



Free Being Me



Younger Activity Pack (7-10 years-old)

An educational programme that promotes a world free from appearance-related anxiety.





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Welcome

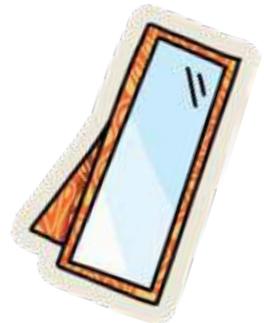


Free Being Me (FBM) is an educational programme that promotes a world free from appearance-related anxiety. FBM first began in 2013, developed in partnership with the World Association of Girl Guides and Girl Scouts (WAGGGS), the Dove Self-Esteem Project (DSEP) and the Centre of Appearance Research (CAR). Since then, an incredible six million Girl Guides and Girl Scouts in 80 countries have improved their body confidence and helped other people do the same.



This updated, more representative and interactive version of Free Being Me will support four million other Guides and Scouts to lead a movement towards a world free from body insecurities.

We can't wait to see what your group will do!





Izabel, a Girl Guide from Brazil, describes her Free Being Me experience:

“I had really bad self-esteem issues when I was a teenager, and when the Free Being Me programme came out in Brazil I was at our Girl Guide National Assembly. During the introduction video, I could see that I wasn’t alone in my body confidence issues and all the women and girls I admired were crying by my side. But why? Why couldn’t they see themselves beyond their appearance? Why couldn’t I see myself beyond my appearance? The Free Being Me programme helped improve this. I was really excited because I know with my heart how it feels to stop doing things because you have self-esteem issues, from not feeling confident to swim or even leading to toxic relationships because you don’t know you’re worth better. We need to spread this body positivity around the globe, we need to empower our girls and young women to exist in their bodies. Girls need to be confident to speak out, to be themselves and to support each other.”

Stacie June Shelton, Head of Education and Global Advocacy, The Dove Self-Esteem Project:

The **Dove Self-Esteem Project** started in 2004 and since then has reached over 79 million young people in 150 countries. We started this journey with Girl Scouts USA and it later blossomed into Guiding as one of our key partners. We are very pleased to have guides and scouts worldwide building up body confidence within our ongoing partnership with WAGGGS. Together, with your guiding and scouting groups, leaders, parents and partners, we can make sure young people have access to important evidence-based tools and body confidence and self-esteem education.

Our tools cover the key topics proven to impact a person’s body confidence. The tools we have include games, stories, cartoons and activities like those in Free Being Me. We know that low body confidence is not only a public health issue, but also a social justice and gender equality issue. We want to help young people feel good about the way they look to reach their full potential. This includes empowering girls across all parts of their life. Building up a girl’s body confidence aids in building leadership skills, improves their academic attainment and physical and mental health, and empowers them to use their voice to stand up to societal pressures around appearance and the appearance-related biases and discrimination people face. We hope you will join us to achieve this by building up body confidence in many more young people around the world.

Heidi Jokinen, Chair of the WAGGGS World Board:

The World Association of Girl Guides and Girl Scouts has been working for more than eight years to bring about a real, positive and lasting change in how all young people see themselves. The Free Being Me curriculum aims to empower girls to reach their full potential in life through activities that strengthen body confidence and self-esteem, so that the way they think they look never holds them back. Young people learn to stand up to social pressures, value their bodies, challenge beauty stereotypes promoted in the media and advocate for a healthy body image to their friends and community.

By improving the body confidence of a generation, WAGGGS can make a meaningful impact in girls’ lives and empower them to always be unstoppable.



How Free Being Me works



This Free Being Me activity pack is suitable for girl-only and co-educational groups of 20-30 young people aged 11-14. It can easily be adapted for different sized groups.

Your group should complete all five FBM sessions to earn the FBM badge and improve their body confidence. It's only by completing these five sessions, in the order below, that the impact of the programme is guaranteed.

Each session lasts approximately one hour and conveys an important **Key Message** for young people to learn about and challenge society's beauty standards. Session 1 lasts slightly longer as it includes an introduction and optional evaluation.

FBM should take between five and six hours to complete, plus time afterwards for your group to take action in their community.

The session outlines below are for use with in-person delivery. For groups delivering Free Being Me **online**, download adapted session plans and resources here: <https://free-being-me.com/downloads/>

Session	Key Messages	Activities
1	<p>Some people feel bad about how they look because of the unfair beauty standards around them. No one should stop doing things they love, not speak up, or miss out on time with family and friends because they're trying to look 'perfect'.</p> <p>Let's become Body Confidence Buddies and tell everyone there isn't just one way to be beautiful!</p>	<ul style="list-style-type: none">• Welcome to FBM• Activity 1: Meet Hana Understand that there's not just one 'perfect' way to look.• Activity 2: Hana's Day at School Challenge beauty standards by talking about the problems they cause.• Reflection Become Body Confidence Buddies and help Hana feel better about her body! <p>Home Challenge: My Amazing Body Complete sentences about what their body can do.</p>



You will find facilitator guidance in the session plans reminding you what it's important to do and what to look/listen out for from your group.



Session

Key Messages

Activities

2



The media (eg adverts) often shows us fake photos and tells us lies to make us think we should look like beauty standards all the time. We need to challenge this harmful media to help people feel more body confident!

- **Warm-up**
Share some of the reasons we love our bodies from the Home Challenge.
- **Activity 1: Hana's Journey**
Understand how the media tricks us into trying to live up to beauty standards.
- **Activity 2: Challenging the Media's Tricks**
Tell Hana about the reality of how images are edited.
- **Reflection:**
Give each other compliments (not about looks!).

Home Challenge: You're a Star
Write messages to someone important to them.

3



When we compare ourselves to other people, we often focus on things we don't like and it makes us feel bad. Often, everyone is wishing they look like someone else – this is called the comparison trap. Instead, we should celebrate what makes each of us unique!

- **Warm-up**
Celebrate what's great about our family and friends by sharing the Home Challenge.
- **Activity 1: Trapped at the Party**
Understand why the comparison trap makes us feel bad.
- **Activity 2: The Great Escape**
Practise escaping the comparison trap by celebrating our differences.
- **Reflection:**
Write a sentence they could say to feel good about themselves.

Home Challenge: My Mirror
Say their 'Mirror mates' sentence to themselves.





Session

Key Messages

Activities

4

It's unfair that some people are teased or left out because of how they look. Let's stand up for them so that everyone feels happy in their bodies!



- **Warm-up**
Say good things about ourselves by sharing the Home Challenge.
- **Activity 1: Peer Pressure**
Be aware of the different ways people are made to feel bad about their looks.
- **Activity 2: Stand Up for Others**
Practise standing up for people who are teased for their looks.
- **Reflection**
Write or draw what makes a Body Confidence Buddy.



Home Challenge: My Promise

Make a promise to help other people feel good about their bodies.

5

Let's build a world without beauty standards where everyone feels **Free Being Me**.

Helping other people feel good can **help us to feel more confident!**

- **Warm-up**
Share how the Home Challenge promises went.
- **Activity 1: See the Change**
Imagine if every young person they know understood how harmful beauty standards are and felt body confident every day.
- **Activity 2: Plan the Change**
Get inspired by other people's projects, then complete a **Take Action Project Plan** to carry out in their community.



A FBM Journal is also provided alongside the session plans. It contains activities, inspiration and reflections that groups will complete during and after sessions - such as when completing their Home Challenges.



Important information

Hello!
Keep an eye out for my body confidence tips in the session plans.

Free Being Me has been written closely with academics who specialise in appearance research. All the activities and resources have been **carefully written based on evidence of how to improve young people's body confidence successfully.**

It's therefore important to trust and follow the session plans to maximise their impact. For more information, see p. 13 of the Facilitator Guide and look for our **Body Confidence Expert** who appears in the session plans with tips and advice.

When delivering Free Being Me:

Facilitators should ...

