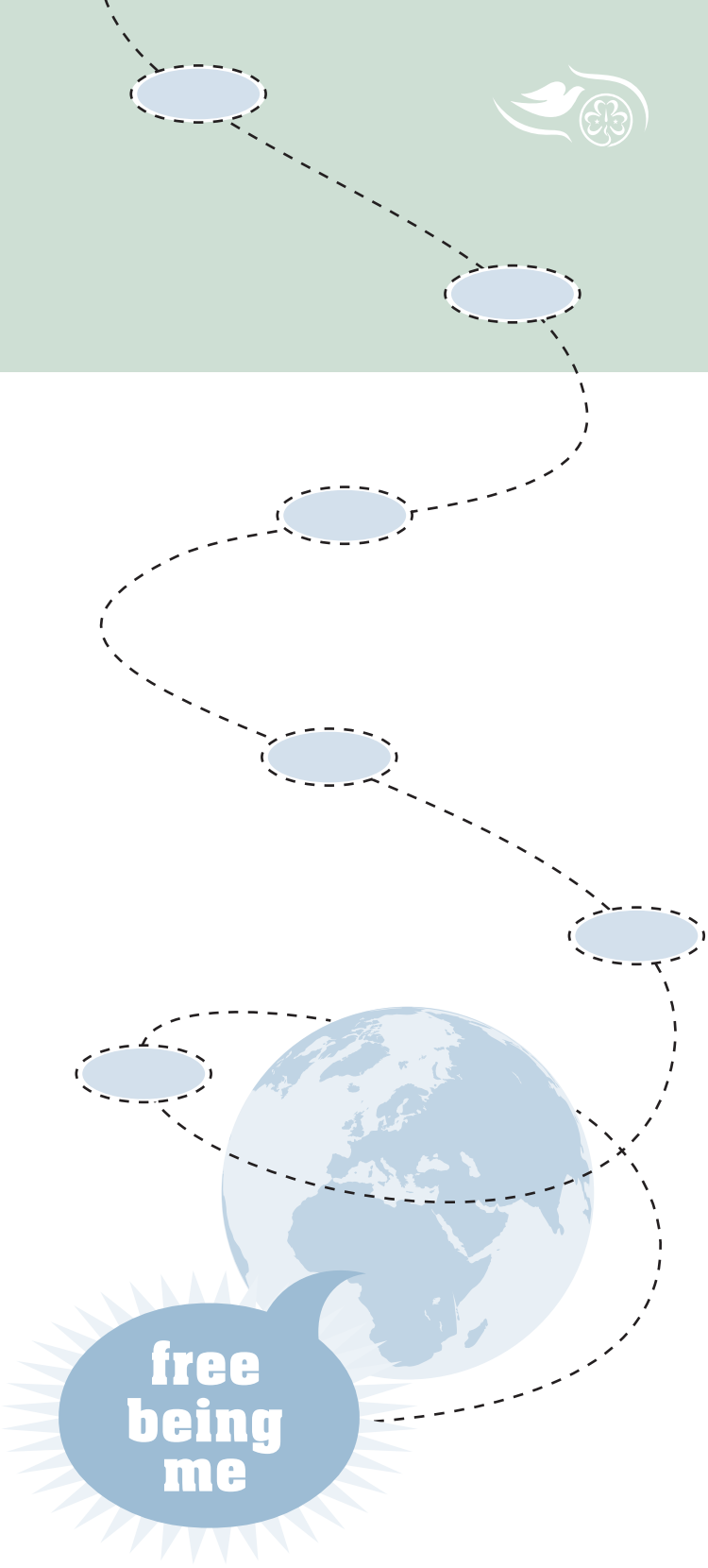
Let's celebrate!

Award your group members with their *Free Being Me* badge! Why not plan a celebration at the same time, to congratulate yourselves on all you've achieved for your own body confidence, and for others?



Session five

Next Steps... What to do now!



Look forward... My pledge

How can you keep your campaign going, and connect with Girl Guides and Girl Scouts around the world?

