

## Leader Introduction

*“Did you know? Six out of ten girls stop doing something they love because they feel bad about the way they look\*.”*

**YOU** have the power to change that!

Imagine a world where no one is worried about the way they look.  
A world where people are free to be themselves...

We can't get there without **YOU!**

GSEP is excited to be a part of a national grant program that will reach more than three million girls worldwide. The Free Being Me program is a one-of-a-kind program for girls in grades 2-10 co-created and sponsored by the Dove Self Esteem Project and the World Association. The program engages girls in fun and interactive activities around the themes of body confidence and self-esteem. *Free Being Me* is designed as a six session journey culminating with a Take Action project in which girls reach out to at least two other girls with their body confidence messages. Using the *Free Being Me* program, together with the *It's Your Story-Tell It!* Journey series, girls explore issues of beauty and body confidence and build their leadership skills. On the next page, activities from the *MEdia* and *Mission: Sisterhood!* Journeys are referenced to help girls dig deeper into these issues while working towards their Journey awards.

Girls who complete the program will receive a Free Being Me patch.  
Complete [this form](#) to receive the girl patches.

# MEdia Leadership Journey Connections

## MEdia Session 2

*Survey Add-On: Beauty is in the Eye of the Beholder:* Girls are encouraged to put a body confidence spin on their community media survey using the short instruction provided

*(Page 46, Adult Guide)*

*Unmasking Media Stereotypes:* Girls expand their critical thinking by analyzing how media might use stereotypes to generalize about groups of people, or tell us what we should be like.

*(Page 46-47, Adult Guide)*

*Diversifying Beauty:* Girls start off this activity by talking about how they are often their own worst critics. Then they learn how the word “beauty” can mean much more, and how we might not all even agree on what we find beautiful.

*(Page 48-49, Adult Guide)*

*Capture the Beauty:* Girls use art to capture the diversity of beauty around them, and learn that real beauty takes many forms.

*(Page 49, Adult Guide)*

*Quick Rip:* In this quick interactive activity, girls find ads in magazines that represent a narrow stereotype of beauty and turn them into art.

*(Page 50, Adult Guide)*

## MEdia Session 4

*Media Watchdog Pledge:* Now that girls have started to think critically about the media around them, they pledge as a group to continue to monitor their media use.

*(Page 59, Adult Guide)*

## MEdia Session 5-7

*Media Remake:* In these sessions, girls plan their Media Remake. They team up to use media techniques and tools to “talk back” to the media with a powerful message of their own.

*(Page 76-89, Adult Guide)*

## MEdia Session 10

*Superhero Names:* In this imaginative opening ceremony, girls make up a superhero name that shows their newly discovered Media power.

*(Page 99, Adult Guide)*

*Cultivate a New Media Reality:* Girls get the opportunity to do another group pledge. This time they commit to cultivating a better way of using media.

*(Page 101, Adult Guide)*

*A Girl Scout PSA:* If girls have more time, or are especially passionate about this topic, they are encouraged to create a PSA or poster campaign for their council to share with local girls on topics of beauty, media, and stereotypes.

*(Page 101, Adult Guide)*

# Mission: Sisterhood! Leadership Journey Connections

## Mission: Sisterhood! Session 4

*Body Language Charades:* In this activity, girls learn that communication, in all its forms, is important.  
(Page 58, Adult Guide)

## Mission: Sisterhood! Session 5

*Friendships Keep Us Fit:* Girls define what “healthy” is for them, and reinforce it through friendship and laughter.  
(Page 63, Adult Guide)

*Thanking Our Bodies:* This closing ceremony encourages girls to appreciate their bodies for what they do.  
(Page 64, Adult Guide)

## Mission: Sisterhood! Session 6 & 7

*Eye of the Beholder:* Girls discover that not everyone sees beauty in the same ways or places.  
(Page 67, Adult Guide)

# Session 1

## Goals:

*Girls will be able to...*

1. Understand that there is no one perfect way to look.
2. Understand that the Image Myth is their society's idea of what the 'perfect' girl should look like.
3. Understand that the Image Myth is created and reinforced by society.

## Supplies:

- Large paper
- Beauty Around the World facts
- 'True' and 'False' signs
- Fashion/celebrity magazines
- Pens
- Paper
- Whistle
- Airbrushing handout and/or Dove Evolution video

## Opening: Take Part Pledge

*10 minutes*

1. Bring the girls together into a circle. Ask: Are you ready to take part and speak out during this Free Being Me program, and have fun along the way?
2. Have the girls shout, "Yes we are!"
3. Before you jump into the activities with the girls, set up some guidelines to help everyone feel comfortable and able to trust those around them.
4. Ask the girls to suggest and agree on the rules together, write them up and display them in the meeting place. Suggestions for some rules are:
  - a. We will do our best to actively take part and contribute.

- b. We will listen to other people.
- c. We will listen to the leaders.
- d. We will be kind to one another at all times.
- e. We will respect the opinions of others.
- f. We will ask a leader for help if something is worrying us.

## Game: Beauty Around the World

*15 minutes*

1. Explain to the group that they will play a game to discover how ideas about beauty are different around the world and have changed over time.
2. The aim of the game is to work out which of the world beauty facts are true and which are false.
3. Mark one side of the meeting space 'true', and the other side 'false'.
4. Read out the Beauty Around the World facts.
5. The girls should run to the side of the meeting space that they think is right for each statement.
6. Once everyone has chosen a side, read out the information under the fact.
7. Wrap up by asking: Were you surprised that all the statements are true? Which were the most surprising?
8. Say: We've just found out that people in societies around the world in the past and the present have had lots of different ideas about what is beautiful-now we're going to turn to what our own society tells us is beautiful.