- Write a **Brave Space Agreement** with the group at the beginning and display it during every session. This will enable young people to share their thoughts and challenge their opinions safely, free from judgement.
- Trust the materials.** Everything in the packs - from the questions and activities, to timings and order - is based on evidence to improve young peoples' body confidence. It's therefore important to deliver them as they are written - don't pick or change activities and do use the prompts provided.
- Keep the group focussed on the session's **Key Message**. Talking about body confidence can provoke strong reactions and deep conversations, but try to refocus the group.
- Allow periods of **silence** during discussions - it can often be vital thinking time. If waiting doesn't prompt a response, try rephrasing the question or dividing into pairs to re-start the conversation.

Make sure young people...

- Start every session by taking the **Free Being Me pledge**. This verbal agreement increases the likelihood of young peoples' participation and motivation.
- Have every opportunity to **challenge and reject society's beauty standards** - verbally, written and by taking action. Research studies suggest that the more we say why beauty standards are harmful, the more we are likely to believe it. It's important to avoid young people talking about beauty standards positively.
- Avoid** looking at, saying or describing examples of beauty standards, even during role plays. To prevent young people being further exposed to, or believing in, harmful beauty standards, only the facilitators should read out these examples.
- Emphasise the importance of applying their learning outside the meeting space by completing every session's **Home Challenge**. By reinforcing what we've learnt in different environments, we're more likely to use the knowledge beyond the Guiding/unit meetings.





Body confidence energisers & songs

Silly Name game

Standing in a circle, ask for a volunteer. Everyone says to the volunteer: "Hello Sallie, Sallie, Sallie (their name), how would you like to move today?". [Sallie] replies by wiggling/pulling a face/striking a pose which the group then copies. Repeat until everyone has had a turn.



Body Confidence Orchestra

Ask the group to say out loud: "My body is an instrument not an ornament". Then, the group moves around the room. When you shout a number and a musical instrument, they form groups of that number and act out the instrument, eg guitar, drums, harp, violin, horn.

Body Boogie

Play music and ask everyone to dance. Pause the song and call out a body part, e.g. tummy. Everyone wiggles that body part. Ask some people to name something that this body part does for us eg digests our food. Repeat several times.



Body Confidence Poses

Play tag: three people are 'it' and run to catch the others. When they are caught, they hold a body confident pose until another person frees them!



Songs:

My Way by Ava Max
Girl on Fire by Alicia Keys
Don't Touch My Hair by Solange Knowles
Everyday People by Sly and the Family Stone
Bio by Denise
Confident by Demi Lovato
Who You Are by MNEK and Craig David
Try by Colbie Caillat
Woman by Nao and Lianne La Havas
Video by India Arie
Brown Skin Girl by Beyoncé, Blue Ivy and SAInt JHN

I love my... because it can...

Standing in a circle, each member of the group completes the phrase, "I love my... because it can..."

They share a part of their body they love, do an action to show why they love it, and ask everyone else to copy their action, e.g.

"I love my arms because they can hug people" [they hug themselves].



Evaluation Guidance for facilitators



Use the **FBM Badge Survey** (see page 14-15) to better understand the impact of Free Being Me on your group.

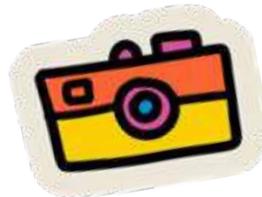
By completing the survey **twice** (before and after), you can evaluate your group's change in body confidence and self-esteem.



You can use the results from these surveys in many ways. You may simply wish to understand how effective the FBM activities were and decide to share this with your MO. You might use the results to promote the benefits of body confidence to other groups!



Instructions:



The FBM Badge Survey is entirely **optional**. It's important to ask your group if they consent to taking part. You should:

1. Explain to your group the **purpose** of the survey and **how** you will use or share their results.
2. Make sure every member of your group completes the survey **twice**: once before starting FBM and once after finishing all FBM sessions, eg at the celebration. The Badge Survey is the same both times, with some extra activity feedback questions in the Post-Survey.
3. Choose how to fill out the survey:
 - a) **Online** (if your group has access to smartphones): Scan the relevant **QR code** below with your browser or app and follow the steps. Leaders write down each participant's two total scores, their age and initials, and keep safe.
 - i. Start Survey (before any FBM activities)
 - ii. Finish Survey (after finishing all FBM activities)
 - b) **Paper**: Make copies in advance: one per participant for the start of FBM, and one per participant at the end (see page 14 and 60).



Start Survey



Finish Survey





Analysing the survey:

When your group has completed the survey twice, collate each participant's start and finish surveys by matching their initials and age. To analyse the survey, score the responses of questions 1-6 as follows:

Strongly Disagree=1, Disagree=2, Neither Agree nor Disagree=3, Agree=4, and Strongly Agree=5. *Note that scoring for question 3 is reversed, eg Strongly Disagree=5 and Strongly Agree=1.*

Then, calculate the average of the response items for each of the following groups of questions:

- 1 & 2 (measuring if young people let body confidence hold them back from participating)
- 3 & 4 (measuring how positive young people feel about their own appearance)
- 5 & 6 (measuring young people's ability to take action on beauty standards)



Interpreting the results:

Compare the before and after results per person and/or as a group.

- For questions **1 to 6**, higher post-survey averages indicate that young people:
 - a) 1 & 2: Feel more that body confidence does not hold them back from participating.
 - b) 3 & 4: Feel more positive about their own appearance.
 - c) 5 & 6: Have a higher ability to take action on beauty standards.
- For **question 7**, observe whether the young peoples' actions to improve their body confidence have changed before and after doing FBM, particularly if they have applied the things they learned from the activity pack.
- For **question 8**, higher post-survey ratings indicate improved self-reported body confidence.

Please note that these surveys only capture one day in their life and may therefore not be representative.



FBM Badge Start Survey



Join groups around the world who are sharing their understanding, feelings and actions on the topic of body confidence!

Taking part is **optional**. If you choose to complete the survey, this means you agree for your leader to use and share this information (they won't share your name) and help WAGGS understand if FBM is working.

Complete the FBM Badge Survey on your own and then give it to your leader.

Age:

Initials:

Rate how much you generally agree or disagree with the following statements (please select <u>only one</u> response per statement):	1 Strongly disagree 	2 Disagree 	3 Neither agree nor disagree 	4 Agree 	5 Strongly agree 
1. I often speak up at home, in class and at Guiding without worrying about how I look.					
2. I often try new things and activities without worrying about how I look.					
3. I wish I could change my looks to be like people I see on the TV, in advertising or on social media.					
4. I like what I see when I look in the mirror.					
5. I feel confident standing up to negative comments about people's looks.					
6. I know how to help other people improve their body confidence.					





7. When you don't feel good about your looks, what do you do to help yourself feel better?

.....

.....

.....

.....



8. Draw or colour in this scale to show how much you agree with this statement:



In general, I'm happy about the way I look.

0 10



Not happy at all



Moderately happy



Very happy





Session 1

🕒 Time: 1 hour 15 mins

Key Message

Some people feel bad about how they look because of the unfair beauty standards around them. No one should stop doing things they love, not speak up, or miss out on time with family and friends because they're trying to look 'perfect'.

Let's become Body Confidence Buddies and tell everyone there isn't just one way to be beautiful!

Preparation

- Make a copy of the **Journal** for every participant.
- *Optional welcome: Prepare to deliver the pre-evaluation activity (see page 14-15).*
- Activity 1: Make two copies of the **body outlines** on to flipchart and display them.

Resources provided:

- Journals
- Story: Meet Hana
- Body outline

Resources needed:

- Flipchart
- Sticky tack
- Smaller paper and pens



This session is key to Free Being Me because it sets the scene for all the following sessions. It is very important for the group to see how ridiculous and impossible beauty standards are, and say how they harm us.



