

# BodyKind

## SCHOOLS

### RESOURCE KIT

FOR SCHOOLS AND  
YOUTH ORGANISATIONS



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BodyKind Schools is a mental health promotion initiative of the Butterfly Foundation. It aims to address and raise awareness about the modifiable risk and protective factors that underpin the development of body dissatisfaction and disordered eating behaviours. It does not intend to minimise or over-simplify the complexity of serious body image issues and eating disorders.

Butterfly acknowledges the traditional owners and custodians of the land on which we work as the traditional custodians of this land.

We are committed to embracing diversity and eliminating discrimination in health care. We welcome all help-seekers and strive to create a safe place for all people, irrespective of their size, shape, age, abilities, gender, sexuality, cultural background, language, economic status, profession or location.

 is a trademark of Butterfly Foundation.

### About BUTTERFLY FOUNDATION

Butterfly Foundation (Butterfly) is Australia's leading not-for-profit supporting those affected by eating disorders and negative body image. Butterfly does this through; Treatment and Recovery Services, Butterfly National Helpline, Prevention Services, Advocacy and Awareness work and Fundraising.

### ABOUT BodyKind Schools

BodyKind Schools is Butterfly's annual awareness activity (formally Love Your Body Week for Schools), that runs every September as a key activity of Body Image and Eating Disorder Awareness Week (BIEDAW).

BodyKind Schools encourages schools (late Primary and Secondary), and other youth settings to focus on the important topic of body image, with the specific call to action, being BodyKind – to our own body and to others; face to face and online. It is a strength-based and positive mental health promotion initiative that is designed to foster positive environments for all young people, in all bodies!

#### BEING BodyKind:

Is the language we use when speaking about our own body and others. Being BodyKind is how we move and nourish our body. It:

- **Involves treating our body with kindness** and respect, regardless of how it looks or what it can/can't do.
- **Acknowledges** that it is not always easy to like, love, accept, feel comfortable or neutral in our body but we can strive to be more BodyKind.
- **Celebrates** body diversity and appearance differences and discourages body and appearance bullying, teasing and shaming.
- **Encourages** young people to see and be more than their body and appearance. It asks young people to *Be the Change*.

#### WHY PARTICIPATE?

- It is fun, flexible and FREE!
- Schools are provided with all the resources they need to run evidence-informed activities to address positive body image.
- It creates an opportunity for school communities to work together on the topic of positive body image.
- It is designed to complement existing health and wellbeing programs.

“ It is a great initiative!  
We took our ideas from your  
resources and just made it as simple  
and achievable as we could. ”

### USING THIS RESOURCE KIT

This Resource Kit includes all the information you need to deliver BodyKind Schools activities. You can tailor the activities to suit your young people, school values and curriculum needs. Activities can be teacher-led or peer-led; the most important thing to remember is that BodyKind activities strive to 'Do No Harm'.

Additional support to school staff is offered through a range of free virtual workshops and if your school has any questions, contact the Butterfly Prevention Team: [education@butterfly.org.au](mailto:education@butterfly.org.au)

## WAYS TO BE A BODY *Kind* SCHOOL THIS SEPTEMBER

There are a few ways to get involved in Body *Kind* Schools:

- Curriculum Activities: run a Butterfly or Dove workshop or classroom activity. Choose a little or a lot.
- Body Kind Fundraiser: raise awareness in your school/youth community (year level or whole school).

Everything you need to run these activities, including posters to use around your school, can be found on the Body *Kind* Schools resources [portal](#).

*Body *Kind* Schools resources have been developed by the Dove Self Esteem Project or Butterfly Foundation. They are evidence –informed, age and developmentally appropriate and designed for education settings.*

## ACTIVITIES – CHOOSE YOUR OWN BODY *Kind* SCHOOLS ADVENTURE

### WORKSHOPS

#### BODY KIND LEADERSHIP WORKSHOP - NEW (11 – 15yrs)

- 30-minute interactive recorded workshop encouraging young people to be kind to their own body and to become Body *Kind* Leaders out in the world, with supporting educator guide, linking to other Body *Kind* activities.

