

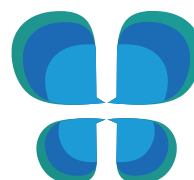


**LOVE YOUR
BODY WEEK**

FOR SCHOOLS

RESOURCE

Kit



Butterfly
LET'S TALK body image

RESOURCE KIT

About Butterfly

Butterfly is Australia's leading not-for-profit organisation supporting everyone affected by eating disorders and negative body image.

About Love Your Body Week

Love Your Body Week is Butterfly's annual national awareness campaign to promote body confidence and celebrate body diversity in all Australians.

Love Your Body Week asks people of all ages to reflect on their relationship with their body, and to celebrate the amazing things their body can do. It encourages people to engage in behaviours that are positive and respectful to themselves, their body and also to others.

The campaign takes place every year in the first full week of September.

Key Messages

Love Your Body Week recognises that:

- Healthy bodies come in a variety of shapes and sizes
- Body image is how we FEEL about our appearance. It's not about how we look
- We are more than our bodies! Body shape does not define our worth
- It is important to show our bodies respect by moving, nourishing and nurturing them
- It is better to focus on what our body can DO, rather than how it looks
- Body bullying and food shaming is not helpful and is never OK.

Love Your Body Week for Schools

Love Your Body Week for Schools an opportunity for primary and secondary schools and all those working with young people to show their commitment to promoting body acceptance and celebrating diversity in young Australians.

Why participate?

- It's fun, flexible and FREE!
- It creates an opportunity to focus on body esteem during the month of September and beyond
- It's an opportunity to kick-start work or to support existing wellbeing programs
- The key messages of **Love Your Body Week** closely align with messages in youth-focused body image programs.

Resource Kit

This kit includes information and ideas to help promote the messages of **Love Your Body Week**.

Designed to engage young people of primary and secondary age, you are free to choose from the suggested activities. Or get creative and develop your own – anything which supports the positive messages of **Love Your Body Week**.

It also includes suggestions for promoting your work and raising awareness in your school/organisation and the wider community.

RESOURCE KIT

How to get involved

There are two key ways to get involved in **Love Your Body Week for Schools**

- Run a **Body Esteem** workshop
- Co-ordinate a **Dress to Express** community awareness event

Guides, worksheets, digital clips and presentation materials for these activities can be found on the resource portal for **Love Your Body Week for Schools**.

BODY ESTEEM WORKSHOP/CLASSROOM MATERIALS

Confident Me Workshop *Suitable for young people aged for 11 – 13 years*

- Workshop guide for teachers pdf
- Student Presentation pdf
- Activity Sheets pdf
- Appearance Ideals digital file
- Dove Evolution digital file
- Change One thing digital file

Challenging Appearance Based Talk Workshop *Suitable for young people aged 14+*

- Lesson Plan Guide for Facilitators pdf
- Appearance Based Talk digital file

The ME You Don't SEE *Suitable for primary and secondary age groups*

- Lesson Plan Guide for Facilitators pdf

Staff Resources

- Role Modelling digital file
- Ten Tips to Support Body Confidence pdf poster
- Social Media Tile png file
- Facilitator's Support Webinar

For Parents/Community

- How to Support Your Child's Body Confidence pdf
- 6 Ways To Be Body Positive pdf poster
- Not feeling so good in your body poster pdf
- Body Positive Zone poster pdf

DRESS TO EXPRESS COMMUNITY AWARENESS EVENT

- Dress to Express pdf poster
- Dress to Express Classroom Discussion Guide pdf

RESOURCE KIT

This campaign encourages schools and youth organisations to use these resources to promote body confidence and celebrate body diversity amongst young people.

Some other suggestions to increase awareness and involvement:

- **Hold a staff morning tea:** Positive role modelling can have an incredibly strong impact on young people. Encourage your staff to get involved. View the 'positive role modelling' clip to kick-start discussions. Consider the things you are doing well and those that could be better. Aim to identify at least one positive action to take forward.
- **Create a graffiti board/art display:** Ask young people and staff to share what 'Love your body' means to them. Alternatively, create an 'I am....' wall that focuses on positive attributes not related to appearance.
- **Ask students to create an assembly presentation:** Generate enthusiasm and awareness in your community by promoting the key messages of **Love Your Body Week**.
- **Hold a 'Celebrate Your Body' party:** No body criticisms allowed! Hand out compliments and display positive body image affirmations. You can find these online or ask young people to create their own.