Brave Space example

We take part and speak up
 We're curious and ask questions
 We include everyone
 We listen to each other
 We don't laugh at others
 We encourage each other
 We tell an adult if we're uncomfortable or worried

Welcome

🕒 25mins

1. Sitting in a circle, welcome everyone to **Free Being Me (FBM)**.
2. *Optional: Conduct the pre-evaluation activity.*
3. Explain that over the next five sessions they'll become **Body Confidence Buddies** who help themselves and others build their confidence! Ask: **What does body confidence mean?** *Accepting and feeling happy with how I look and what my body can do for me.*
4. Work together to write a Brave Space Agreement on [flipchart](#). This is a set of guidelines that you will display throughout FBM to ensure all **Body Confidence Buddies** feel safe, confident speaking up and comfortable sharing their ideas.
5. Ask the group to agree on a Body Confidence Buddies **pose or action** to start every session, eg a superhero.
6. The group takes the **FBM pledge** by striking their poses when you ask:

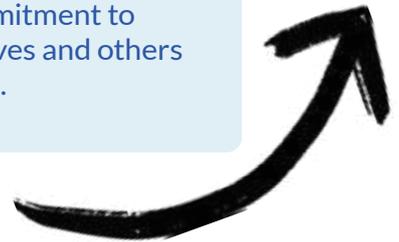
Are you ready to be a Body Confidence Buddy and help everyone feel Free Being Me?



It's important that:

Your group discovers things for themselves during FBM, so avoid adding any more information about body confidence at this stage.

Every person takes the FBM pledge as a commitment to helping themselves and others build confidence.



Session 1

1. Meet Hana

🕒 15mins

1. **Objective:** To understand that there's not just one 'perfect' way to look.
2. Introduce Hana and read the first part of her story (she'll appear in every session!):



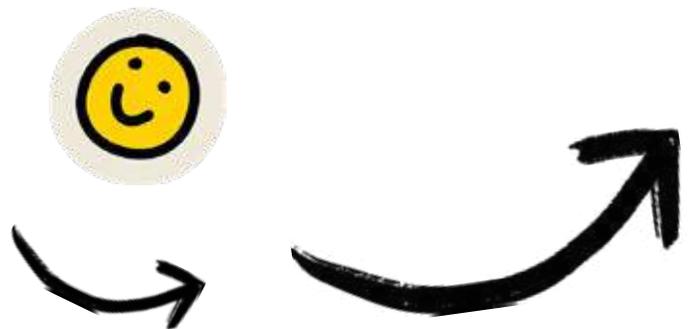
Hana is a Girl Guide who lives with her family in a small village.

As she's getting ready for school one morning, she sees a makeup advert on TV which stops her in her tracks. She thinks: "That's the most perfect looking woman

I've ever seen!" and sighs, touching her birthmark. Her brother, Ahmed, bursts into the room just as a sports advert appears showing a perfect looking man. "I hope I grow up to look like him," Ahmed says, picking up his bag for school.

3. Ask: **Hana sees a woman in a makeup advert she thinks looks 'perfect'. What do you imagine 'perfect' looks like?**

Prompt by asking how big her eyes are or how long her legs are.





It's important that:

If you're in a co-ed setting, split into gendered groups for this activity. After, prioritise leaving time for both groups to hear each other's ideas and opinions.

The list is:

- Very long
- Specific – if someone says, "Perfect teeth", ask: What does 'perfect' look like?
- Only related to appearance, eg don't accept examples about personality or clothing.

You emphasise how ridiculous the list is.

You challenge anyone who says ...

"[Celebrities, influencers, models] do look 'perfect' though!"

- By asking: Does anyone really have all of the things on the list?
- Then explaining: All the pictures we see have been heavily edited, therefore we're comparing ourselves to images that aren't real.

- As the group answers, write their ideas around the outside of one of the body outlines. Gather as many specific examples as possible.
- Ask: **Ahmed sees a 'perfect' man in a sports advert. What could the man look like?** Write around the second outline.
- Read out all the examples on the outlines, then ask: **Is it really possible for Hana or her brother to look 'perfect' when it's so long and specific?** No!
- Explain that we call this look **beauty standards**. No one really looks like this in real life and we shouldn't feel pressure to. There's more than one way to be beautiful!
- Scribble the words 'Beauty Standards' across the outlines.



Look for

Surprise at the long list of beauty standards, and that people could be under so much pressure to look like an impossible 'ideal'.



Session 1



2.Hana's Day at School

🕒 20mins

1. **Objective:** To challenge beauty standards by talking about the problems they cause.
2. Split into groups of four, each with **paper and pens**.
3. Explain that they're going to **imagine how Hana feels and acts**:
 - a) One person per group has the **paper and pen**.
 - b) The facilitator reads out each situation:
 - i. Hana is late for school after spending so much time trying to look like beauty standards.
What could happen to her school grades?
 - c) The person with the pen writes down or draws their answer (small!) at the **top of the paper, folds down** the paper just enough to hide their answer, then **passes it on**.
 - d) Repeat for **three more questions**:
 - i. Hana is invited to join a new club at school but is feeling bad about how she looks.
Would she join in and why?
 - ii. Hana spends so much time in the bathroom checking her looks she doesn't see her friends at lunchtime.
What do Hana and her friends miss out on?
 - iii. Hana goes home and tells her brother (who also has a birthmark) that she doesn't like hers.
How does this make her brother (and Hana) feel?

Example answers
(use these to prompt):



Bad grades

No - she's sad

Miss out on time together

They feel not good enough
and they should change



4. Invite groups to **unfold** their papers. Ask volunteers to share some of their answers. Emphasise how much **pressure** there is from beauty standards!

5. Ask: **What do you wish Hana was thinking about instead of feeling bad about her looks?** Refer to the **Key Message**.



It's important that:

You encourage the group to celebrate how many different things make us who we are – **how we look is only one part!**





Reflection

🕒 15mins

1. Sitting together in a circle, introduce the **FBM Journals** as a place to write or draw their thoughts and feelings **at the end of every session and at home.**
2. Introduce their reflection task: To be Body Confidence Buddies who help Hana feel better about herself!
3. Ask: **Starting at Hana's head, what are some of the amazing things that body part can do for her?**
4. Around the **Hana outline** of their **Journals**, everyone writes or draws the things her different body parts can do for her!
5. To finish, everyone finds a space on their own, lying or sitting down. Starting at their **toes**, ask them to do their own **body confidence** scan to think about how their body helps them every day.



Listen for

Her head helps her to learn; eyes help to see; nose helps her smell; fingers help her write (or type!); toes help her balance; knees help her jump with joy!