## Activity: Defining the Image Myth

*15 minutes*

1. Ask the girls to form small groups.
2. Explain to each group that they are event organizers for a brand new high-fashion magazine called Gloss. Their boss has asked them to organize a glitzy launch party and to come up with the 'perfect-looking' guest list. She wants all her guests to fit your society's idea of the 'perfect' look for a girl.
3. Say: Your boss wants all of Gloss magazine's party guests to fit our society's idea of the so-called 'perfect' look for a girl. So that you can describe the 'perfect-looking' guest to your boss, come up with the longest list of their appearance features you can (i.e. things about her hair, body, height, and face).

4. Give each group a selection of magazines to browse through to help them describe the 'perfect' look.
5. While the groups are working, set up a large piece of paper where everyone can see it and write at the top of the page: The 'perfect-looking' girl?
6. Bring the groups back together and ask participants to share the appearance features they came up with for the 'perfect' female guest. Write the features on the paper.
7. When you have finished creating the list, read out every detail on the list. Say: So the 'perfect' looking girl is...
8. Then say: Actually in reality there is no such thing as the 'perfect' looking girl. Instead, we call this look the Image Myth.
9. Cross out the 'perfect-looking' girl and write 'the Image Myth' instead.
10. Ask the girls to tell you what a myth is. The definition is: an idea that is believed by lots of people but is actually false.
11. Say: The Image Myth is what society tells us the 'perfect-looking' girl looks like. But it's a myth, because it's impossible for anyone to look like this in reality. Nobody has all of these features naturally.

### Activity: Where Does the Image Myth Come From?

*5 minutes*

1. As a whole group, have a speed brainstorming session. Read out each question below and encourage the girls to shout out answers/comments. When you hear a winning answer, blow a whistle and move onto the next question.
  - a. Imagine the Gloss party was 200 years ago; would the 'perfect-looking' guest have looked the same way and why or why not?
    - i. No! For example, throughout history different looks have been considered beautiful. For example, in Renaissance times in Europe larger hips and stomachs were considered beautiful. In the 1800s corsets were popular with women to create really narrow waists and large bottoms.
  - b. Would the 'perfect-looking' guest have looked the same if your Gloss party was in another country?
    - i. No! For example, some women in Ethiopia stretch their lips with big plates as this is considered very beautiful. In North America having tanned skin is considered attractive, whereas in some Asian countries fairer skin is considered more attractive for women.



- c. Where do you think the Image Myth comes from?
  - i. The media, fashion industry, diet/weight-loss industry, make-up companies....
- d. Where do you learn, hear, and see the Image Myth?
  - i. Friends, family, media (television shows, films, magazines, internet, advertising), diet industry
- e. How do you think the image myth messages make people your age feel about their appearance?
  - i. Under pressure to look a certain way, feeling like their bodies are not good enough, worrying and unhappy about the way they look.
- f. What do the media tell us will happen if we can make ourselves look like the image myth?
  - i. Happy, loved, successful, rich, famous
- g. Do you really think all these things will happen if you look like this? Another way to think about this is do celebrities, who often come closest to the Image Myth, have perfect lives?
  - i. No! It's unlikely that all of these things happen, especially as the Image Myth is impossible for anybody to achieve naturally in the first place. Even models and celebrities who come the closest to looking like the Image Myth don't have perfect lives.

### Activity: Airbrushing Spot the Difference

*10 minutes*

1. Say: Now we're going to think about the pictures that get used in magazines and other types of media. We're going to explore the computer techniques that go in to creating these pictures and how they can keep the Image Myth going.
2. In small groups, either:
  - a. Use the Airbrushing handout to compare the before and after airbrushing images, and find as many differences as you can.
  - b. Watch the Dove Evolution video and note down all the ways you see the model's image change from start to finish. The video is available at [www.youtube.com/watch?v=iYhCn0jf46U](http://www.youtube.com/watch?v=iYhCn0jf46U)
3. Then ask:
  - a. How does it make you feel to know that even models and celebrities are airbrushed, because they aren't considered beautiful enough?
  - b. Is the image myth really ideal, or are there other ways to be beautiful and special?
4. Wrap up by asking the girls to turn to a friend, and give them time to tell each other why they think the image myth is impossible to achieve.

Closing:

*5 minutes*

1. Bring the girls together into a friendship circle and close the meeting.
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## Session 2

Goals:

*Girls will be able to...*

1. Consider the costs of trying to match the Image Myth.

Supplies:

- Large Paper
- Markers
- Pens
- Media Detectives handout

Opening

*5 minutes*

1. Gather the girls in a circle and welcome them to the meeting.
2. Say: In this session, we are going to consider the costs of trying to match the Image Myth; how it can make young people around the world feel down, how it can stop them fulfilling their potential, and how it can affect their local and global communities.
3. Dismiss the circle for the next activity.