Share with Butterfly

Tell us what you are doing for **Love Your Body Week** so that we can profile your efforts on the 'We're on Board' part of our campaign page and encourage others to join the body positive celebrations. Use the **#LYBWforschools #dresstoexpress** or email: education@butterfly.org.au

How to run a Body Esteem workshop

1. DOWNLOAD workshop materials from the resource portal.

Confident Me: Single Session Workshop *Suitable for young people aged 11-13 years*

This workshop has been developed by the Dove Self Esteem Project, a global initiative. Evaluated by the University of West England, findings show that the workshop results in benefits to body image and confidence. The materials include a detailed facilitator's guide, student presentation, activity sheets and digital clips.

Challenging Appearance Ideals: Single Session Workshop *Suitable for young people aged 14+*

Developed by the Prevention Team at Butterfly, this workshop focusses on challenging appearance ideals. The materials include a lesson overview and a digital clip on how our language impacts our own and others' body confidence.

The ME You Don't See *Suitable for primary and secondary groups*

Developed by the Prevention Team at Butterfly, this workshop uses a creative activity to encourage children and young people to see themselves beyond their physical self.

2. SELECT the year groups to be involved and the dates your workshops will run. **Love Your Body Week** runs in the first full week of September but you can choose any time during the month - or later if that works for you!

RESOURCE KIT

3. SHARE messages about your participation in Love Your Body Week with your community. Use the suggested wording on page 6 for your newsletter, assembly / PA address and social media communications.

How to run a Dress to Express community awareness event

Dress to Express is an ideal way to connect the positive messages of **Love Your Body Week** with a whole school community and young people of all ages.

Dress to Express encourages young people to:

- Express their inner qualities, strengths, personality, talents or cultural backgrounds (individuality)
- Respect difference and diversity in ourselves and others (diversity)
- Help young people feel proud of who they are as a person (self-pride)
- Celebrate the positive things our body can do (functionality)
- Discourage appearance-based bullying/teasing (anti-bullying).

Dress to Express is designed as an 'opt-in' activity. A 'touch of' rather than 'free dress' is encouraged to alleviate possible appearance anxiety in students who usually wear uniforms.

1. DOWNLOAD the discussion guide and poster from the resource portal.
2. SELECT the date of your Dress to Express awareness event
3. CHOOSE a 'touch of' focus for your day. The choice is yours but may include:
 - Young people's culture or heritage
 - A favourite activity/hobby/sport/passion
 - Coloured or odd socks
 - Crazy hair / hat day
 - Favourite colour
4. PROVIDE staff with age appropriate discussion questions (from the Classroom Discussion Guide) to explore the themes of Dress to Express and **Love Your Body Week**.
5. SHARE messages about Dress to Express and Love Your Body Week. Use the suggested wording on page 7 for your newsletter, assembly / PA address and social media communications.

WOULD YOUR SCHOOL/ORGANISATION LIKE TO MAKE A DONATION?

Dress to Express is a community awareness raising activity. Some schools and organisations have asked if, and how, they can donate (i.e. gold coin donation from students). Butterfly is grateful for the financial support from community members and any donations received in relation to Dress to Express will be used directly to implement prevention initiatives around Australia.

Donations can be made via Butterfly's website (please enter DTE within the message field) or directly deposited into the Foundation's account: BSB 033 086 Account Details 229009

Butterfly is a not for profit, charitable organisation. All donations \$2 and above are tax deductible; a receipt will be provided.

We'd love you to share the key messages of **Love Your Body Week** with your community.

Suggested newsletter content or assembly / PA address

This September, our {school/organisation} will join hundreds of organisations around Australia to promote positive body image in support of **Love Your Body Week**.

Love Your Body Week is an annual campaign of Butterfly's and asks people of all ages to:

- Reflect on the relationship they have with their body
- Celebrate the amazing things their body can do!

This campaign promotes body acceptance and diversity, while encouraging people to engage in behaviours that are positive and respectful to themselves, their body and also to others.

