

BodyKind PSAs



Public Service Announcements



AUDIENCE
Late Primary, Secondary



SESSION LENGTH
Minimum 1 lesson

About BodyKind

BodyKind Schools runs every September in conjunction with Body Image and Eating Disorder Awareness Week (BIEAW). BodyKind Schools main call to action is kindness; it encourages young people to be *kind* to their own body and to others. Online, face to face, everywhere!

BodyKind Awareness Activity

By definition, an advocate is a person who publicly supports or recommends a particular cause or policy. In this activity, the cause is body image, and the advocates (the students) are encouraging their peers to be BodyKind.

Public Service Announcements are health promotion messages/campaigns that aim to be positive, educational and empowering. They invite students to use various platforms and their creativity to develop and share messages that can bring about change.

In a world where young people can be anything.

Let's help them to be BodyKind.
Kind to their own body and *Kind* to others.

ACTIVITY AIM :

BodyKind PSAs is a peer led activity, that encourages students to work in small groups to develop an inspiring, informative and engaging health promotion messages to share with their wider year level/whole school. By leading the activity and promoting the BodyKind messages they are part of the solution!

HOW TO RUN BodyKind PSAs ACTIVITY:

- Allocate working groups of 3 – 4 young people.
- Allow each group to decide on their key BodyKind message.
- Decide which tools/formats the students may use to create their PSA; digital (videos, graphics/art programs etc.) Poster, PowerPoint, school PA system, presentation at assembly.
- Allocate time to plan, create and share. A minimum of 1 lesson is recommended, plus additional time to present.
- Provide each group with the student handout that guides the activity as well as the 'do's and 'don'ts' to safeguard their PSA.
- Decide how and when you will showcase the student's PSAs. Class presentations, school assemblies, lunchtime exhibition, school socials/website. Butterfly would love to see your finished PSAs (and with permission share) E: education@butterfly.org.au or #BeBodyKindToday #BodyKindSchools2021

BODYKind PSA example ideas:

- Large poster display/exhibition (choosing 1 of the BodyKind messages or a variety). Lunchtime exhibition.
- Digital competition – groups submit 30 sec - 1 min digital clip
- Short script/messaging read over the school PA system – every recess and lunchtime over the course of a week, in September.
- Short presentation to whole of year level or assembly.

To find out more, contact:

E: education@butterfly.org.au
www.butterfly.org.au

BodyKind PSA Activity Prompt Teachers Guide

1. Introduce BodyKind and the activity.

We are really proud to be participating in BodyKind Schools, which is an initiative of Butterfly Foundation. BodyKind Schools is an activity that aims to raise awareness about positive body image. It's not always easy to like, love or appreciate your body but BodyKind Schools is encouraging young people to find ways to be *kind* and practice *kindness* towards their own body and also to others.

This activity is asking you, working in small groups, to create an informative, interesting and empowering Public Service Announcement – a health promotion message that inspires your peers to be BodyKind. (You can play the BodyKind digital clip, in the Staff & Community section of the resource [portal](#) for inspiration or use any other stimulus material relating to body kindness, acceptance, appreciation or love you may already have .

Ask students to:

1. Decide on their key message.
2. Choose the platform they are going to use to 'shout out' their message (or teachers/staff can specify).
3. Use their planning document to scope out their BodyKind Public Service Announcement.
4. Work in their groups to create their PSA (allocate timeframe).
5. Nominate their spokesperson, or decide how they will present as a group.

Some examples of BodyKind messages to promote:

Being BodyKind is:

- Speaking kindly to and about your body. If you wouldn't say it to a friend, why say it to yourself?
- Speaking kindly about other people's bodies and appearance.
- Celebrating ourselves and others for more than how we look. Your appearance does not define your worth.
- Respecting that every body is unique and different. There isn't a right or wrong way to look or be.
- Complimenting people for the stuff that's on the inside. We are so much more than a body!
- Is not teasing, bullying, trolling others. Use words carefully and build people up not tear them down.
- Nourishing your body with recess and lunch during the school day. All bodies need to be fuelled to perform.
- Moving your body in ways that are fun and that help your mind and body to feel good.
- Not comparing yourself to others; your body, your skills, your talents, your smartness. You Do You.
- Giving yourself and a body a break – no body is perfect and that is ok.
- Talking about your feelings or asking for help if you are finding it tough to be BodyKind.