## Activity: Costs of the Image Myth

*45 minutes*

1. Gather the girls into small groups and give them a large piece of paper to draw a simple outline of a person.
2. Say: We've discussed the Image Myth and where it comes from—now let's think about the costs for people who try to look like it. In other words, if people feel under pressure and try to change the way they look to match the Image Myth, what negative effects can this have on them?
3. Say: Brainstorm the downsides for individuals trying to look like the Image Myth, and write them inside the person outline. How might they feel? What might they miss out on, not do as well at or not enjoy as much? For example, they could have low self-esteem or lack the confidence to go swimming. Challenge yourself to come up with as many costs or downsides as possible.
4. Walk around as the girls are working and encourage them to keep going and fill their person as much as possible.
5. Then when it looks like the girls are done, say: Now we want you to think about what the negative effects are for your local and global community if people try to look like the Image Myth. For example, how does it negatively affect how people treat each other at school and young people's confidence to take the lead to make their world a better place and speak out on issues that affect them? Write all of these community costs for the Image Myth outside of the person.
6. Ask the girls to share a few of their Image Myth downsides with the whole group.
7. Then ask:
  - a. So who benefits from the Image Myth?
  - b. Looking at all of the downsides we've come up with on our Inside/Outside picture, are you personally benefitting from the Image Myth?
8. Ask the girls to pretend they're leaving their job at Gloss magazine to show publicly that they don't agree with the Image Myth.
9. Say: So you've decided to leave Gloss magazine because it encourages people to follow the Image Myth and you don't agree with that. You're going to start your own magazine that helps everyone to be free to be themselves in the next session. Since you're leaving Gloss, what would you say to your boss on your way out? It's time to tell her why you think it doesn't make sense to follow the Image Myth. Take a few minutes on your own to come up with what you'd say to her. You might like to think about the downsides that we just came up with in the Inside/Outside activity.
10. Give the girls a few minutes on their own to come up with what they would say.
11. Ask the girls to take turns acting out their "I quit because I don't agree with the Image Myth" statement to their small group.

12. Wrap up by saying: You did a great job telling your boss why it's important not to follow the Image Myth. We want everybody to feel free to be themselves. When we feel free to be ourselves we can do the things we love and take care of ourselves and other people, enjoying our bodies for what they can do.

### Closing: Personal Challenge: Media Detective

*10 minutes*

1. Say: Before you come back for the next session of Free Being Me, I want you to be a media detective-find and expose an example of the Image Myth that you come across in your society's media. Stick it onto the handout, write down why you don't agree with it, and bring along your example to the next session!
  2. Then ask them to answer the following questions on the back:
    - a. The image myth is fake because...
    - b. It's not worth trying to look like this Image Myth because...
  3. Bring the girls together into a friendship circle and close the meeting.
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## Session 3

### Goals:

*Girls will be able to...*

1. Challenge the Image Myth and come up with positive alternatives in their own words.

### Supplies:

- Completed Media Detectives handout
- Breaking News on Body Confidence handout
- Paper

- Colored Pencils
- Pens/pencils
- Art supplies
- Friendship Note handout

## Opening

*5 minutes*

1. Gather the girls in a circle and welcome them to the meeting.
2. Say: In this session of Free Being Me, you are going to have the chance to take the lead and challenge the Image Myth, producing a TV piece to expose the truth behind the Image Myth, and create your own magazine that's designed to boost body confidence!
3. Dismiss the circle for the next activity.

## Share: Media Detective

*10 minutes*

1. Say: Thank you for your amazing detective work- you have exposed lots of examples of the Image Myth! Now you'll have the chance to share what you think of the Image Myth with each other.
2. Ask everyone to move freely around the room. When you shout "SHARE", they should stop and chat to the first person they see. Each person should:
  - a. Hold up the pictures and read out what they wrote on the back.
3. After two minutes, shout "SWAP". The pairs should swap images then go and find someone new to talk to, holding up their new image and reading out the statements written on the back.
4. Thank the girls for sharing and say: We've seen that the media often spreads messages about the Image Myth. But it doesn't have to be like that. Next you'll have the chance to speak out and change the media to promote body confidence instead of the Image Myth!

## Activity: Breaking News on Body Confidence

*30 minutes*

1. Say: This activity gives you the chance to work together and let your creativity go wild. Remember in the last session you decided to leave Gloss magazine. You will now make a press statement (a message that

is sent out to the media) to tell the world why you decided to leave Gloss magazine and why trying to look like the Image Myth is a waste of time!

2. Tell the girls their press statement should include the following:
  - a. Tell other girls what the Image Myth is and how it's promoted to us.
  - b. Talk about the downsides that come from trying to match the Image Myth and why you decided to leave Gloss magazine.
  - c. Give girls advice about what they could say or do to fight the pressure to look like the Image Myth.
3. Say: When people who work in the media need to get a point across, they need the skills to communicate their message in a strong and clear way. When you're creating your press statement, make sure you're really clear on what you're saying. Make sure you use clear statements to show your audience why you don't agree with the Image Myth. You might like to think back to the Inside/Outside downsides activity for ideas to include. We'll give you some time to prepare your press statement and then you're going to host a press conference to deliver it to the world.
4. Give the girls 15 minutes in small groups to prepare their press statement. Give them the Breaking News on Body Confidence handout as a reference.
5. Once the girls are done, ask each group to read/perform their press statement to the rest of the group. They should sit at the front of the room forming a panel.
6. When everyone is finished, say: Well done on such creative and fun press statements! Can anyone share any of the messages you wrote down while watching the press conferences? What were your favorite challenges to the Image Myth?