#### DOVE CONFIDENT ME WORKSHOP (11 – 14yrs)

- Workshop guide for teachers, activity sheets and presentation to use with students, plus supporting digital clips and training videos.

### LEARNING ACTIVITIES – ADDED IN 2022/23

#### BODY KIND JOURNAL – (11 – 15yrs) Print and online versions

- Explores Body *Kind* messaging and encourages young people to apply in their everyday lives.

#### POSITIVE RELATIONSHIPS WITH EATING ACTIVITIES x 3 (12 yrs+)

- Helps students appreciate the importance of regular nourishment and being Body *Kind* by tuning into their bodies. Designed to address some of the problematic behaviours around eating schools are witnessing.

#### BODY KIND ONLINE

- Lesson plan and supporting digital clip. Explores the role of social media and influencers and why it's important to be Body *Kind* online.

#### ACTS OF BODY KINDESS

- Explores small ways to put body kindness into action for ourselves and others and encourages a group pledge for students to commit to 14 days of self-chosen body kind actions.

### STAFF & COMMUNITY RESOURCES – ADDED IN 2022/23

#### WELCOME TO BODY KIND SCHOOLS ASSEMBLY CLIP

- Introducing Body *Kind* messaging and your involvement in Body *Kind* Schools to share with students.

#### SUPPORTING A POSITIVE EATING ENVIRONMENT AT SCHOOL

- Tips for supporting a positive culture around eating and responding to problematic eating behaviours

#### FOSTERING A POSITIVE BODY IMAGE ENVIRONMENT

- Some important reminders for educators of general school activities that have the potential to do harm.

#### BODY KIND FAMILIES

- Resources, videos and activities for families of teenagers for you to share with your community.

BodyKind Schools encourages young people to be *kind* to their own body and to others. It asks them to be BodyKind online and face to face. In a world where young people can be anything. Let's help them be BodyKind!

## GETTING STARTED



### DOWNLOAD

The materials from the resource portal and choose the activities you'd like to run.



### SELECT

The year levels, young people and staff to be involved and set the date(s).

BodyKind Schools kicks off in the 1<sup>st</sup> week of September but can be held anytime in September (or beyond).



### SHARE

Run your activities and share that you're a BodyKind School with your community. Some suggested text for communications is included on pg6.



## OTHER IDEAS TO BOOST AWARENESS AND INVOLVEMENT:

### Hold a staff information session and morning tea:

- Discuss as a group what Being a BodyKind School could look like for your community, ongoing.
- Use the staff resources, including the 'positive role modelling' clip, to kick-start discussions.
- Consider and explore the things your school are doing well when it comes to body image and being "BodyKind" and reflect on what could be improved.
- Aim to identify at least one positive action as a staff group (and/or individual) to take forward.

### Create a graffiti board/art display/appreciation station

- Ask young people and staff to share what they think being 'Body Kind' means to them.
- Alternatively, create an 'I am....' wall that focuses on positive attributes not related to appearance.

### Hold a 'Be BodyKind' dance party (this may be more effective in primary schools)

- Encourage students to be kind to and feel good in their bodies by having fun with music and dancing.
- Decorate the space with positive affirmations and messages (created by young people).
- Encourage young people to give non-appearance compliments and display positive body image affirmations. This could also be a great idea for a Body Kind Fundraiser (see page 6 for more information).



## SHARE WITH BUTTERFLY

We'd love to hear and see what you're doing for BodyKind Schools and with your permission, we'll showcase your efforts within our communications channels to encourage and inspire others to be a part of Australia's largest positive body image movement for young people.

Share using #BodyKindSchools #BeBodyKind or email our team: [education@butterfly.org.au](mailto:education@butterfly.org.au)



## SUPPORT FOR SCHOOLS, STAFF AND STUDENT LEADERS

To support simple and successful implementation of BodyKind Schools Butterfly is offering a range of free webinars during June - August. These webinars are designed to inform, troubleshoot and inspire whoever is leading the activities to feel confident and supported.