Home Challenge: My Amazing Body

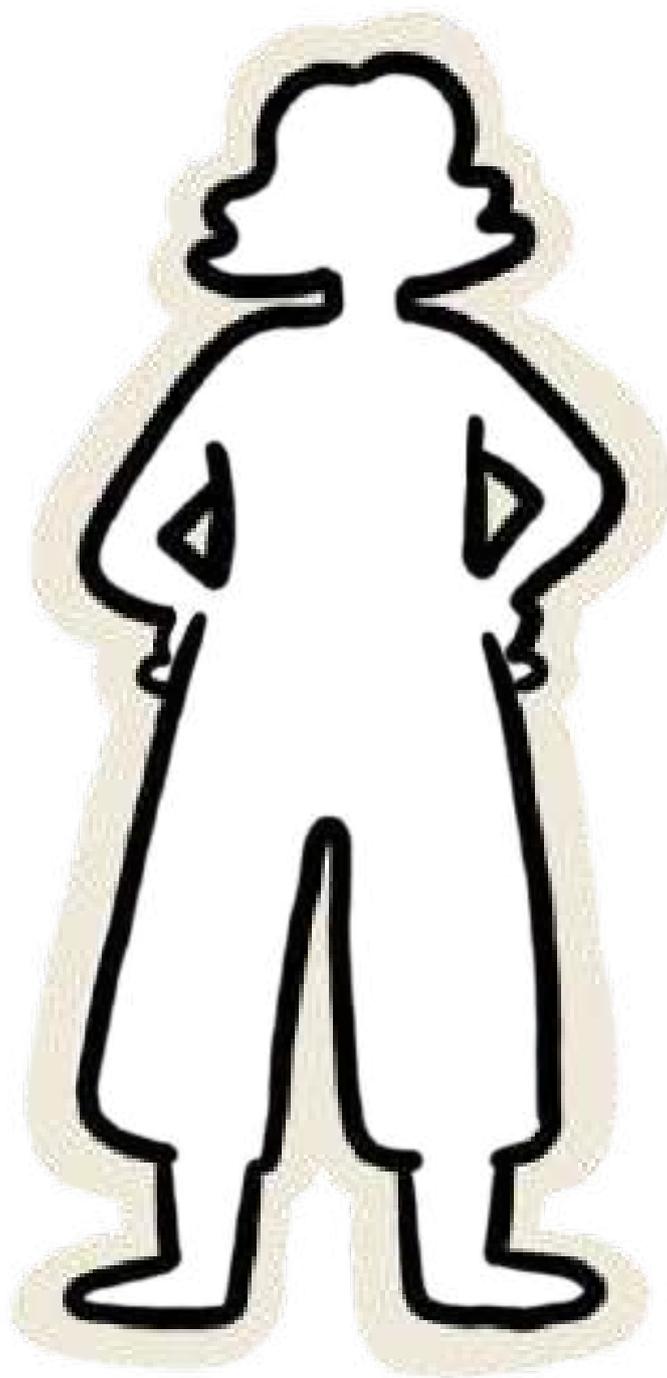
Complete the sentences in your journals to celebrate how amazing your body is:

- "I really like my [body part]"
- "My [body part] helps me to ..."
- "I love my body because ..."
- "I will [do this activity] because it makes me feel good."



Resources

Body outline



Session 2

 Time: 1 hour

Key Message

The media (eg adverts) often show us fake photos and tell us lies to make us think we should look like beauty standards all the time. We need to challenge this harmful media to help people feel more body confident!



Preparation

- Remind everyone to bring in their **Journal** with their completed **Home Challenge**.
- **Activity 1:** Make copies of the three **Media Examples**.

Resources provided:

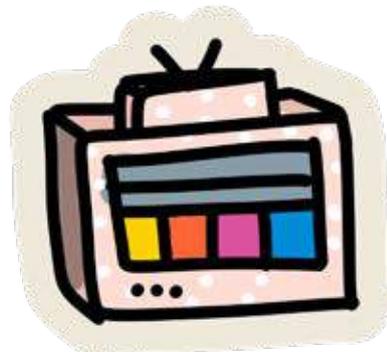
- Story: Hana's Journey
- Media Examples and guidance
- *Optional: Video or image timeline*

Resources needed:

- Pens
- Sticky Notes



You can help young people's body confidence journey by tidying away any visual examples of beauty standards, eg Media Madness cards as soon as you've finished using them. Research studies have shown that women's body confidence is negatively impacted by exposure to idealised images of models, celebrities and people on TV, social media or in magazines.



Warm-up

🕒 10mins

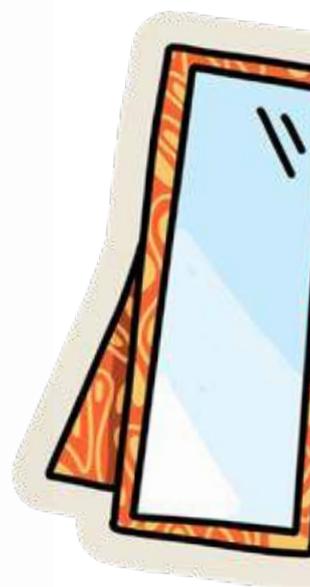
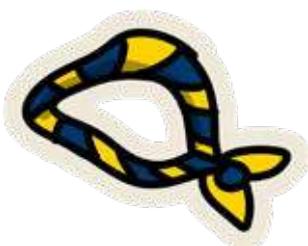
1. Recap Session 1's **Key Message**. Explain that in today's session they'll learn more about one particular place we see and hear beauty standards.
2. The group takes the **FBM pledge** by striking their poses when you ask:
Are you ready to be a Body Confidence Buddy and help everyone feel Free Being Me?
3. **Objective:** To say out loud some of the reasons we love our bodies from the **Home Challenge**.
4. Play the prepared **music**. Encourage everyone to dance around with their **Journals**.
5. When you press **pause**, everyone finds a partner and shares one of the things that makes them special. **Repeat** a few times with new partners.



It's important that:

Every person takes the FBM pledge as a commitment to helping themselves and others build confidence.

Everyone has the opportunity to say out loud what they love about their bodies. If we are kind to ourselves, eg by saying positive things, we are more likely to feel happier and be less self-critical.



Session 2

1. Hana's Journey

🕒 20mins

1. **Objective:** To understand how the media tricks us into trying to live up to beauty standards.
2. Sitting together in a circle, read *Hana's Journey*. Every time Hana sees or hears a **beauty standard** example the group should **jump up or clap**.



At the end of the school day, Hana's mum met her at the bus stop. Hana noticed a giant advert for a new doll.

The doll was really thin, tall and blond – like all the others she'd seen since she was little. Hana thought, "I've never had a doll that looked like me."

Hana got on the bus and sat behind a girl who was playing on her **phone**. **The girl was spending so much time using different filters and tilting the camera in**

different lights to get the 'perfect' look. She reminded Hana of a famous celebrity.

When Hana got home, she collapsed on to the sofa and turned on the TV. An advert for a new video game came on, full of **tall men with big muscles who were running around, shouting.**

She sighed and changed the channel to find her favourite cartoon that always made her laugh.





3. Ask:

- a) **Where did Hana see these beauty standards?**
- b) **Where else do we see or hear beauty standards like this?**

4. Explain that all of these are forms of **media** – ways we share information, eg news stories, photographs, books, adverts, movies, social media.

5. Emphasise the **many different types of media** that spread these impossible beauty standards!

6. Introduce their **task**:

- a) Explain that as Body Confidence Buddies, they will help Hana spot all the editing tricks the media uses to spread beauty standards. Clarify that **editing** means making changes to the way a picture looks, eg by choosing parts to delete or add.
- b) Split into **three groups** standing in a different part of the space with one **pen** (per group).
- c) Groups have five minutes to **spot all the differences** between two images (at least 10!): one before, and one after editing.
- d) The facilitator stands in the middle. They place the three **Media Examples** on the floor next to them, each facing a group.
- e) Play as a **relay**: One person from each group runs up to circle a difference they can see on their second photo. They then run back to pass the pen to someone else. The winning group is the one that spots the most!



Session 2



7. After five minutes, sit together with the media examples in the middle.

Ask:

a) **What is the media trying to do by editing images like this?**

The media wants us to think that we can look like beauty standards so it can sell us things and make money. Prompt by giving an example, eg adverts edited with no spots, marks or freckles to sell beauty products.

b) **What do people think and feel when they see images like this?**

People feel bad and like they should change the way they look.

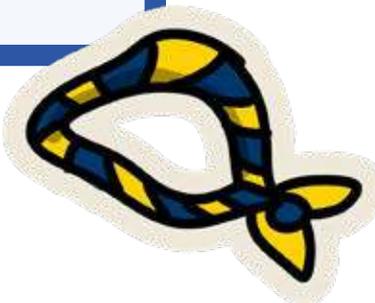


It's important that:

You challenge anyone who says ...

"I think they look better in the edited image."

- By asking: "Do you think this person really looks like their edited photo?"
- Then reminding them how harmful beauty standards are.