### Activity: Make your own Media Magazine Cover

*30 minutes*

1. Say: Now you've left Gloss and decided to start up your own magazine, one that helps girls feel good about the way they look. Your challenge is to come up with ideas together for the cover page of the magazine. Keep in mind we want this to represent a wider range of beauty for girls and women and one that is healthy, too. That might mean including portrayals from a variety of cultures, and different ways that girls and women show their inner beauty and strength, both in your community and in the world. How can you make it inclusive?
2. Set the girls up for the activity by saying: Your magazine team is running out of time to get a design of the magazine cover done by the deadline! Work together to come up with a plan.
3. Ask the girls to form groups and consider:

- a. Pictures: What pictures will you choose to show that there are lots and lots of different ways real people look?
  - b. Headlines: What will your headline stories be? There should be two pieces of advice for girls on how to promote body confidence. How can you represent voices from all kinds of girls?
  - c. Magazine name: How will your magazine's name be inspiring, exciting and promote body confidence?
4. Say: The editor has decided every individual should come up with their own design for your magazine cover, to help decide what should be on it and how it will look.
  5. Ask each girl to create their own design for the magazine cover that fits their team's design guidelines, being as creative as they want to be.
  6. When the girls are done, ask the design teams to put up their ideas for their magazine cover on a wall. Ask each group to pitch their ideas to the larger group.
  7. Wrap up by asking:
    - a. Why did you choose those pictures? How do they help you show an alternative to the Image Myth?
    - b. How do you think your headline stories will help girls see the Image Myth is impossible, or see the downsides to trying to look like it?
    - c. How does your magazine name help girls see they don't need to take notice of the pressure to look like the Image Myth?
    - d. How could you share your new magazine with girls around the world?

### Closing: Personal Challenge: Friendship Note

*10 minutes*

1. Give each girl the Friendship Note handout.
  2. Say: Between now and the next session, your challenge is to write a note to a real friend in your life. The note should encourage her or him not to try to look like the Image Myth. In your letter, explain:
    - a. Why you think trying to look like the Image Myth has lots of downsides.
    - b. Why you think looking like the Image Myth is impossible-no one can look like this!
    - c. What your friend could say or do to fight the pressure to look like the Image Myth.
  3. Bring the girls together into a friendship circle and close the meeting.
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## Session 4

### Goals:

*Girls will be able to...*

1. Reinforce their understanding of why following the Image Myth has downsides.
2. Challenge the Image Myth, developing the skills to speak out so they can become body-confident.
3. Practice saying positive things about themselves.

### Supplies:

- Completed Friendship Note handout
- Mission Instructions Sheets
- The Message Handout
- Large pieces of paper
- Scissors
- Flair Markers
- Statement for Quick Comebacks Handout
- Token to throw i.e. bean-bag, small stone, etc.
- Cardstock
- Circle template (i.e. a glass)
- Safety pins
- Pens
- Strong sticky tape
- Small pieces of paper
- Mirror Mirror Handout



## Opening

*5 minutes*

1. Gather the girls in a circle and welcome them to the meeting.
2. Say: In this session of Free Being Me, girls will discover that they can not only challenge the Image Myth to free themselves of it, but can challenge it for their friends too, and make a real difference.
3. Dismiss the circle to the next activity.

## Share: Friendship Note

*20 minutes*

1. Say: Thank you all for writing your friendship notes! Now you are going to have the chance to share your letters and read them out loud in a small group.
2. Ask the girls to form small groups.
3. Say: Everyone in turn should read their letter out. Remember that everyone has put a lot of thought into their letters, so we're all going to be really supportive, and give a big round of applause after each one. Tell the person reading it what your favorite bit of their letter was when they're finished!
4. Wrap up by asking:
  - a. How did it feel to write the letter?
  - b. Did you come up with any new ideas of downsides to the Image Myth?
  - c. Did it help you come up with new ideas for helping your friends feel better about the way they look?

## Activity: Friendship Mission

*45 minutes*

1. Set up separate activity centers in the meeting space. Divide the girls into four groups (so there is one group at each mission area).
2. Say: Last session we found out more about how the Image Myth is encouraged in the media, like magazines and advertisements. Did you know that your everyday conversations with friends and family can keep the Image Myth going too? This session is all about practicing how you can take the lead to help people you know to be free of the Image Myth. You will be faced with different missions where you need to work together to use your leadership skills and knowledge to practice convincing your friends and family, and people in your community, that it's a bad idea to try to look like the Image Myth.

3. Give the girls ten minutes to complete each mission area challenge. Tell the girls that the instructions for each mission are at each area.
4. When they are done, bring everyone back together and say: Well done! You've all practiced lots of ways to help your friends and your community realize they don't need to follow the Image Myth, and that they are great just as they are! Then ask:
  - a. What was your favorite comeback statement?
  - b. What would help you take the arguments you've practiced into the real world?

### Closing: Personal Challenge: Mirror Mirror

*10 minutes*

1. Say: According to the Image Myth the mirror is your enemy, the place where you look at all the bits that are wrong with the way you look. But we know that the Image Myth is actually impossible, and there are all sorts of reasons why it's a bad idea to try to look like it. So, between this and the next session, we'll practice making the mirror our friend.
  2. Give each girl a copy of the Mirror Mirror handout. The template asks them to come up with at least...
    - a. Three things you like about your character.
    - b. Three parts of your body that you like because of what they can do.
    - c. Three parts of your body you like the look of.
  3. Say: For instance, you may like the shape of your arms, the strength of your legs, your curly dark hair, the sound of your laugh, or the fact that you are a good friend. This is a great way of building confidence in yourself!
  4. Remind the girls to bring their lists with them to the next session.
  5. Finally, gather girls in a friendship circle and close the meeting.
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## Mission 1: Connect!

*Your mission is to take turns to help a friend by convincing them it's a bad idea to try to look like the Image Myth and that it's impossible!*

Each of you is about to receive a text message or email from a friend. Your friend will tell you that the way they look makes them feel bad because they don't match up to the Image Myth—you need to reply by challenging the Image Myth and the idea that they should try to look different.

For example, your friend might text you and say, "I feel so fat today, I'm thinking about not going to my dance class today." What might you say to show your friend that you don't agree with the Image Myth. What might you say to tell her that you think she is great just the way she is and that the most important thing about dance class is having fun and learning to dance?