### BUTTERFLY LED WEBINARS AND WORKSHOPS



#### **FOR SCHOOL STAFF – Creating a BodyKind environment**

45mins FREE webinar (limited spaces available)

Coming soon. Keep an eye on the resource portal for further details.



#### **FOR YOUNG PEOPLE - BodyKind Schools Leadership Workshop (Yrs 6 - 9)**

1.5hr FREE webinar (limited spaces available). This workshop uses [Zoom](#).

25 students can be registered per school. An adult must also attend.

To find out more or to register a group of students click [HERE](#)

For schools keen to have young people lead the way, through peer-model delivery, Butterfly is offering schools the opportunity to empower young people through their Leadership workshops.

Topics are tailored to young people and include:

Body Image and the key influences ~ What it means to be a BodyKind leader ~ Ideas to inspire ~ How to develop, plan and implement a successful BodyKind Schools activity.

### SAFE AND APPROPRIATE MESSAGING

The topic of body image is often a sensitive and personal one. The content included within BodyKind Schools is not intended to be therapeutic and does not encourage young people to share or disclose their feelings and experiences around body image, eating and/or training/exercise. It is developed to be inclusive of all young people.

However, it is important that safe and appropriate messaging is communicated and this can ensure that activities stay on-message and adhere to the 'do no harm' approach. Guidance on this is included in the support workshop but information on this can also be found within the following guidelines [Mindframe Guidelines](#) and [National Eating Disorders Collaboration school resource](#).

If you would prefer to talk to someone or discuss a certain situation within your young person cohort, Butterfly's Prevention Team is here to help at [education@butterfly.org.au](mailto:education@butterfly.org.au)

## To help you communicate your involvement in BodyKind Schools

### SUGGESTED NEWSLETTER/PARENT LETTER OR ASSEMBLY ADDRESS

Dear Parents/Guardians

This September, our {school/organisation} will join hundreds of organisations around Australia to promote positive body image in support of BodyKind Schools.

BodyKind Schools (previously Love Your Body Week for Schools) is an annual campaign of the Butterfly Foundation and encourages young people and their communities to:

- BeKind to their own body; in the language they use, how they nourish and move their body
- BeKind to others. Online and Face to Face.; and
- Celebrate and respect the differences and diversity in their own body and others.

This initiative understands that it's not always easy to like, love, feel comfortable or be accepting of our body and so instead, BodyKind Schools encourages young people to be kind to their body and to others; using positive language about all bodies and demonstrating respect by moving and nourishing their body in a way that helps it to feel good.

On {insert date} we will run BodyKind classroom activities that have been provided by the Butterfly Foundation and/or hold a BodyKind Fundraiser, where students are *(Add in the activity you have chosen)*.

Studies continue to report that the way young people feel about their bodies is affecting their health, mental health and wellbeing. BodyKind Schools is a strength-based initiative that supports our school community to raise awareness about body image.

The home is also an important place to foster positive attitudes and behaviours around body, appearance, eating and exercise. BodyKind Families will be launching in mid-August and we are encouraging our families to get on-board and have these important conversations at home. There are other tip sheets and information ready to go on the Butterfly [website](#)

Further information about BodyKind Schools and BodyKind families can be found at [www.butterfly.org.au/bodykind](http://www.butterfly.org.au/bodykind).

**Brief newsletter communication:** 'It's not always easy for young people to feel good in their body. But this September we are asking them to be BodyKind; to their own body and to others, online and face to face. BodyKind Schools is an annual awareness activity of the Butterfly Foundation and we are proud to be on board supporting our students body image. You can find out more about BodyKind Schools and BodyKind Families (from mid-August) [HERE](#).

#### Social media ideas:

- In a world where young people can be anything, let's help them to be BodyKind.
- Give your body the respect and kindness it deserves by being BodyKind this September.
- Our young people are being BodyKind this September. Are yours?
- All bodies deserve kindness. We're proud to be participating in BodyKind Schools this September.