- Share what you've done: Share the plans, pictures and quotes from your Take Action project with others all around the world on www.free-being-me.com. Inspire others, and be inspired!

We've all learned a lot from Free Being Me *– we've worked out that there is an Image Myth in our society, and defined what it looks like. We know why following the Image Myth is a bad idea, because it is impossible to achieve, and makes people's lives really difficult. We also learned how we can challenge the Image Myth ourselves.*

So, what is your pledge? What will you keep doing, or maybe start doing, now we've finished Free Being Me*?*

Ask participants to fill in their own pledge card, decorate it and take it away with them, to remind them what they pledged to do. They could continue with the pledge they made at the end of Session Four – or they might like to take it further or try something different.

Why not remind them of their pledges in a month's time and find out how they're going?

Well done!

Thank you for taking part in Free Being Me*. We hope your group has enjoyed it, learned a lot and feel empowered to take their messages out to everyone they meet.*



Don't forget to share what you've done on the **www.free-being-me.com**, *and join the worldwide body confidence revolution!!*

How did it go?

Go to **www.free-being-me.com** *to fill in the online global survey – your chance to feed back your group's experience of Free Being Me. Your thoughts and opinions will be taken into consideration for future versions of this curriculum.*

Sheet 1.1

Beauty around the World Facts



Read out the facts in blue. Once the game is over, or as you go along, tell the group the information under each fact!

Somewhere in the world...

...it is considered that big women are beautiful.
In Mauritania in Africa, it's desirable for women to be as big as possible. Unfortunately sometimes girls are even force-fed to make them more attractive.

... very high hairlines and big foreheads were thought very attractive – and people would shave their hairline to make it higher.
In 16th century England, the ideal beauty was the Queen, and she shaved her hairline to create a big forehead. Whatever she did, her people wanted to copy. In China a similar practice existed with men, where they would shave back their hairlines to mimic male pattern baldness. During the Qing Dynasty the hairstyle was even law for all men!

...Caucasian people with tanned skin are considered more beautiful, so women and men will sit under big lamps, spray paint their bodies or rub lotion into their skin to tan it.
In countries like Australia, the UK and the USA, many people want to look like they have been in the sun and have tanned skin, so they tan themselves with lotion or sunbeds or spend a long time in the sun. Why might Caucasian people value this? Some think it's because being tanned is a sign of affluence. Those who are wealthier have more time for luxurious vacations on the beach! This practice can actually be dangerous and bad for your skin.

...people feel it's more beautiful to have a lighter skin tone, and women and men will rub lotion into their skin to whiten it and avoid going in the sun.
In many places in Asia Africa, North and South America, lighter skin is often considered more attractive. People with lighter skin are often favoured for prestigious jobs and for roles in movies and TV. Because of this, some people believe they will be more successful with whiter skin.

...straight hair is considered beauty ideal and many women use chemicals to straighten their hair, or even sew in hair extensions.
In much of the Western Hemisphere women with curly hair, particularly women of African descent work hard to make their hair straight. In Asia, long straight black hair is seen as beautiful.

...people say a beautiful woman has a very curvy figure.
In many Latin American countries, for example Brazil, curvy women are the most admired – although this is starting to change because of the influence of other countries; people in Brazil are starting to see being thin as beautiful.

...in an attempt to appear younger, women will remove most of their body hair through waxing, shaving, or other depilatories.
In Western countries young women start to shave their legs and armpits to fit the cultural standard of beauty, which means having no hair just like a young child or baby!

...a uni-brow – where both eyebrows join in the middle – is seen as beautiful in women
In Tajikistan, women feel very lucky if their eyebrows grow across their foreheads. If they don't, they use a herbal mixture to draw a line and join their eyebrows together.

...having a plump curvy bottom is the most beautiful way to be.
In Jamaica, dancing is very important. Women with bigger bottoms can wiggle them a lot when they're dancing, which people find beautiful.