*Each girl should:*

- Choose a message and give it to a leader to read out to the group.
  - Respond by telling the group what they would say in their reply to the text message to help their friend reject the Image Myth.
  - Once the girl has given a response, invite the rest of the group to come up with ideas of what they could say before moving on to the next person.
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## Mission 2: Beauty Bubbles

*This mission is your chance to speak out against the Image Myth and take the lead by sharing your message with the world!*

*You have the chance to create your very own short written message that you want to share with other young people around the world about why the Image Myth is a waste of time, and why life is not all about looks.*

Ask everyone to draw and cut out their own large speech bubble, and write in big letters their challenge to the Image Myth that they want to shout out to other young people around the world.

When they are finished, each person should hold up their speech bubble and read out what it says to the rest of the group. Why not take photographs or videos of each participant with her speech bubble?

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### Mission 3: Quick Comebacks

*Talking with other people about our thoughts and feelings is really important. Sometimes though, we focus on looks rather than on people's qualities and who they really are. This keeps the Image Myth going! This mission is a chance for us to practice what we would say and do to stop the Image Myth from spreading.*

Lay out the statements face down on the ground, spaced out.

*Your mission is to challenge the statements with a quick comeback that would stop someone talking in a way that supports the Image Myth and makes them think about what they were saying.*

Girls take turns to throw a beanbag, stone, etc. to land on one of the statements. The leader should read out the statement the girl's token landed on. The girl who threw the token should have a go at saying a quick comeback to their statement. Then the rest of the group can help out with additional ideas of what you could say.

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## Mission 4: Badge It!

*One of the downsides of following the Image Myth is that everyone feels they need to look the same, which stops them from realizing and enjoying that they are unique and special just as they are!*

*Help remind your friends of this by making them an 'I'm unique' badge-or come up with your own ideas to help your friends remember how special they are.*

Ask the girls to draw around the circle template and cut out the circle. Draw the 'I'm unique' slogan on the badge and decorate it, then tape it onto the safety pin.

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## Session 5

Goals:

*Girls will be able to...*

1. Raise their body confidence by practicing saying out loud the things they like about themselves.
2. Find out what Body Talk is.
3. Take the lead sharing messages about the Image Myth with other people.

Supplies:

- Completed Mirror Mirror handouts

- Body Talk Scenarios handout
- Large piece of paper
- Pens
- Sticky notes
- Spread the Word Pledge Card handout

## Opening

*5 minutes*

1. Gather the girls in a circle and welcome them to the meeting.
2. Say: During this session, you will learn about what Body Talk is and learn ways you can stop using it yourself.
3. Dismiss the circle to the next activity.

## Share: Mirror Mirror

*15 minutes*

1. Say: Well done to everyone for doing your Mirror Mirror activity and thinking about the things you like about yourselves and your bodies. Now we're going to share these with each other! Remember that thinking positively about your bodies is really important and we want to create a revolution where girls feel confident to speak out about what they like about their bodies and who they are. It takes practice, but reminding yourself about the things you like about yourself and your body is a great way to help beat the Image Myth.
2. Ask everyone to move quickly around the room. The goal is for girls to get into groups as quickly as possible when they hear a leader shout out a number- for instance, a leader shouts out "three!" and everyone gets into groups of three.
3. In these groups the girls should share one of the things they like about themselves from their Mirror Mirror list.
4. Wrap up by asking:
  - a. How did it feel to be positive about yourself?
  - b. Why is it good to practice thinking about and saying what you like about yourself?

## Activity: No More Body Talk

40 minutes

1. Say: We found out in the last session that there are lots of things we can do as friends and community members to let people know what the Image Myth is, and persuade them not to follow it so that we have a body-confident community. But sometimes, without even realizing it, we can keep the Image Myth going in the way we talk. Every time we make a comment that compares the way people look with the Image Myth, we keep the Myth going. This is called Body Talk.
2. Ask: In our everyday conversations, can you think of any ways we might keep the Image Myth going by using Body Talk? (Girls may suggest 'teasing' or 'saying mean things'. Encourage them to think about less obvious kinds of Body Talk too, like compliments, which compare someone's appearance with the Image Myth such as "You look great! Have you lost weight?")
3. Use the Body Talk scenarios handout to perform a role play.
4. Say: We are going to act out some different scenes that you might experience in your every-day lives. Your job is to listen carefully to see if you can hear Body Talk in the conversations. You will all sit in the audience divided into two teams. When you hear an example of Body Talk, you should shout "Body Talk!" and jump up on the spot. Each team should try to be the quickest to spot the Body Talk. Your team will get a point each time you successfully spot the Body Talk in each scenario.
5. The 'actors' should immediately stop performing the scenario when a girl correctly identifies an example of Body Talk. Try to explain why it was Body Talk, for example:
  - a. This type of conversation keeps the Image Myth going because.... This can be really hurtful to the person receiving the comment and it's not helpful for anyone because it keeps the Image Myth going.
6. Ask the girls what the people in the scenario could say without using Body Talk. Encourage the girls to share different ways to stop Body Talk. The three main ways to stop Body Talk are:
  - a. Change the topic
  - b. Don't respond or take part in the Body Talk.
  - c. Challenge it by identifying it as keeping the Image Myth going-say you don't agree and are not going to talk about it.
7. Work through at least three of the scenarios.
8. Wrap up the activity by asking:
  - a. Why is it a bad idea to use Body Talk when you're talking to your friends and family?
  - b. How can we stop Body Talk?

