



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/
and campfire.waggs.org/freebeingme

www.waggs.org

f i t @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)



Dove & the World Association
of Girl Guides and Girl Scouts



ACTION ON BODY CONFIDENCE

Advocacy Adventure

"Use this booklet to plan your advocacy project, collecting essential adventure items as you move through the sessions."



"No voice is too small to make a difference and no action is too small to transform our community." – Vanessa Nakate

WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS



Session 1: See the change



IMAGINE a change that would improve your chosen problem.



WHICH beauty standards problem do you (and your community) most care about?

"When the world is silent, even one voice becomes powerful." – Malala Yousafzai

Session 2: Plan the change



WHERE do you see and hear these beauty standards? The root cause:



WHO is the decision-maker that can make this change?

"I learned a long time ago the wisest thing I can do is be on my own side, be an advocate for myself and others like me."
- Maya Angelou.

Session 3: Lead the change



What is your **MESSAGE** to your decision-maker?

Personal story:

Big/common problem:

How the decision-maker can help:

Inspiring summary:



WHAT do you want your decision-maker to do about the problem?



HOW will you influence the decision-maker?

"No voice is too soft when that voice speaks for others." - Janna Cachola

Session 4: Share the change



Congratulations on completing your advocacy project!
Now use these spaces to share your story, evaluate your project and reflect on your learning:



How will you tell the **STORY** of your advocacy project?

GOAL of your story:

AUDIENCE of your story:

MEMORABLE MOMENT
from your project:

HOW you will tell your story:



Now **EVALUATE** your project ...

- What were things like before you started your advocacy project (for you, people you know, your community or online)?
- What were things like after you completed your advocacy project (for you, your group, your decision-maker, your community and online)?

“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience and the passion to reach for the stars to change the world.” - Harriet Tubman

Session 4: Reflection

My body confidence journey



I'm proud of myself for ...

I'm proud of myself for ...

I care about body confidence because ...

To feel good in and appreciate my body, I can ...

To feel good in and appreciate my body, I can ...

I've helped these people through my advocacy project ...

A skill I've used in advocacy is ...

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."
- Margaret Mead