Thank you for your support in sharing Butterfly’s Body Kind Youth Survey 2023. For more information about the survey, ethics approval, how data will be used, and more, visit: <https://butterfly.org.au/get-involved/campaigns/bkyouthsurvey/> . You can also view the findings of the 2022 survey, [*here*](https://butterfly.org.au/get-involved/campaigns/youthsurveyfindings/)

**Key facts**

* The survey has ethics approval and does not ask questions about harmful behaviours or eating disorders. The focus is on how satisfied young people feel, the role of social media and appearance related teasing, how body image is impacting their everyday lives, the ways they are supporting their body image and practicing body kindness and their ideas on what needs to change.
* It has been developed by Butterfly, leading body image researchers, educators and people with a lived experience, with funding thanks to nib foundation.
* Target age is young people in Australia aged between 12-18, but parental consent is required for under 15’s. (Parents will not receive any information about their child’s responses).
* It’s voluntary and anonymous.
* There’s a chance to win one of 20 gift vouchers.

Short promotional copy:

If you’re aged between 12 & 18, Butterfly wants to hear from you in the Body Kind Youth Survey 2023! Share your body image experiences & you could win 1 of 20 gift vouchers. It's anonymous, only takes 15 mins & you'll help us to make a more Body Kind Australia⬇️

<https://melbourneuni.au1.qualtrics.com/jfe/form/SV_1ZV6nNZ27Ufy1zE>

Medium promotional copy:

*Copy aimed at adults in young people’s lives*

Butterfly Foundation is inviting all young people in Australia aged 12-18 to share their views on body image. This is a chance to complete the annual Body Kind Youth Survey, so Butterfly can better understand the body image experiences of young Australians and get young peoples’ views on what needs to change to create a more Body Kind Australia.

The online survey is voluntary, anonymous, has ethics approval, takes 15 minutes, and requires parental consent for under 15s. There is also a draw to win one of twenty gift vouchers.

Encourage young people to take the survey now - <https://melbourneuni.au1.qualtrics.com/jfe/form/SV_1ZV6nNZ27Ufy1zE>

*Copy aimed at young people aged 12-18*

Has the way you felt about the way you looked ever stopped you from doing stuff – putting your hand up in class, hanging out with friends or going to the beach? Butterfly wants to hear what impact body image is having on young people living in Australia aged 12-18 through the Body Kind Youth Survey 2023.

Share your body image experiences (takes approximately 15 minutes) and you can enter the draw to win one of 20 gift vouchers. Under 15? You’ll need parental consent. It’s entirely voluntary and anonymous, and you can help us create a more Body Kind Australia, where young people grow up treating their own and all bodies with kindness and respect.

Take the survey now - <https://melbourneuni.au1.qualtrics.com/jfe/form/SV_1ZV6nNZ27Ufy1zE>

Long promotion copy - for newsletters and other e-communications:

Body Kind Youth Survey 2023 – Youth Voices Can Make a Difference

In 2022 Butterfly learnt what 1,635 young Australians think about body image. Butterfly wants to hear from many more young people Australia wide of all genders, identities and backgrounds in this year’s Body Kind Youth Survey.

The online, anonymous Body Kind Youth Survey 2023 invites young people aged 12 to 18 to share their body image experiences and ideas on what needs to change to create a more Body Kind Australia.

The survey is voluntary, ethics approved and should take around 15 minutes. Parental consent required for under 15’s. and

Support Butterfly to help more young people to be kind to their body by encouraging all young people to take part; there’s even a chance to win one of 20 gift vouchers!

For further information and to access the survey visit – [www.butterfly.org.au/bkyouthsurvey](http://www.butterfly.org.au/bkyouthsurvey)

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**Key links**

The landing page for the survey is – [www.butterfly.org.au/bkyouthsurvey](http://www.butterfly.org.au/bkyouthsurvey)

There are additional pages for:

Young People – [www.butterfly.org.au/bkyouthsurvey/youngpeople](http://www.butterfly.org.au/bkyouthsurvey/youngpeople)

Parents – [www.butterfly.org.au/bkyouthsurvey/parents](http://www.butterfly.org.au/bkyouthsurvey/parents)

Clubs (sports and activity groups) – [www.butterfly.org.au/bkyouthsurvey/clubs](http://www.butterfly.org.au/bkyouthsurvey/clubs)

A qr code on a white background

Description automatically generatedThe direct link to the survey is – <https://melbourneuni.au1.qualtrics.com/jfe/form/SV_1ZV6nNZ27Ufy1zE>

or use the QR code.