9. Say: Now, that you've had a chance to spot Body Talk in other people and think about ways to challenge it or stop it, it's time to have a go for yourselves.
10. Ask the girls to wonder around the room, stopping when they see a new person to talk to.
11. Say: Give the other person a compliment or greeting that is not Body Talk; this does not compare the other person to the Image Myth. We want your compliments to be about what you most like about that person, and what they are good at, rather than the way they look.
12. Afterwards ask:
  - a. How does it feel to receive a compliment?
  - b. Why is it a good thing to give a compliment that isn't about what the person looks like?

### Closing: Personal Challenge: Spread the Word

*15 minutes*

1. Say: So far we've found out what the Image Myth is, why it's impossible and not worth trying to look like, and practiced arguing against it. Our personal challenge this session will be to take what we've learned out into our own community!
  2. Ask everyone to get into small groups, and give each group a block of sticky notes.
  3. Say: How could you challenge the Image Myth in your own lives? Write down your ideas. Think about what you could do to stop yourself believing in the Image Myth, and what you could do for your friends, family, and community.
  4. Ask the groups to put up their notes, so you have a huge wall of ideas!
  5. Bring everyone back together and read out all the ideas, grouping them into:
    - a. Ideas for me-personal ideas of how to keep yourselves free of the Image Myth.
    - b. Ideas for others-way girls can pass on the message to others and stop the Image Myth in their community.
  6. Ask the girls to look at all the ideas on the wall, and choose two- one 'idea for me' and one 'idea for others', then write those ideas down on the Spread the Word Pledge Card handout.
  7. Bring the girls together in a friendship circle and close the meeting.
-



## Session 6

### Goals:

*Girls will be able to...*

1. Plan an exciting Take Action project, which shares what they've learned during Free Being Me.

### Supplies:

- Paper
- Large paper
- Pens
- Planning Template handout

### Opening

*5 minutes*

1. Gather the girls in a circle and welcome them to the meeting.
2. Say: This is the most exciting session yet, because we are planning how we can take action, and spread the messages we've learned from Free Being Me far and wide!
3. Explain the four main steps to making change happen:
  - a. See the Change: We will understand the difference we're trying to make, and what it can mean for the people we reach.
  - b. Plan the Change: We'll work out exactly what message we want to give, and what our action will look like. We need to spend at least an hour with the children and young people we reach.
  - c. Make the Change: We'll put our plan into action!
  - d. Share the Change: We won't stop there- we will think about what we can do to keep our action going, and share what we've been doing with other Girl Scouts around the world.
4. Dismiss the circle to the next activity.

## Activity: See the Change

*20 minutes*

1. Say: This is our chance to think big. What if every young person in our country, or even the world, had better body confidence because they understood, as you do now, that the Image Myth is impossible, and that there are so many downsides if you try to look like it?
2. Ask small groups to discuss these questions together:
  - a. What would it mean to each individual to have more body confidence?
  - b. What would it mean to our community or society as a whole if everyone has more body confidence?
3. Give the girls about ten minutes to create a large drawing or mind-map to represent their ideas.
4. Then give each group a minute to explain their ideas to the whole group.
5. Say: Well done, those are fantastic ideas. If we work together, along with all the other Girl Scouts around the world who are taking part in Free Being Me, we really could make a huge difference!

## Activity: Our Message

*5 minutes*

1. Say: Now we have a big picture of what we want to achieve, we can think about how to make it happen. First of all, let's work together to come up with the main things we've discovered from Free Being Me that we want to share with other people to improve their body confidence.
2. Ask the group to think back to each of the Free Being Me sessions.
  - a. What did we do?
  - b. What did we discover or find out more about?
3. Write down the answers on a large sheet of paper.

## Activity: T-shirt Message

*10 minutes*

1. Say: A great way to start a conversation is to share your message on a T-shirt for everyone to see! If you wanted to get someone talking about the messages we've just discussed, what would your T-shirt say?

2. Ask the girls to work in pairs and spend five minutes designing their own T-shirt message.
3. Then ask each pair to shout out their messages to the rest of the group.

## Activity: Action Plan

*30 minutes*

1. Say: Now you have your vision of a world free of worries about looks, you know the messages you want to give, and you've thought about how we can get the conversation started. It's time to decide what action you will take to spread that message. Let's work out what our Take Action project will look like and who we would like to reach from our community. This is the really fun bit, where you get to let your imaginations go wild!
2. If small groups want to work on their own Take Action project, small groups could come up with different ideas then hold a vote to decide the final project.
3. Use or adapt the 'Planning Template' to help the girls think through what they want to achieve and how it make it happen.
4. Say: Well done everyone, we're so excited about this Take Action project, and we can't wait to start our very own body confidence revolution!

## Closing

*5 minutes*

1. Bring the girls together in a friendship circle and close the meeting.
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## Next Steps: What to Do Now!

### Make the Change

*Discuss It:* Beforehand, you might like to discuss with the group:

- How will you know your Take Action project has been a success?
- What are you most excited about?
- Do you have any worries?

*Record It:* Take photos or film your event. Count the number of people who took part.

### Share the Change

Great work! The Take Action project has happened, and you've reached children and young people in your community with your Free Being Me message. We are sure you don't want to stop there....

*Look Back:* Make a little time to evaluate Free Being Me. Here's one way you could do this:

- *River journey:* Girls describe their journey from beginning to end of Free Being Me as a river journey, starting near the source and travelling towards the sea. In small groups, they can draw out the river and the journey they took, labeling it if they'd like. Then share as a whole group. Ask questions like:
  - Where did the river flow fast and they enjoyed it and learned a lot?
  - Were there any trees blocking their way?
  - Did they reach forks in the river where they had to make decisions?
  - Did the way they looked at the world around them change on the journey?

*Let's Celebrate!* Award the girls their Free Being Me patch.