2. Challenging the Media's Tricks

🕒 10mins

- 1. Objective:** To challenge the media's tricks.
- Explain that by **13 years old, 80% of girls edit the way they look online**, eg by using filters on social media. As Body Confidence Buddies, we want to make sure Hana doesn't do this.
- Ask: **What do you want to tell Hana about all the images she sees in the media? Collect some ideas.**
- Split into **pairs**, each with a **sticky note and pen**.
- Work together to write one sentence to tell Hana about the unfair media tricks.
- After **five minutes**, announce that you (the facilitator) have been promoted to **boss of a social media company**.
- Everyone gathers round the boss in a circle. As the boss moves around inside the circle, pairs try and stick their **note** on the bosses back without them noticing!



It's important that:

The group understands 80%, eg point out this same proportion of the group.

You emphasise how **unacceptable** beauty standards are and that being **Body Confidence Buddies** is about working together to stand up to them!



Look for

- That person's selfie isn't real – no one really looks like that!
- Remember people spend ages posing in photos, and then edit the image after!
- Be careful of tricks and fake images on TV etc – you're great the way you are!



Session 2



Reflection

🕒 10mins

1. Explain their final task is to use all their learning to write positive notes to each other.
2. Everyone walks around the room with a **sticky note** on their back. The group writes compliments **not related to their looks** on each other's **sticky notes**.
3. At the end, everyone looks at their **sticky note** and sticks it in their **Journal**.



Home Challenge: You're Star

As Body Confident Buddies, we want to help others feel great! Choose one person who's important to you. In the **star template** write five messages in each point of the star to tell them why they're so great!

Optional:

If time remains, show the **Dove Evolution video** or the Image timeline.

Ask: How did it feel to see all the different tricks the media uses?



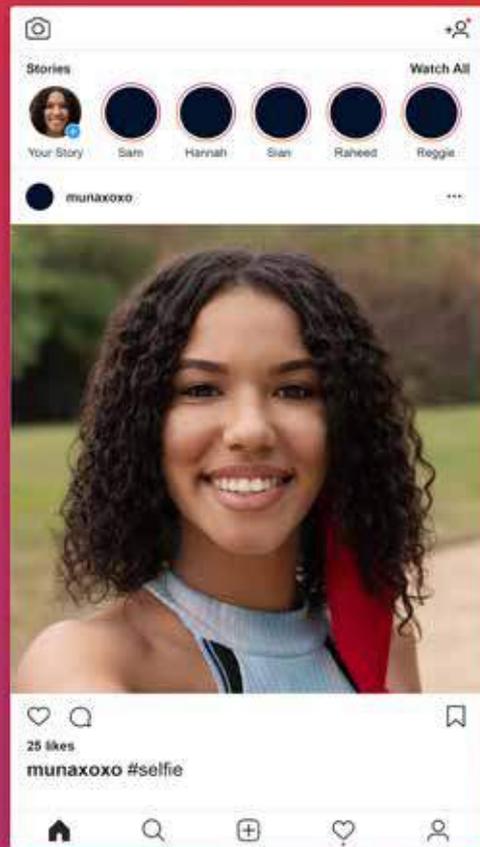


Media Examples

Before



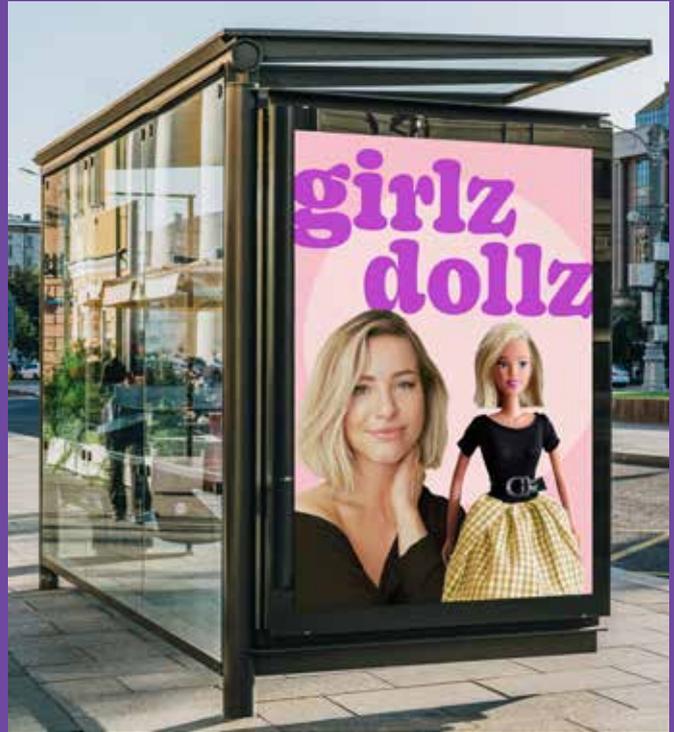
After



Before



After



Before



After





Guidance

Each of the models has been edited in numerous ways, including:

- Smoother skin with no marks, wrinkles, spots, scars or pores showing
- White skin is more tanned; darker skin is lighter
- Women shown with more make-up - pinker cheeks, redder lips, darker eyes
- Eyes made larger with neater eyebrows
- Whiter teeth and fuller lips
- Nose and face is narrower, with more pronounced cheekbones
- Hair is smoother, more flowing and thicker
- Body shape is very toned without any sign of fat.

How can images be manipulated?



Session 3

🕒 Time: 1 hour

Key Message

When we compare ourselves to other people, we often focus on things we don't like and it makes us feel bad. Often, everyone is wishing they look like someone else – this is called the **comparison trap**. Instead, we should celebrate what makes each of us unique!

Preparation

- Remind everyone to bring in their **Journal** with their completed **Home Challenge**.
- **Activity 1:** Prepare to play some music that inspires body confidence (see page 10 for ideas!).



Comparison is a trap. When we compare ourselves to other people, our body confidence becomes lower. And when our body confidence is low, we compare ourselves even more – it's a vicious cycle.



Resources provided:

- Hana's Story: Trapped at the Party.

Resources needed:

- Device and speakers to play music.
- Chalk or rope (for the group to use to mark a space for a dancefloor)





Warm-up

🕒 10mins

1. Recap Session 2's **Key Message** about the media. Explain that in today's session they'll think about how to stop people comparing themselves to beauty standards they see and hear around them.
2. The group takes the **FBM pledge** by striking their poses when you ask:
Are you ready to be a Body Confidence Buddy and help everyone feel Free Being Me?
3. **Objective:** To celebrate what's great about our family and friends by sharing examples from the **Home Challenge**.
4. Give everyone a moment to remind themselves of their "**You're a Star**" challenge in their **Journals**.
5. Play **tag**: Choose four people who are 'it' and run around trying to catch others. When they catch someone, the caught person forms a **star shape** (spreading their arms and legs) and shares one example from their "You're a star" challenge.
6. After a few minutes, come together and ask:
How many examples were about looks and how many were about personality or skills?

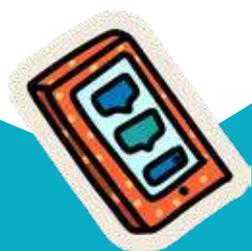


It's important that:



Every person takes the **FBM pledge** as a commitment to helping themselves and others build confidence.

You emphasise that we love our friends and family no matter how they look. Similarly, our friends don't choose us because of our looks.



Session 3

1. Trapped at the Party

🕒 20mins

1. **Objective:** To understand why the comparison trap makes us feel bad.
2. Read out the next part of [Hana's story](#):

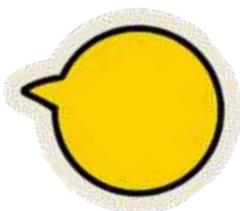


Hana could hear the music before she saw the lights – it looked like such a good party! As she walked in, she spotted her friend Rafa.

Hana tried to smile at her but could only think about how she wished she was as thin as her, with skin that smooth. She suddenly didn't feel like dancing any more and stood alone in the corner.

Another friend, Khalil, caught her eye and came over. They talked about how good the music was, but then Khalil mumbled, "Look how tall and slim that guy is!"

If anyone takes our photo I'm not standing near him – I'm so short." Rafa joined them and shouted, "Oh Hana your hair looks so good – I wish mine was as long and smooth!"