On {insert date} we will run Body Esteem workshops and/or hold a Dress to Express awareness day, where students are encouraged to wear a 'touch of' {insert theme for your day here}.

Love Your Body Week also encourages people to consider the language they use around appearance, body shape and size and to see their worth as a person, well beyond how they look!

Love Your Body Week provides a great opportunity for parents to talk to their child about feeling good in their bodies. If you would like support in encouraging a healthy body image for your child, Butterfly has produced a 'Tip Sheet' for parents {download and attach}

For further information on **Love Your Body Week for Schools**, visit <http://butterfly.org.au/get-involved/campaigns/love-your-body-week-for-schools/>

SUGGESTED SOCIAL MEDIA CONTENT

Please promote the work you are doing using the hashtags: #LYBWforschools and #dresstoexpress. Don't forget to tag Butterfly: Facebook - @thebutterflyfoundation Instagram - @thebutterflyfoundation

The following suggested posts can be used or adapted for your social media channels.

- **Love Your Body Week for Schools** – we're on board, are you?
- Loving your body starts with you! Give your body the respect it deserves this Love Your Body Week.
- Dress to Express. Bringing our community together to celebrate body positivity and diversity.
- Body shaming and appearance bullying is never OK. We're celebrating EVERY BODY this Love Your Body Week.

Further Support

Safe and appropriate messaging

- For guidance on safe messaging and delivery when communicating these topics, please refer to these evidence-based [guidelines](#) from the National Eating Disorders Collaboration.
- If you would prefer to talk to someone, contact Butterfly's Prevention Team, at: education@thebutterflyfoundation.org.au

Evidence-based resources to support body esteem work with young people

- **RESET – a conversation about boys' body image**
An educator-led program designed to start a deeper conversation with boys about negative body image and eating disorders. RESET can be used with male and co-ed groups aged 13-18 years. It includes a 30-minute video of young Australians talking about appearance concerns, societal pressures and why boys find it difficult to talk about these issues. It also includes expert insight from Dr Scott Griffiths (leading male body image researcher) and a lived-experience perspective from a young man who developed Anorexia Nervosa while at school. You can find out more and view the trailer [HERE](#).
- **Free to BE – a body esteem resource**
A comprehensive, evidence-based resource developed by Butterfly in conjunction with a team of body image experts. Aimed at Year 3 to 12 students, it addresses four key areas impacting body image: Resilience, Media, Peers and Healthy Bodies. It includes lesson plans, hands-on activities, PowerPoint presentations and The Ultimate Ad clip to aid in the teaching of media literacy. You can find out more [HERE](#).

RESOURCE KIT

Butterfly Prevention Services

Butterfly has created workshops, presentations and resources for young people, professionals and parents to address the factors influencing negative body image, disordered eating and the development of eating disorders.

Butterfly Prevention Services Include:

- Youth presentations for Year 3 – 12 (8 – 18 year olds)
- Training for professionals and teachers working with young people
- Seminars for parents
- Whole school and community programs

For further information:

Visit our website or contact Butterfly's Prevention Team: education@thebutterflyfoundation.org.au
02 8456 3908

Concerned about someone?

As someone who works with young people, you may be one of the first people to notice if they are struggling with body image issues or an eating disorder.

If you are concerned about a young person, (or anyone), please contact Butterfly's National Helpline, a free and confidential service. Trained to respond to your concerns, the specialist counsellors will also provide referral information, if necessary.

Butterfly National Helpline

Monday to Sunday from 8am - Midnight (AEST)

1800-33-4673 (1800 ED HOPE)

Information and webchat at: butterflynationalhelpline.org.au

E: support@thebutterflyfoundation.org.au

NEED HELP OR SUPPORT?

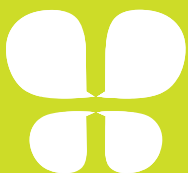
1800 ED HOPE – 1800 33 4673

8:00AM – MIDNIGHT AEST, SEVEN DAYS A WEEK,
EXCLUDING NATIONAL PUBLIC HOLIDAYS.

EMAIL:

SUPPORT@THEBUTTERFLYFOUNDATION.ORG.AU

BUTTERFLY.ORG.AU



Butterfly
LET'S TALK body image