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# Beauty Around the World Facts

## Somewhere in the world...

*...It is considered that big women are beautiful.*

In Mauritania in Africa, it's desirable for women to be as big as possible. Unfortunately, sometimes girls are even force-fed to make them more attractive.

*...Very high hairlines and big foreheads were thought very attractive—and people would pluck their hairline to make it higher.*

In 16<sup>th</sup> century England, the ideal beauty was the Queen, and she shaved her hairline to create a big forehead. Whatever she did, her people wanted to copy. In China a similar practice existed with men, where they would shave back their hairlines to mimic male pattern baldness. During the Qing Dynasty the hairstyle was even law for all men!

*...Caucasian people with tanned skin are considered more beautiful, so women and men will sit under big lamps, spray paint their bodies or rub lotion into their skin to tan it.*

In countries like Australia, the UK and the USA, many people want to look like they've been in the sun and have tanned skin, so they tan themselves with lotion or sunbeds or spend a long time in the sun. This can be dangerous and bad for your skin.

*...People feel it's more beautiful to have a lighter skin tone, and women and men will rub lotion into their skin to whiten it and avoid going in the sun.*

In many places in Asia, Africa, North and South America, lighter skin is often considered more attractive. People with lighter skin are often favored for prestigious jobs and for roles in movies and TV. Because of this, some people believe they will be more successful with whiter skin.

*...Straight hair is considered beauty ideal and many women use chemicals to straighten their hair, or even sew in hair extensions.*

In much of the Western Hemisphere women with curly hair, particularly women of African descent work hard to make their hair straight. In Asia, long straight black hair is seen as beautiful.

*....People say a beautiful woman has a very curvy figure.*

In many Latin American countries, for example Brazil, curvy women are the most admired-although this is starting to change because of the influence of other countries; people in Brazil are starting to see being thin as beautiful.

*...In an attempt to appear younger, women will remove most of their body hair through waxing, shaving, or other depilatories.*

In Western countries young women start to shave their legs and armpits to fit the cultural standard of beauty, which means having no hair just like a young child or baby!

*...A uni-brow—where both eyebrows join together in the middle—is seen as beautiful in women.*

In Tajikistan, women feel very lucky if their eyebrows grow across their foreheads. If they don't, they use a herbal mixture to draw a line and join their eyebrows together.

*...Having a plump curvy bottom is the most beautiful way to be.*

In Jamaica, dancing is very important. Women with bigger bottoms can wiggle them a lot when they're dancing, which people find beautiful.

*...Having crooked teeth is considered beautiful*

In Japan many women are embracing their crooked teeth, and even going so far as to wear a fake tooth that makes their smile crooked. This new trend is called "yaeba" and it is believed that a woman looks more youthful and endearing with crooked teeth.

Airbrushing: Spot the Difference



Original



Retouched

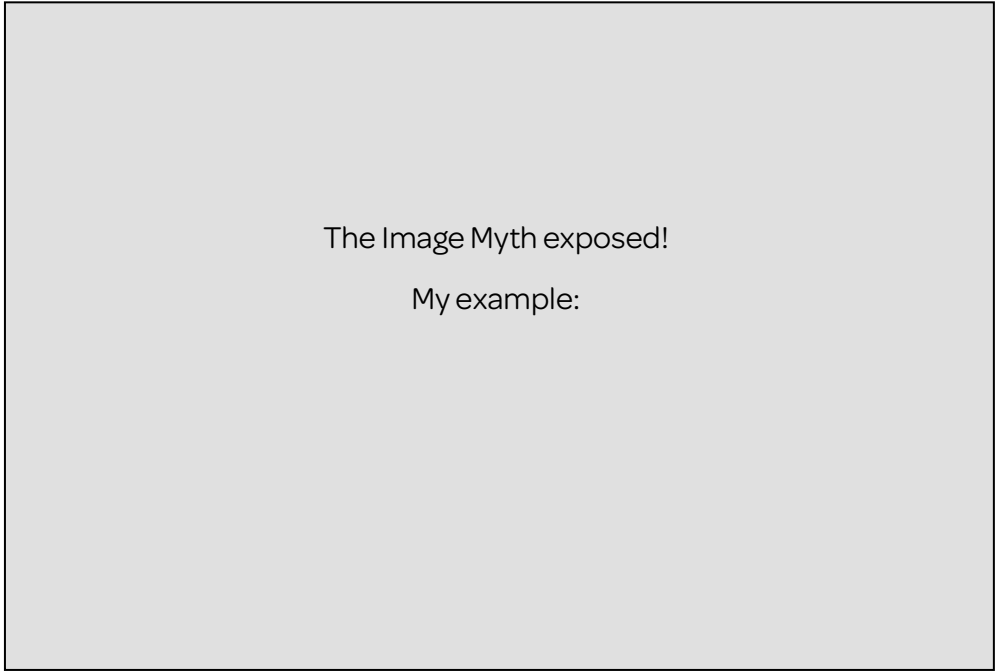


Original



Retouched

# Media Detectives



The Image Myth is fake because...

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It's not worth trying to look like this Image Myth because...

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# Breaking News on Body Confidence

What to say:

Talk about these three things during your press statement:



How to say it:

*Ways you could put your message across. Be creative!*

Hi, we are... (Say all your names)... coming to you live from \_\_\_\_\_ and we have a question for you! Do you want to learn how to love and respect your body? Listen closely and learn how.

First, girls should find out about the Image Myth.

The Image Myth says all girls should look one way. According to the Image Myth, she should be... (Everyone could take turns saying something from the Image Myth list – make sure you show how ridiculous it is!)

Now that we know what it is, let's talk about where the Image Myth comes from.