BodyKind Post Activity Discussion

Q: Why did you choose your message?

Q: How did you feel working on your PSA?

Q: How can we continue to spread the BodyKind messages beyond this activity?

Q: What are some ideas to make our school a BodyKind environment, everyday?

Q: If you were the Prime Minister, Health Minister or a journalist, a head of an advertising, Instagram (or other social media platform) for the day what would you do to bring about change and help Australia be more BodyKind?

Q: What could you do to spread the BodyKind messages at home?

Q: Why do you think it's not always easy for people to be BodyKind?

Q: If you were worried that someone was struggling to be BodyKind, what could you do to help?

BodyKind Public Service Announcements Student Handout

Activity Outline:

It's not always easy for people to like, accept, feel comfortable or love their body or the way they look, but it is important that no matter how people feel about their body that they find ways to be kind to it... it's called being BodyKind! It's also important that people are *kind* to other people's bodies too as all bodies deserve respect and kindness, no matter what they look like.

This activity encourages you to work in small groups to develop a short 30 sec - 1 min Public Service Announcement (PSA) to help shout out the positive messages that will help people (your friends, peers, general public) understand what it means to be BodyKind.

What is a Public Service Announcement (PSA)?



A PSA a short, non-commercial announcement that is designed to educate, inform and inspire people about key and important issues. They are also called health promotion messages or campaigns.

In this activity the key and important issue is positive body image. The call to action is to be BodyKind.

BodyKind PSAs need to:

- ✓ Be positive. What can someone DO that will help them be kinder and feel better? Propose some positive solutions!
- ✓ Be short, concise, informative but also interesting and inspiring.
- ✓ Be *kind* to all bodies but it can be sensible or humorous.
- ✓ Be helpful and also safe. It's important not to share or show any images that shames a body type/person or uses negative behaviours. Only highlight the positive ways to be *kind* to a body!
- ✓ Be creative. There are so many different ways of talking about being BodyKind without showing bodies!
- ✓ Promote 1 or 2 at most key messages.

How to create your BodyKind PSA:

1. Decide on your key message (some ideas are listed below, but you can adapt these to make your own) Being BodyKind is:

- Speaking kindly to and about your body. If you wouldn't say it to a friend, why say it to yourself?
- Speaking kindly about other people's bodies and appearance.
- Celebrating ourselves and others for more than how we look. Your appearance does not define your worth.
- Respecting that every body is unique and different. There isn't a right or wrong way to look or be.
- Complimenting people for the stuff that's on the inside. We are so much more than a body!
- Is not teasing, bullying, trolling others. Use words careful and build people up not tear them down.
- Nourishing your body by eating recess and lunch during the school day – all bodies need fuel to perform.
- Moving your body in ways that are fun and that help your mind and body to feel good.
- Not comparing yourself to others; your body, your skills, your talents, your smartness. You Do You.
- Giving yourself and a body a break – no body is perfect and that is ok.
- Talking about your feelings or asking for help if you are finding it tough to be BodyKind.

2. Decide on what platform/medium you are going to use to 'shout out' your message? (Poster, Powerpoint, digital clip, poem or song, announcement over the school PA. Social media platforms are not able to be used to create your PSA, but what you create may be shared on social media!)
3. Use the planning document to map out your BodyKind Public Service Announcement.
4. Work in your groups and create your PSA (your teacher will let you know how long you have)
5. Nominate your spokesperson, or decide how you are going to present your PSA.

BodyKind Public Service Announcements

PLANNING GUIDE: You can use this handout to help brainstorm and map out ideas for your PSA (use the back too!) If you have your own planning tool, feel free to use that instead.

Group Members:			
Body Kind PSA Key Message(s):			
<p>What are we using to present our PSA? (e.g. Poster, PowerPoint, movie creator program, poetry, music)</p> <p>What equipment, stationary, props do we need?</p> <p>Who is our target audience?</p> <p>How long will the PSA be?</p>			
<p>Story line for the PSA (use the frames to create your PSA story... include the words, any images, animations, who might be involved if using people). This is helpful if creating a script, or digital clip but can be useful to brainstorm ideas for a poster, poem or song)</p>			
Who is your spokesperson and how will they present your PSA?			