3. Have a five-minute discussion at the end. Ask:
 - a) **How did Hana and her friends compare themselves to other people?**
 - b) **How do these comparisons make Hana and her friends feel?**
4. Introduce the term **comparison trap** and explain:

All Hana's friends compare themselves to each other, and always think someone else looks 'better' than them. They only compare things they don't like about their looks, and it makes them all feel bad.
5. Explain that at the end of the story, Rafa says she wishes she looked like Hana. Ask: **What does this tell us about how silly the comparison trap is?**

While Hana was wishing she looked like Rafa, Rafa was wishing she looked like Hana – so no one wins when you compare! They're going round in circles.
6. Ask: **So, how can Hana and her friends escape the comparison trap?**



It's important that:

If the group is struggling, prompt them by asking: Did they compare things they like or dislike about their bodies?

You challenge anyone who says ...

"But birthmarks do look weird."

- By asking: Does a birthmark make someone a good or bad person?
- Then explaining: we are so much more than how we look. Also, beauty standards tell us we should all look the same, but we actually all look different – and the world would be boring if we didn't!



Listen For:

- Focus on what we like about our bodies, and/or what our bodies can do for us (not on how they look)
- Remember why their friends like them (eg they're funny or kind)
- Notice that they're comparing themselves, and how unhelpful that is.



Session 3

2. The Great Escape

🕒 20mins

- 1. Objective:** To practise escaping the comparison trap by celebrating our differences.
- As Body Confidence Buddies, help Hana to leave the corner of the room and to **join the dancefloor!**
- Ask for volunteers to draw a dancefloor in the middle of the space using the **chalk/rope**.
- Explain the game:
 - Split into pairs and stand around the dancefloor.
 - Each pair decides which role they will play: Hana or her **Body Confidence Buddy (BCB)**. All the Hanas stand outside the dancefloor, looking sad. All the BCBs dance in the middle!
 - BCBs need to persuade Hana to join the dancefloor **using the ideas discussed above**, eg *“Try not to compare yourself. Remember you’re my friend because you’re kind and funny, not because of how you look. Come dance – you’re so good at it!”*
 - The rules are: The Body Confidence Buddy can speak **but Hana can only mime** (no speaking!).



It's important that:

The pairs use the suggested methods from Activity 1 to escape the comparison trap.

- After five minutes, pairs swap roles. Encourage the new BCBs to persuade Hana using a different reason to the one their partner gave.
- At the end, sit together on the dancefloor. Ask volunteers to **share their favourite (or most persuasive!) way** that BCBs encouraged Hana to dance.





Reflection

🕒 10mins

1. Sitting with their **Journals**, everyone now becomes their own BCB! Ask everyone to think of **one sentence they could tell themselves to feel good** – to use especially if they ever feel like Hana.
2. Ask everyone to write it down on page 7.



Home Challenge: My Mirror

Stand in front of a mirror somewhere safe and quiet. While looking at yourself, read out the sentence in your **Journal**. Repeat a few times in the week if possible.



It's important that:

The group avoids 'surface-level' messages, eg everyone's perfect, by thinking more deeply about what they, and their body, can do.



Listen for



"Remember – my friends like me because..."

"I'm really good at..."

"My body is amazing because ..."

"There's so much more to me than how I look!"

"Everyone is beautiful in their own special way."



It's important that:



You encourage your group to find the time and (quiet) space to do this activity – it's one of the **most impactful ways** to improve body confidence!

Session 4

🕒 Time: 1 hour



Key Message

It's unfair that some people are teased or left out because of how they look. Let's stand up for them so that everyone feels happy in their bodies!

Preparation

- Remind everyone to bring in their **Journal** with their completed **Home Challenge**.
- **Activity 1:** Copy and display the **Stop Teasing Tips** (but keep covered until this part of the activity).
- **Activity 2:** Choose four of the six **Unfair Scenarios** that are most relevant to your group. Copy and cut out enough for one per small group.

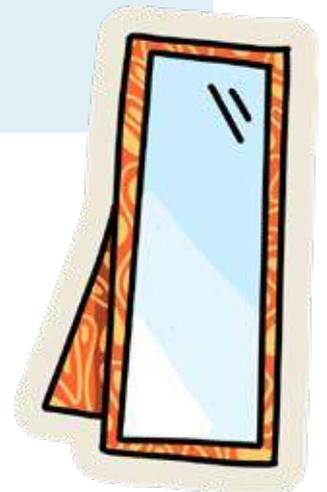
It's important that young people **don't** say any teasing examples out loud, even during an activity or role play. Only the facilitators should say these types of comments. This is to prevent young people from reinforcing beauty standards further.

Resources provided:

- Hana's Story: Peer Pressure
- Unfair Scenarios

Resources needed:

- None



Warm-up

🕒 15mins

1. Recap Session 2 and 3's **Key Messages** about beauty standards in the media and how they can make us fall into the comparison trap. Explain that today's session is about how we can stand up for anyone who is made to feel bad about their looks.
2. Ask the group to take the **FBM pledge**. Explain that by saying this out loud, they are helping themselves and others build their confidence.
Are you ready to be a Body Confidence Buddy and help everyone feel Free Being Me?
3. **Objective:** To say good things about ourselves from the **Home Challenge**.
4. Split into pairs facing each other. One person makes shapes with their body and their partner copies, as if they're looking into a **mirror**.
5. After a few minutes, ask pairs to **share** their My Mirror sentence from the **Home Challenge**.
6. Pairs then **swap roles** in the 'mirror' and **repeat**.



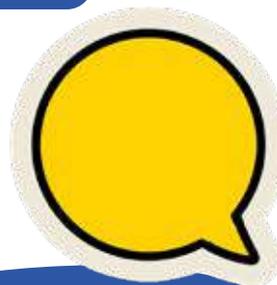
It's important that:

Every person takes the FBM pledge as a commitment to helping themselves and others build confidence.

If someone found the Home Challenge hard, you could:

- Ask: "Why is it sometimes hard to say good things about how we look?"
- Explain that it's important to practise talking positively about our looks so we fight the message from beauty standards that we're not good enough. It's not arrogant or vain to be body confident!

Everyone has the opportunity to **say out loud** what they love about their bodies. If we are kind to ourselves, eg by saying positive things, we are more likely to feel happier.





Session 4



1. Peer Pressure

🕒 20mins

1. Objective: To be aware of the different ways people are made to feel bad about their looks.
2. Read out the next part of Hana's story:



At school, the teacher asks everyone to get into groups for a really fun activity.

Hana runs over to join a group who've already got together.

She smiles at them but they turn their backs. She hears one of them whisper, "She looks a bit weird – pretend you haven't seen her." Hana stands in the middle of the room, not sure what to do.



Listen for

"Hana felt sad and alone because she was teased for how she looks and was left out of the group."

3. At the end, ask: **How did Hana feel and why?**

4. Explain carefully to the group: **It's unfair to tease people about the way they look, eg their body size, shape, skin type.** This teasing hurts people, makes them think they should change, and causes them to spend their time and energy trying to live up to **beauty standards.** Body Confidence Buddies don't tease people about their looks!

5. Ask: **So what can we do or say if we see people being teased or left out because of how they look?**

6. Collect their ideas. Reveal the **prepared Stop Teasing Tips:**

- **Stick up** for people by saying: "That's mean – please be kind."
- **Help** the person being teased, eg include them and tell them why you like them.
- **Make** the space you're in a 'Teasing Free Zone'.
- **Talk** less about people's looks in general.
- **Tell** a trusted adult.



It's important that:

If needed, you prompt the group by asking:

- What could we say to people who are teasing others?
- What could we do to help people feel good?

You challenge anyone who says...
"But it's nice to compliment people."

- By asking: "Do you compliment people only about their looks, or their personality, too?"
- Then explaining: it's important that people don't think their looks are the only thing that matters!



