

The **Action on Body Confidence** is the advocacy component of the **Free Being Me Programme**. It is a tool for leaders and young people, especially girls to deliver advocacy activities in various levels – local, national and even international.

This activity pack aims to equip young people with knowledge and skills on doing advocacy to help them navigate their advocacy adventure. They will identify the biggest body confidence issues in their community and plan a project that engages and influences decision-makers for change.

**FBM website:**  
[free-being-me.com/](http://free-being-me.com/)  
 and [campfire.waggs.org/freebeingme](http://campfire.waggs.org/freebeingme)

[www.waggs.org](http://www.waggs.org)

f @waggsworld

**World Association of Girl Guides & Girl Scouts,**  
 World Bureau, Olave Centre, 12c Lyndhurst Road, London,  
 NW3 5PQ, United Kingdom  
 Registered Charity No. 1159255 (England & Wales)



# ACTION ON BODY CONFIDENCE

## Advocacy Adventure

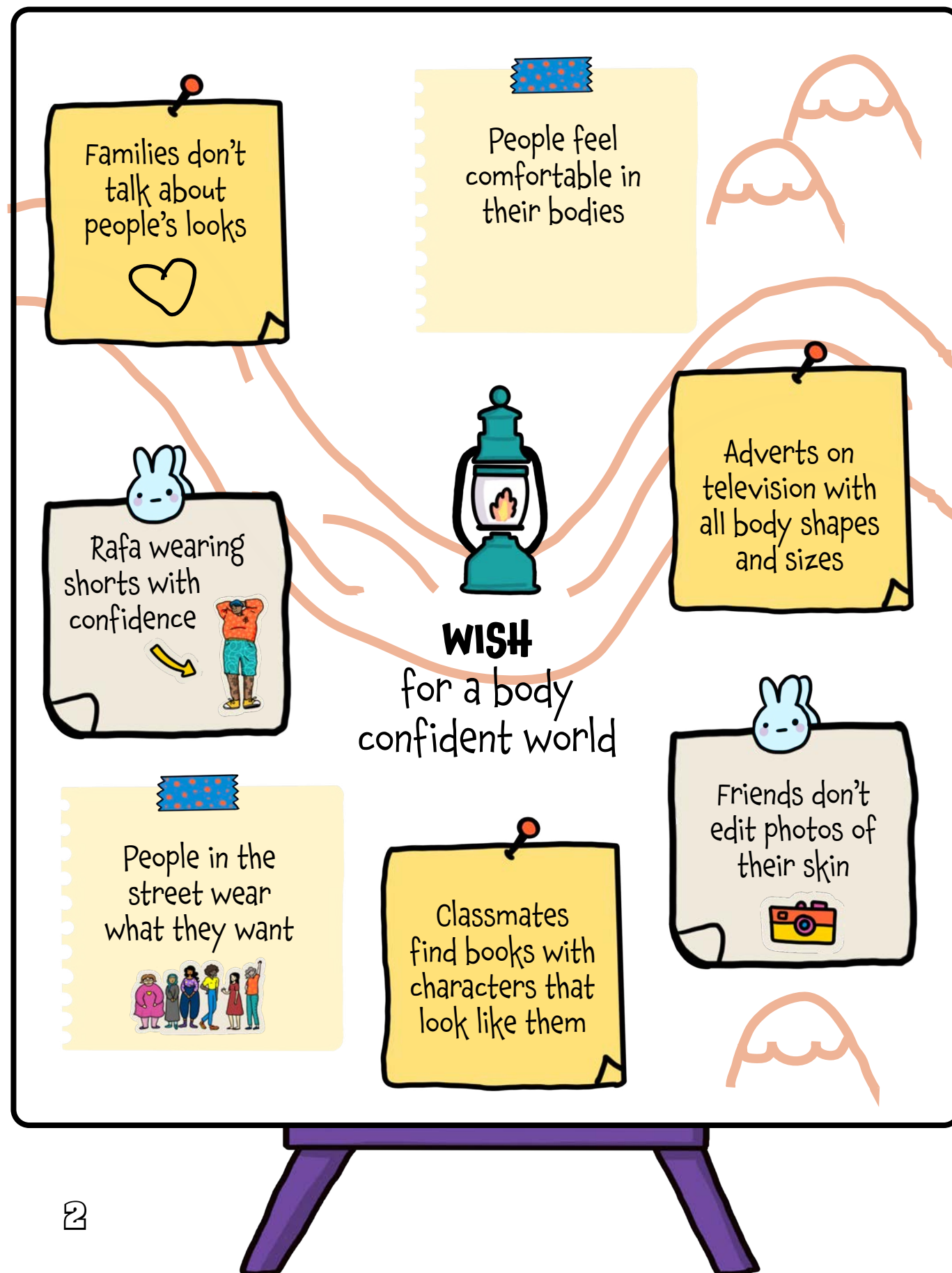
### Example layout

Use this visual example to make your own Advocacy Adventure on flipchart each session, keeping it displayed as you move through the Action on Body Confidence pack