We hear about it and are encouraged to look like it by... (Airbrushing, TV shows, advertisements, diet industry, talking with friends...).

It's not good to try to look like the Image Myth, because \_\_\_\_\_.  
(Each group member could say one downside each. Use the body outlines you made last session.)

One way you can fight against the Image Myth is by \_\_\_\_\_!

Our last piece of advice is to always remember: Love and respect your body and yourself!!

# Friendship Note

Your challenge is to write your friend a note to say...

- Why you think trying to look like the Image Myth has lots of downsides.
- Why you think looking like the Image Myth is impossible.
- What your friend could say or do to fight the pressure to look like the Image Myth.

**Dear...**

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**From...**

## The Message

Oh my goodness, I just saw pictures of me in that dress...I have completely the wrong body shape for it- what a mistake!!

I'm not going to go to the school dance. I'm feeling really fat today.

I feel so self-conscious about my massive ears, I wish I hadn't had my hair cut short.

Just got told I have to wear braces on my teeth...end of the world! See you in a year!

Nobody at school is going to like me if I can't get into these tight fit jeans, I better lose some weight.

Summer's round the corner! Can't wait for the sun, Can wait to get my horrible fat legs out.

My feet are huge!! They look ridiculous in my summer shoes.

OMG I'm so flat-chested, there's no way I'm going to wear a bikini to the beach.

OK I have to lose weight, and fast. I am never going to get a boyfriend/girlfriend looking like this.

She could have the body of a supermodel if she really wanted it.

## Statement for Quick Comebacks

<p>"I wish I could look more like my friend Alina, she's got amazing long slim legs."</p>	<p>"Oh I love that dress, but it would look much better on you than me-my bottom is too big for it."</p>
<p>"He will never get a girlfriend, he's far too short."</p>	<p>"All the photos of me at the party all show off the braces on my teeth-I just don't want anyone to see the pictures."</p>
<p>"Did you see that person who walked past? She was so skinny you could almost see through her!"</p>	<p>"She needs to be careful-she's starting to get massive shoulders from all the swimming she does."</p>
<p>"That celebrity has really let herself go, it's such a shame-she used to be so thin."</p>	<p>"I feel sorry for her, I think she'd be really pretty if she didn't have those spots all over her face."</p>
<p>"Her [could insert name of celebrity here] hair is so long and straight and smooth, I wish mine looked like that too."</p>	

## Mirror Mirror

### Step 1: I like...

Three things you like about your personality (i.e. kindness).

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Three parts of your body that you like because of what they can do (i.e. legs because they let me run).

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Three parts of your body you like the look of (i.e. arms or stomach).

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### Step 2: Look at me! I am fantastic!

- Stand in front of a mirror, smile at your reflection and say, "I love my..."-sing the list you've just come up with.
- How does it feel? Practice doing this as much as you can. How many more things can you add to your list while looking in the mirror?

## Body Talk Scenarios

A girl is waiting for her friend. They haven't seen each other for a while and greet each other in a really excited way. Then one girl stands back and says, "Wow, you look great! Have you lost weight?"

Two girls are standing in a corridor at school, talking about their homework. They both watch someone walk past, then one whispers to the other, "Did you SEE how big her bum is?"

Two girls are flicking through magazines. They talk about one of the stories and start talking about the photos of the people. At some point, one girl should say, "Honestly, you would look as pretty as [the celebrity] if you were a bit thinner".

Two girls walk into a clothes shop and start talking about the outfits they will buy for a party they are both going to. Talk about colors and styles, and introduce the sentence, "I love this dress, it's beautiful. I think you should try this on – you will look great in it because you're so skinny and have such great legs."

Two girls are going swimming. They haven't been swimming for a long time and are looking forward to it and talking about jumping into the pool and so on. They get into their swimwear and one girl comes out of the changing room, saying, "Do I look fat in this?"

Two girls are looking at make-up in a store. One of the girls says, "Even this make-up won't fix my skin and it's certainly not going to do anything about my glasses and braces!"

Two girls are looking over photos from a recent trip they had. They laugh at the funny faces they pull in one picture, then as they look at the next picture one girl says she's doesn't like that photo because it makes her look fat. Her friend replies, "You think you look fat? Look at me!"

# Spread the Word Pledge Cards

<p>One thing I will do to challenge the Image Myth for me is....</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	
<p>Signed</p>	<p>Date</p>
<hr/>	
<p>One thing I will do to challenge the Image Myth for other people is...</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	
<p>Signed</p>	<p>Date</p>

# Take Action Planner



Take Action stage	Ideas	Our notes
What do we want to tell people?	Use the ideas you came up with as a whole group of what you all learned from <i>Free Being Me</i> .	
Who do we want to share our messages with?	School pupils, friends, family, other youth groups, people coming to community events.	
How can we encourage people to take part?	Use your T-shirt slogan in some way – can you put it on your invitation?	
What will our Take Action project look like?	Run a café, stage a show, have a sleepover, run a special Girl Guide/ Girl Scout meeting, have a party, hold a community event, take over a school assembly or break-time...	
Where will our Take Action project happen?	Your meeting space, school, community space, outdoors, your house...	
Who will do what?	Give each person a job and make sure everyone is included.	
Do we need any help?	Think about who you might need help or permission from.	
What resources do we need?	Pens, paper, food, drink, chairs, tables, music, laptop...	



## My Free Being Me Pledge

I will help to create a world free of the Image Myth, where everyone is confident in their bodies and feel free to be themselves!

I will

Signed

Date

I will help to create a world free of the Image Myth, where everyone is confident in their body and feel free to be themselves!

I will

Signed

Date