... having crooked teeth is considered beautiful
In Japan many women are embracing their crooked teeth, and even going so far as to wear a fake tooth that makes their smile look crooked. This new trend is called "yaeba" and it is believed that a woman looks more youthful and endearing with crooked teeth.

Sheet 1.2

Before and after airbrushing



Original



Retouched



Original



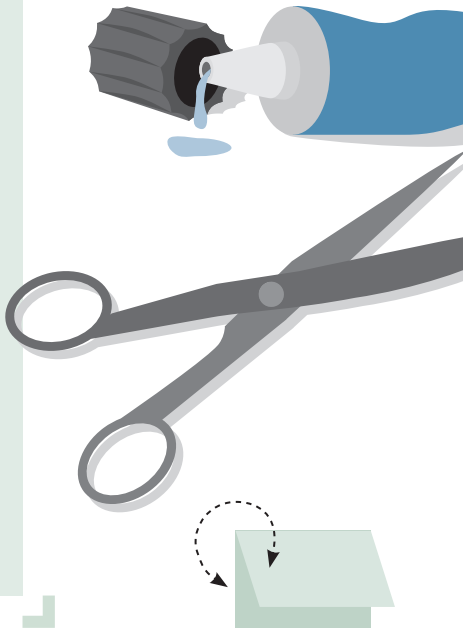
Retouched

Sheet 1.3

Media Detectives

The Image Myth exposed!

My example:



The Image Myth is fake because...

It's not worth trying to look like this Image Myth because...

Sheet 2.1

Breaking News on Body Confidence

What to say:

Talk about these three things during your press statement:

Tell other participants what the Image Myth is and how it's promoted to us.

Talk about the downsides that come from trying to match the Image Myth and why you've decided to leave Gloss magazine.

Give participants advice about what they could say or do to fight the pressure to look like the Image Myth to boost their body confidence.

How to say it:

Ways you could put your message across. Be creative!

Hi, we are.... (say all your names).... coming to you live from _____ and we have a question for you! Do you want to learn how to love and respect your body? Listen closely and learn how.

First, girls should find out about the Image Myth.

The Image Myth says all girls should look one way. According to the Image Myth, she should be... (Everyone could take turns saying something from the Image Myth list - make sure you show how ridiculous it is!)

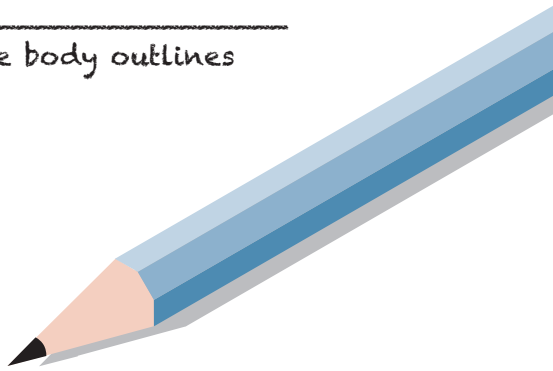
Now that we know what it is, let's talk about where the Image Myth comes from.

We hear about it and are encouraged to look like it by... (airbrushing, TV shows, advertisements, diet industry, talking with friends...).

It's not good to try to look like the Image Myth, because _____ (each group member could say one downside each - use the body outlines you made last session).

One way you can fight against the Image Myth is by...

Our last piece of advice is to always remember:
Love and respect your body and yourself!!

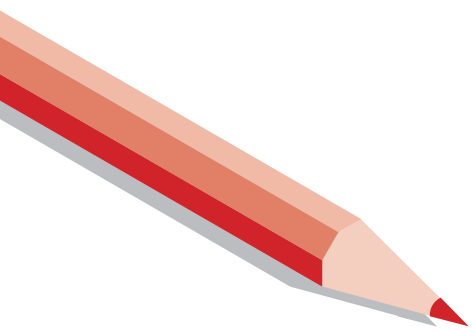


Sheet 2.2

Friendship Note

Your challenge is to write your friend a note to say...