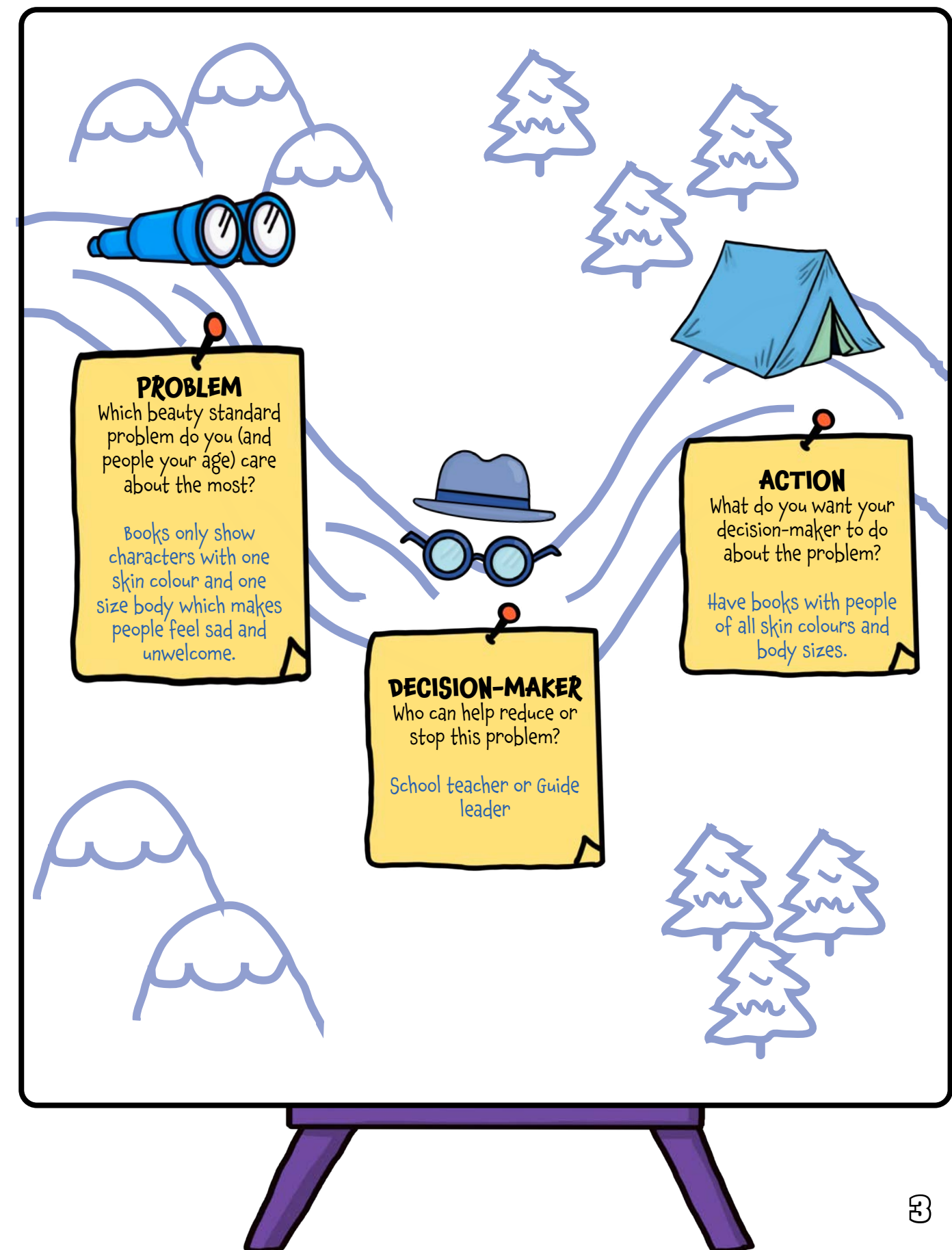




## Session 1: See the change



## Session 2: Plan the change



## Session 3: Lead the change



### Speak Out TV prompts

#### Host:

- How will you **introduce** the show?
- What **questions** will you ask the advocates to find out about their project?
- How will you make sure all three guests have a **chance to speak**?

#### Advocate 1:

“There’s a big **problem** with beauty standards in my community – it’s ...”

#### Advocate 2:

“We really **care** about this problem because it’s **hurting** us and people like us, for example ...”

#### Advocate 3:

“As a decision-maker, you can help us! We’re **asking** you to ...”

## Session 3: Lead the change

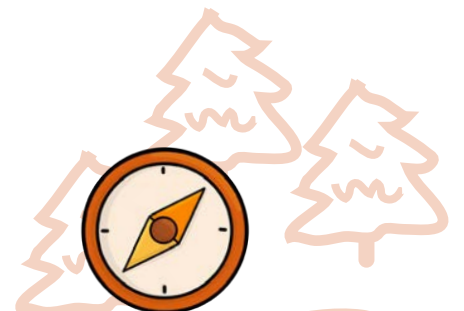


### MESSAGE to your decision-maker

There’s a big problem with beauty standards in our community, including at our school. This problem is that books only show characters with one skin colour and one size body.

We really care about this problem because it’s hurting lots of our classmates who feel sad and unwelcome.

As a teacher at the school, you can help us! We’re asking you to make sure everyone can read books with characters that look like them.



### CONTACT How will you contact and get attention to your decision- maker?

We will ask for a meeting with our teacher. To get more support, we will put on a play in the school to share the problem and tell the students how they can help. How will you contact and get attention to your decision-maker?

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## Session 4: Share the change



### STORY

#### BEGINNING:

We are a group of Body Confidence Advocates – Girl Guides or Scouts who want a world where ... eg people feel welcome and comfortable in their bodies because they see characters in books that look like them!

#### MIDDLE:

The beauty standard problem we really care about is ... Books in our school and Guide unit don't have characters that look like most of the young people in our group.

This hurts people because ... Some of us feel like we don't belong in our school or community, which is sad and unfair.

We decided to do something about it, so we asked [our school teachers] to ... buy different books that show people with all skin colours and body sizes for us all to read.

#### END:

What happened was ... We got lots of students involved by telling them about our project. Our teachers agreed that we needed better books and have promised to buy more next term. Before then, we will bring in books from home to read and share with the class. Last week Juliette brought in her favourite book – it was so exciting because all the characters were different sizes and skin colours. It felt so much more like our real life!



Handwriting practice lines consisting of multiple rows of dotted lines for writing.