Session 4

2. Stand Up for Others

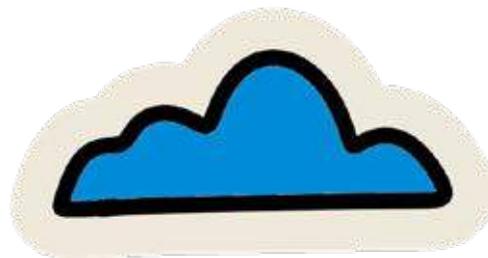
🕒 20mins

- 1. Objective:** To practise standing up for people who are teased for their looks.
- Split into **small groups**, each with one **Unfair Scenario**.
- Explain the activity:
 - Read your group's **Unfair Scenario** in your head (not out loud).
 - Discuss how you could **help** the person.
 - Act out what you would do or say as a group of Body Confidence Buddies.
 - After five minutes, groups swap **Unfair Scenarios**. Repeat until groups have acted **three times**.



It's important that:

You monitor groups (ideally, have one facilitator per small group) to ensure they are focused and using the **Stop Teasing Tips** (displayed).





Reflection

🕒 5mins

1. Sitting together, ask:
What makes a great Body Confidence Buddy? The group writes or draws their ideas in their Journals.



Listen for

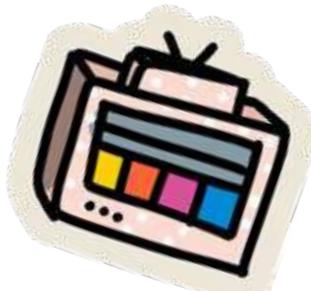
Someone who:

- Sticks up for people.
- Shows how to include people.
- Helps people when they're feeling bad.
- Listens to people.



Home Challenge: My Promise

Make one of the promises in your *Journal* to help other people feel good about their bodies. Be ready to talk about how it went in the next session!





Unfair Scenarios

Rosa

At school, Rosa is in the canteen.

She hears a group behind them laughing at her because her teeth aren't straight or white enough.

Afza

At her first dance class, Afza smiles at a group of girls she doesn't know.

One of the group points and laughs at the veil she's wearing.

Nishi

When getting ready for a wedding, Nishi's mum comes into her room.

"Don't wear that dear – this one hides your scars better."



Alex

Alex is on the side of the pitch, waiting to join in with the game.

One of the team say, “Not Alex, he’s too skinny to be a good defender.”

Blessing

Blessing gets a text from her older brother:

“You forgot your homework 😞. Those glasses you wear clearly aren’t working – you geek!”

Two girls

Two girls are sitting on a bench.

“Have you noticed how Diana and David got fat over the holidays?!”

Session 5

🕒 Time: 1 hour

Key Message

Let's build a world without beauty standards where everyone feels **Free Being Me**. Helping other people feel good can help us to feel more confident!



Preparation

- Remind everyone to bring in their **Journal** with their completed **Home Challenge**.
- **Warm-up:** Select a **body confidence song** to play.
- **Activity 1:** Write Session 1, Session 2, Session 3, Session 4 at the top of **four flipcharts**. Stick up around the space.
- **Activity 2:** Copy and cut out the **Inspirational Action cards**, then hide around the space. Ensure everyone has a copy of the Take Action Project Plan in their Journals.

Resources provided:

- FBM session recap
- Inspirational Action cards
- Take Action Project Plan example

Resources needed:

- Flipchart and pens
- Sticky tack
- Device and speakers to play music



Warm-up

🕒 10mins

1. Ask everyone to take the FBM pledge by asking:

Are you ready to be a Body Confidence Buddy and help everyone feel Free Being Me?

2. **Objective:** To share how their Home Challenge promises went.
3. Play your chosen **body confidence song**. Encourage everyone to dance around the room.
4. When you pause the music, everyone finds a partner and shares their **Home Challenge promise**, and how it went. Repeat twice.
5. Share the **Key Message** of this session:

Let's build a world without beauty standards where everyone feels Free Being Me. Helping other people can help us to feel more confident!

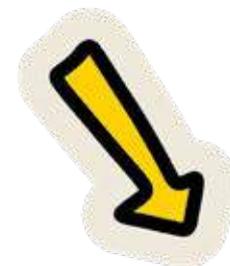


It's important that:

Every person takes the FBM pledge as a commitment to helping themselves and others build confidence.

If needed, support the group during the Home Challenge sharing by ...

- Asking: How did it make you think or act differently? How did others react to you completing the challenge?
- Helping anyone who had a difficult experience by emphasising how brave they were for trying and helping them to think of different actions they could do instead, eg *leading by example and not talking about peoples' looks.*



Session 5



1. See the Change

🕒 15mins

- 1. Objective:** To imagine how different the world would look if we all felt body confident.
- 2. Introduce their final FBM session:** to use all their confidence rejecting beauty standards to help other people do the same! In this session they will plan a **Take Action Project** that they will then carry out in their community – eg an inclusive, diverse, **body confidence party!**
- 3.** To begin, quickly use the **FBM session recap** to remind the group what they've done so far. Ask them to strike their best confident pose at the end of each session description!
- 4.** Stand together in **two concentric circles**. Ask everyone to **imagine** if every **young person** they know (or even in the world) understood how impossible beauty standards are to achieve, and felt body confident every day! With the partner in front of them, discuss:
 - a) What would it mean to every young person in the world if they had more body confidence?**
 - b) What would you say to those young people about beauty standards?**

Listen for

"I want people to know that they deserve to feel free to be themselves!"

"People are harmed when they compare themselves to beauty standards, share edited photos, don't see themselves in adverts or on TV, and/or spend lots of money on cosmetics. I want to make the world a happier place!"

"I want to tell people that beauty standards exist, and share tips for how to challenge them."

- 5.** Come together with a **flipchart** in the middle. Ask everyone to write down the **FBM messages** they just discussed with their partners over the **flipchart**, eg

There isn't just one way to be beautiful – be unique, be you!

People like you because of who you are, not what you look like.

We all deserve to enjoy ourselves and not feel bad about ourselves.

Focus on what amazing things our bodies can do rather than on how it looks.



2. Plan the Change

🕒 15mins

- 1. Objective:** To use all their confidence rejecting beauty standards to help other people do the same!
- Give everyone **30 seconds** to find all the **Inspirational Action cards** hidden around the space. When they find one, they stick it to a **flipchart** to create an **Action list**. Point out the real examples from Guides and Scouts around the world!
- Displaying both the **FBM messages and Action list**, decide:
 - Whether they will do one **Take Action Project** all together, or different ones in small groups.
 - Which **people** (their own age) they would most like to help.
 - What **action** they want to take to help these people feel better and tell them a chosen **FBM message**.
- Everyone then completes their **Take Action Project Plan** in their **Journals** (or create one for the whole group), deciding upon:
 - One action they will take for themselves**, eg start wearing certain clothes, or doing an activity, without worrying about your looks, practise receiving compliments.
 - One action for their chosen people**.



It's important that:



You challenge anyone who says...

"The world is so full of beauty standards, we can't possibly make a difference!"

- By asking: What bothers you most about beauty standards?
- Then explaining: what could you do to tell people about them? Remember that every action – no matter how big or small – helps us build a more body confident world! If every Guide and Scout who takes part in Free Being Me does one thing, that adds up to over six million actions!

You use the **Inspirational action cards and Key Messages** to help prompt ideas if needed.

Listen for



- "I want people to know that they deserve to feel free to be themselves!"
- "People are harmed when they compare themselves to beauty standards, share edited photos, don't see themselves in adverts or on TV, and/or spend lots of money on cosmetics. I want to make the world a happier place!"
- "I want to tell people that beauty standards exist, and share tips for how to challenge them."

