



Parent letter

Dear Parent/Carer,

Our Girl Guide/Girl Scout group is about to start an exciting new activity programme called *Free Being Me*. This unique programme uses fun activities to empower children and young people to be more body confident, stand up to social pressures, connect with Girl Guides and Girl Scouts around the world and make a difference in their local communities.

Global research shows that low body confidence holds young people back from reaching their full potential, with over 60 per cent of girls avoiding activities they love because they feel bad about their looks¹. This includes important life activities like giving an opinion, dancing and swimming, going to parties, and putting their hand up in the classroom. A global study by the World Association of Girl Guides and Girl Scouts with women and girls from 70 countries found that at least 45 per cent believe that girls and women are held back from taking on leadership positions because they lack confidence in the way they look.

Free Being Me has been co-created especially for Girl Guides and Girl Scouts by the World Association, the Dove Self Esteem Project and body confidence experts. The activities have been informed by world-leading research in body confidence, which shows that 60 per cent of girls who take part in this type of non-formal education programme feel significantly more body confident at least three years later. Feedback from thousands of girls around the world has also shown that they are excited to talk and learn about body confidence.

More than three million girls worldwide will take part in *Free Being Me*, and our national Association has committed to supporting this worldwide campaign to make a lasting positive difference to the body confidence of its members.

Free Being Me is a five-session journey. The first four sessions equip participants with the knowledge and skills they need to be more body confident. The fifth session applies this learning to planning a Take Action project, which we will run after the session. Our Take Action project needs to reach as many young people as possible with these important messages!

Between each session, your child will bring home a sheet asking them to complete a Personal Challenge. This will have been explained during the session, and all the instructions are also on their sheet. We have summarised the Personal Challenges below.

We would really appreciate your support to ensure *Free Being Me* has the best possible impact for our group. If you would like to learn more, or if you are interested in volunteering to help out during the programme or with the Take Action project, please get in touch with one of our leaders.



If you are interested in finding out more about the project, go to
www.free-being-me.com.

Thank you for your support,

Leaders of X group



Personal Challenges

11-14 version

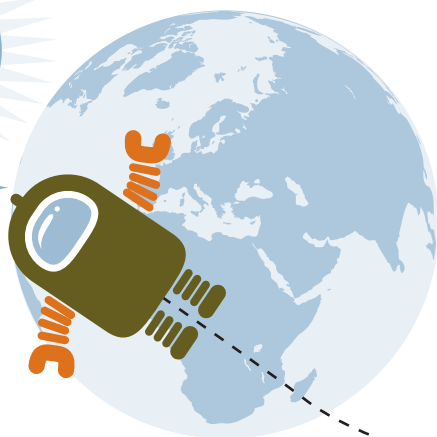
Each session, your child will have a fun Personal Challenge to do between the sessions.

The Personal Challenges work best when your child comes up with their own ideas and completes the challenge independently. However, they may value your encouragement and support. It's also really valuable for them to talk to you about what they are learning from *Free Being Me*. After each session, please encourage them to discuss their Personal Challenge with you.

Please remind your child to bring their Personal Challenge with them to the next *Free Being Me* session, as it will be used in an activity.

The Personal Challenges often encourage your child to express a challenge to the 'Image Myth'. The Image Myth is what society tells us the 'perfect-looking' girl or woman should look like. It's a myth, because it's actually impossible for anyone to look like this in reality, as even celebrities and models are digitally altered before appearing in many media images. Practising challenging the Image Myth will build your child's self-confidence and resilience, enabling them to reject the Image Myth and stop it from influencing their lives. Instead, they can concentrate on enjoying a healthy and happy life where they are comfortable with their appearance, and take good care of their bodies.

**Personal
Challenges
11-14**



The four Personal Challenges your child will bring home are:

1

Media Detectives

Your child has been asked to find an example of the Image Myth. This activity asks your child to 'expose' the Image Myth by attaching their example to the sheet provided, and completing some sentences about why they don't agree with the Image Myth.

2

Friendship Note

This Personal Challenge asks your child to write a short note to a friend at Girl Guides/Girl Scouts, explaining why trying to look like the Image Myth has downsides and how they can fight the pressure to look like the Image Myth.

3

Mirror Mirror

This Personal Challenge encourages your child to look in the mirror to celebrate the positive things they love about themselves, instead of a place to criticise themselves. They will write a list of features they like about themselves, then practise repeating them while standing in front of a mirror.

4

Spread the Word

Your child has been asked to share one or more positive messages that challenge the Image Myth with other people. This could be family, friends or their local community. The more people they share their message with, the more inspired they will feel. They will come home with a pledge card with "one thing I will do to challenge the Image Myth for me" and "one thing I'll do to challenge the Image Myth for others".