- Why you think trying to look like the Image Myth has lots of downsides.
- Why you think looking like the Image Myth is impossible (remember, no-one can look like this!).
- What your friend could say or do to fight the pressure to look like the Image Myth.





Don't forget to bring your note to the next session to share with your group!

SHEET 3.1

The Message



Oh my goodness, I just saw pictures of me in that dress… I have completely the wrong body shape for it - what a mistake!!

I'm not going to go to the school dance, I'm feeling really fat today.

I feel so self-conscious about my massive ears, I wish I hadn't had my hair cut short.

Just got told I have to wear braces on my teeth… end of the world! See you in a year!

Nobody at school is going to like me if I can't get into these tight fit jeans, I better lose some weight.

Summer's round the corner! Can't wait for the sun, CAN wait to get my horrible fat legs out.

My feet are huge!! They look ridiculous in my summer shoes.

OMG I'm so flat-chested, there's no way I'm going to wear a bikini to the beach.

OK I have to lose weight, and fast. I am never going to get a boyfriend/ girlfriend looking like this.

She could have the body of a supermodel if she really wanted it.

Sheet 3.2

Statement for Quick Comebacks



"I wish I could look more like my friend Alina, she's got amazing long slim legs."	"Oh I love that dress, but it would look much better on you than me – my bottom is too big for it."
"He will never get a girlfriend, he's far too short."	"All the photos of me at the party all show off the braces on my teeth – I just don't want anyone to see the pictures."
"Did you see that person who walked past? She was so skinny you could almost see through her!"	"She needs to be careful – she's starting to get massive shoulders from all the swimming she does."
"That celebrity has really let herself go, it's such a shame - she used to be so thin."	"I feel sorry for her, I think she'd be really pretty if she didn't have those spots all over her face."
"Her [could insert name of celebrity here] hair is so long and straight and smooth, I wish mine looked like that too."	

Sheet 3.2

Mirror Mirror

Step 1) I like...

Write down here:

Three things you like about your personality (e.g. kindness).

Three parts of your body that you like because of what they can do (e.g., legs because they let me run).

Three parts of your body you like the look of (e.g. arms or stomach).

(Can you name any more? Amazing! Keep going!)

Step 2) Look at me – I am fantastic!

- Stand in front of a mirror, smile at your reflection and say "I love my XXX" – using the list you've just come up with.

- How does it feel? Practise doing this as much as you can. How many more things can you add to your list while looking in the mirror?

Don't forget! Bring along your list to the next *Free Being Me* session.

Sheet 4.1

Body Talk Scenarios

For leaders to act out.
Have fun with these; this activity should be lighthearted!

1. Two girls walk into a clothes shop and start talking about the outfits they will buy for a party they are both going to. Talk about colours and styles, and introduce the sentence, "I love this dress, it's beautiful. I think you should try this on – you will look great in it because you're so skinny and have such great legs."

2. Two girls are going swimming. They haven't been swimming for a long time and are looking forward to it and talking about jumping into the pool and so on. They get into their swimwear and one girl comes out of the changing room, saying, "Do I look fat in this?"