A social media tile is available on the [resources portal](#)

## BODY *Kind* FUNDRAISERS

Would your school/organisation like to support Butterfly by holding a school fundraiser?

All funds raised through school and community fundraisers help Butterfly to continue offering free initiatives and low-cost services to young people in schools and communities, around Australia.

## 6 STEPS TO A BODY *Kind* FUNDRAISER

A Body *Kind* Fundraiser is a simple way to unite your whole school community, young people and staff and to help raise awareness about the important messages of Body *Kind* Schools.

It is appropriate for young people of all ages (Foundation - Yr12) and encourages everyone to "Be Body *Kind* Today" ... by being kind to our own body and to others; celebrating differences and diversity in body shape and appearance and encouraging positive behaviours that help bodies and minds feel good!

**STEP 1: DOWNLOAD** the Body *Kind* Fundraiser guide and posters from the resource portal.

**STEP 2: SELECT** the date for your Be Body *Kind* Today Fundraiser

**STEP 3: CHOOSE** the core activity for your Body *Kind* fundraiser. Some popular ideas include:

- A whole year level or school Body *Kind* picnic
- Fun or odd socks
- Yoga or mindfulness activity
- A 'touch of' their favourite activity/sport/passion
- A 'touch of' something that symbolises heritage or culture

**STEP 4: COMMUNICATE** details to your school/community (including if students would like to donate a gold coin to Butterfly)

**STEP 5: SET-UP** by providing staff with the Body *Kind* discussion questions and pledge cards for young people to complete (all in the Fundraiser guide on the resources [portal](#)). Put up the posters around your school/organisation.

**STEP 6: RUN** your Body *Kind* Fundraiser, take some pics to share (#BeBodyKind), have some fun celebrating ways to Be Body *Kind* Today.

## HOW TO DONATE YOUR FUNDRAISING EFFORTS

All efforts are amazing and will help Butterfly continue doing the work we do. Butterfly is incredibly grateful for your schools support by hosting a Body *Kind* Fundraiser. All schools who donate to Butterfly will receive a Certificate of Appreciation.

Donations can be made directly via Butterfly's 'DONATE NOW' portal on the website [www.butterfly.org.au/donate](http://www.butterfly.org.au/donate). Please select 'Body Kind Donation' to ensure we know your donation is a part of Body *Kind* Schools.

The Butterfly Foundation is a not for profit, charitable organisation. All donations \$2 and above are tax deductible; a receipt will be provided as well as a Certificate of Appreciation for schools (sent in October).





## BUTTERFLY PREVENTION SERVICES

Butterfly have developed and delivered evidence informed, age and developmentally appropriate workshops, presentations, programs and trainings to young people, professionals and parents since 2007. It is estimated that over 1.8 million young people have been reached through our programs and resources.

Content addresses the modifiable risk and protective factors that underpin the development of body dissatisfaction and disordered eating. It is non-clinical and provides information and strategies with the focus on prevention and early intervention. All sessions are developed adhering to best and safe practice guidelines ensuring a 'do no harm' approach.

Butterfly's prevention education can be delivered face to face or virtually to a range of audiences including:

- Young people - Year 5–12 (10–18years)
- Tertiary Settings
- Sports and Dance
- Professionals (those working with and supporting young people)
- Parents/Carers

## FOR FURTHER INFORMATION:

Visit: [butterfly.org.au](https://butterfly.org.au) or Contact Butterfly's Prevention Team: [education@butterfly.org.au](mailto:education@butterfly.org.au)

## CONCERNED ABOUT SOMEONE?

You may be one of the first people to notice if a young person is struggling with their body image, 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, counsellors can also provide referral information.

### BUTTERFLY NATIONAL HELPLINE

Monday to Sunday from 8am - Midnight (AEST/AEDT)

Telephone, Webchat, Email  
1800-33-4673 (1800 ED HOPE)  
[www.butterfly.org.au/helpline](https://www.butterfly.org.au/helpline)