Session 5



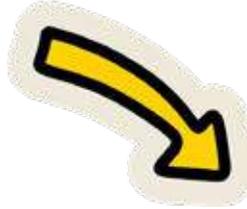
Reflection

🕒 15mins

1. **Congratulate** everyone on committing to take action and joining the global movement to make the world more body confident!
2. Decide on a **deadline** (one or two weeks) for everyone to complete their action, and write it in their **Journals**. On this date, they will come together to celebrate their achievements and share how their projects went.
3. Introduce the **Action on Body Confidence programme** – for anyone who has completed FBM and wants to take even bigger action to challenge beauty standards in their community or the wider world!

Home Challenge: Take Action

Carry out your Take Action project and get ready to share how it went.





FBM session recap

Session 1

Found out about beauty standards and how they harm us, helped Hana to feel good about her body and celebrated our own bodies too!

Session 2

Hana was surrounded by beauty standards in the media so we challenged their fake photos and lies to make sure Hana and her friends and family know how special they are!

Session 3

Discovered that Hana and her friends were stuck in the comparison trap. So we reminded them that what matters most is who we are rather than how we look!

Session 4

Stopped teasing by helping Hana and her friends using our Top Teasing Tips. Talked about what makes a great Body Confidence Buddy.



Talk about friendship feedback

Encourage your friends to say positive, supportive things about each other, and stand up to bullying.

"I don't care how she looks – I'm friends with her because she's kind, generous and funny. Let's talk about what we're doing after school instead!"



Give people compliments (not about their looks)

"I love how your face lights up when you talk about or do ..."

"When you told me about ... it really opened my eyes to other perspectives."

"I'm so proud of how resilient you are."

Speak out at school

Take over an assembly or give a speech in front of the school, telling people:

"What's inside matters the most. Looks aren't the most important thing!"



Messages:

Display body confident messages on mirrors



Tell your family about beauty standards

For example:

"Beauty standards are the images and messages we see everywhere telling us we should look like one, very specific shape, size, colour etc. This is impossible and makes people so unhappy! Who says we should all look a certain way?! Say no to beauty standards!"



Wear T-shirts or put up posters to raise awareness

Newcastle Brownies designed these:



Message a friend to raise awareness

Tell your friends how harmful beauty standards can be and how to look after themselves.



Write and publish poems

*"I am special
I am proud of myself
Nobody is like me
I like myself..."*

By Synodia, a Girl Guide in Malawi

Take Action Project Plan example

I pledge to take action for myself by:

Starting to wear shorts when it's sunny.

I will help other people feel more body confident by:

Displaying positive messages on the bathroom mirrors at school.

My message to people about beauty standards is:

You are more than your looks!
You're beautiful just the way you are – don't ever change :)

Date of my action:

Tomorrow



Celebrate, Evaluate & Share



Celebrate

After everyone has taken action, organise a group celebration and badge ceremony.



To Prepare...

1. Order your FBM badges on the [WAGGGS website](#) (or ask your MO).
2. Invite an audience to join you if possible – family, friends, community members, other Guides and Scouts groups.
3. Ask your group to prepare a celebratory song or dance.
4. Choose a body confidence theme, for example:
 - a) **Fashion Show!** Everyone wears something they wouldn't normally wear because of beauty standards.
 - b) **Gallery!** Ask everyone to write body confident messages and display them over the walls.
 - c) **Music!** Compile a soundtrack together of positive songs that make people feel good and want to dance.
5. Set up the space with chairs for the audience (the rest of the group can be the audience if there aren't family and friends.)



Evaluate

At the **celebration event**, find out how much your group has grown in body confidence now that they have finished Free Being Me.

Each participant should complete the FBM Survey individually, as in Session 1 (see page 62).

Your group can either:

1. [If they have a smartphone] Scan the QR code with their browser or app and follow the steps. Leaders write down each participant's two total scores, their age and initials
2. Complete a printed version of the survey by hand. See page 12 to interpret the results. As before, taking part is completely optional.



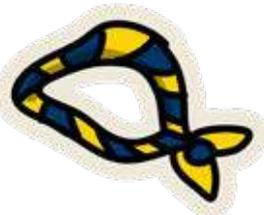
Finish Survey



Share

Your group is powerful. They should shout loud and proud about what they have achieved:

- Tell WAGGGS (and the world!) how many of your group earned their FBM badge. Visit our interactive map to see your final number of participants: www.waggs.org/en/what-we-do/initiatives-map/
- Support the group to share their actions online using **#freebeingme** and **#waggs**.
- Encourage them to tell friends, family and other Guide and Scout groups about FBM.



FBM Badge Finish Survey

Join groups around the world who are sharing their understanding, feelings and actions on the topic of body confidence!

Complete the FBM Badge Survey on your own and then give it to your leader.

Taking part is **optional**. If you choose to complete the survey, this means you agree for your leader to use and share this information (they won't share your name) and help WAGGGS understand if FBM is working.

Age:

Initials:

Rate how much you generally agree or disagree with the following statements (please select <u>only one</u> response per statement):	1 Strongly disagree 	2 Disagree 	3 Neither agree nor disagree 	4 Agree 	5 Strongly agree 
1. I often speak up at home, in class and at Guiding without worrying about how I look.					
2. I often try new things and activities without worrying about how I look.					
3. I wish I could change my looks to be like people I see on the TV, in advertising or on social media.					
4. I like what I see when I look in the mirror.					
5. I feel confident standing up to negative comments about people's looks.					
6. I know how to help other people improve their body confidence.					

7. When you don't feel good about your looks, what do you do to help yourself feel better?

.....

.....

8. Draw or colour in this scale to show how much you agree with this statement:

In general, I'm happy about the way I look.



0 10



Not happy at all



Moderately happy



Very happy

9. What did you enjoy the most in Free Being Me?

.....

10. What did you enjoy the least in Free Being Me?

.....

11. What type of action(s) did you or your group take in Session 5? Select all that apply.

- Displayed posters/made T-shirts
- Talked to a friend or family member
- Spoke or performed at school
- Organised an event in the community
- Created social media campaign (videos etc)
- Wrote and delivered a petition
- Contacted decision-makers (brands, politicians etc)
- Other:

.....

12. Overall, what do you think of Free Being Me? Please circle your answer:



Very bad



Slightly bad



Don't know



Good



Very good

Other WAGGGS programmes

Action on Body Confidence



Action on Body Confidence (ABC) is a separate activity pack that supports young people to plan and run their own advocacy projects to improve people's body confidence. We recommend ABC to groups who have completed Free Being Me and are ready to take action to inspire even more people!

Groups begin by identifying the biggest body confidence issues in their community and then plan a project that demands change from decision makers.

To find out more, visit:
www.waggs.org/en/what-we-do/action-body-confidence

Your group may also wish to take part in other WAGGGS programmes to explore further some of the topics raised in Free Being Me:



Girl Powered Nutrition – Having learned about all the things your body can do, find out about how to keep yourself happy and healthy with good nutrition.

<https://www.waggs.org/en/what-we-do/girl-powered-nutrition/gpn-online-training/>



Surf Smart – If you use technology and the internet, find out more about media literacy and staying safe online.

<https://www.waggs.org/en/what-we-do/surf-smart-20/>



Voices Against Violence – By improving body confidence, we're working towards a more gender-equal world. Learn about how violence also disproportionately harms girls and young women.

<https://www.waggs.org/en/what-we-do/stop-the-violence/get-involved/learn/deliver-voices-against-violence-curriculum/>



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Co-Creation Team:

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Free Being Me (FBM) is an educational programme that promotes a world free from appearance-related anxiety.

FBM first began in 2013, developed in partnership with the World Association of Girl Guides and Girl Scouts (WAGGGS), the Dove Self-Esteem Project (DSEP) and the Centre of Appearance Research (CAR). Since then, an incredible six million Girl Guides and Girl Scouts in 80 countries have improved their body confidence and helped other people do the same. This updated, more representative and interactive version of Free Being Me will support four million other Guides and Scouts to lead a movement towards a world free from body insecurities. We can't wait to see what your group will do!

www.waggs.org

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Dove & the World Association
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