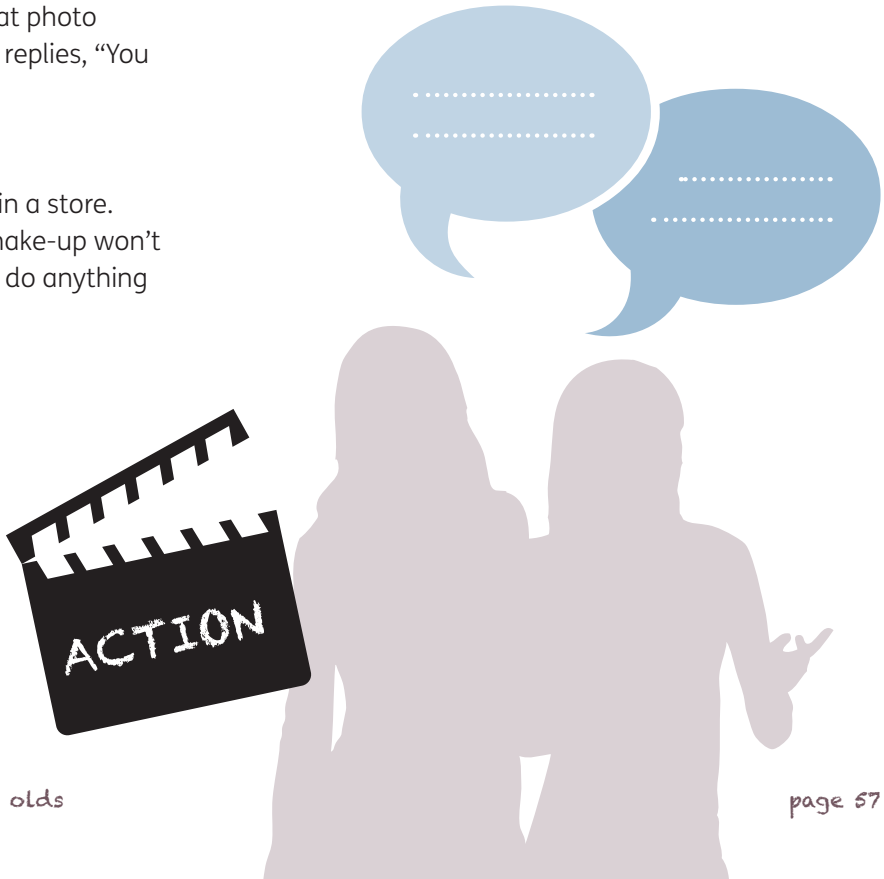
3. Two girls are looking over photos from a recent trip they had. They laugh at the funny faces they pull in one picture, then as they look at the next picture one girl says she's doesn't like that photo because it makes her look fat. Her friend replies, "You think you look fat? Look at me!"

4. Two girls are looking at make-up in a store. One of the girls says, "Even this make-up won't fix my skin and it's certainly not going to do anything about my glasses and braces!"

5. A girl is waiting for her friend. They haven't seen each other for a while and greet each other in a really excited way. Then one girl stands back and says, "Wow, you look great! Have you lost weight?"

6. Two girls are standing in a corridor at school, talking about their homework. They both watch someone walk past, then one whispers to the other, "Did you SEE how big her bum [/butt] is?"

7. Two girls are flicking through magazines. They talk about one of the stories and start talking about the photos of the people. At some point, one girl should say, "Honestly, you would look as pretty as [the celebrity] if you were a bit thinner".



Sheet 4.2

Spread the Word Pledge Cards

My Spread the Word pledge

One thing I will do to challenge the Image Myth for me is...

Signed _____ Date _____

My Spread the Word pledge

One thing I will do to challenge the Image Myth for other people is...



Signed _____ Date _____

Sheet 5.1

Take Action Planner

Take Action stage	Ideas	Our notes
Take Action stage What is our message?	Use the messages you came up with as a whole group.	
Who from our community do we want to reach?	School pupils, friends, family, other youth groups, people coming to community events.	
How can we get people involved?	Use your T-shirt slogan to get them interested to hear more.	
What will our Take Action project look like?	Run a café, stage a show, have a sleepover, run a special Girl Guide/ Girl Scout meeting, have a party, hold a community event, take over a school assembly or break-time...	
Where will our Take Action project happen?	Your meeting space, school, community space, outdoors, your house...	
Who will do what?	Give each person a job and make sure everyone is included.	
Do we need any help?	Think about who you might need help or permission from.	
What resources do we need?	Pens, paper, food, drink, chairs, tables, music, laptop...	

Sheet 5.2

My *Free Being Me* Pledge

I will help create a world free of the Image Myth, where everyone is confident in their bodies, and feels free to be themselves!

I will

Signed Date



I will help create a world free of the Image Myth, where everyone is confident in their bodies, and feels free to be themselves!

I will

Signed Date

