



# 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 looks<sup>1</sup>. 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](http://www.free-being-me.com).

Thank you for your support,

Leaders of X group



# Personal Challenges

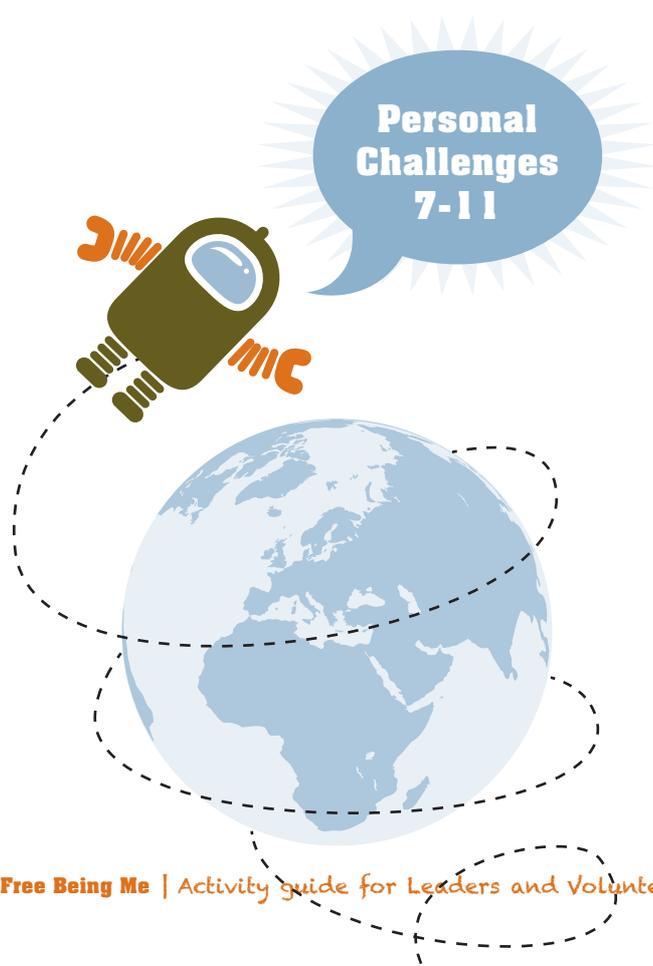
## 7-10 version

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 focus on empowering your child to understand that there is no such thing as one way to be beautiful, and what is inside them matters more than what they look like. These activities develop their resilience to help them challenge societal pressures as they grow up.



### The four Personal Challenges your child will bring home are:

#### 1 Real Role Models

This activity asks participants to identify a real life role model; someone they know personally, who they really like and find inspiring. This could be a friend or family member. They have been asked to find a photograph, or create a drawing, of this person to share with the group in the next session. They have been given a sheet with some half-written sentences to complete.

#### 2 I Like Me Fortune Teller

Your child will bring home a fortune teller template. They should write eight things they like about themselves into the boxes as shown on the template, and may decorate their fortune teller as much as they like. Why not play with your child, and ask them to read out their "I like" statements? Practising saying positive things about themselves helps build their body confidence.

#### 3 You're My Star

After session three, your child will come home with a positive message written on a star. They have been challenged to share their message as widely as possible. It would be great if you are able to support your child to share their star message safely and widely.

#### 4 Free Being Me Pledge

Your child will bring a pledge card home at the end of session four, in which they will have committed to doing two actions; one to grow their own body confidence, and one to empower others to feel more body confident. They may be able to implement these actions independently, or may appreciate some support.