

Dove Self-Esteem Project

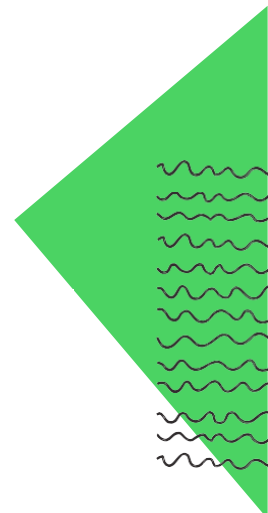
Confident Me!

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@DrSpoonEdu

#DoveSelfEsteemProject

@Dove

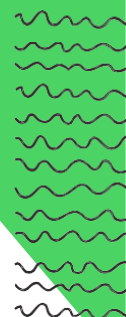


What is the Dove Self-Esteem Project?

The Dove Self-Esteem Project aims to encourage the next generation to have a positive relationship with the way they look, inside and out.

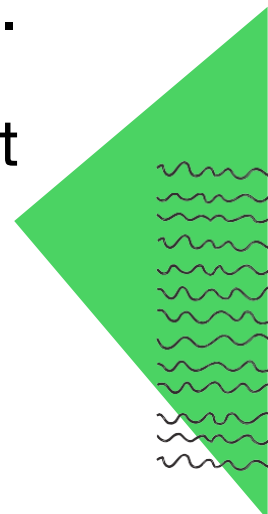
We are here to provide resources for parents, mentors, educators, and youth leaders to help deliver self-esteem education.

The Dove Self-Esteem Project has already helped more than 60 million young people to tackle low body confidence and anxieties over appearance worldwide since 2004 and is aiming to help 250 million by 2030.



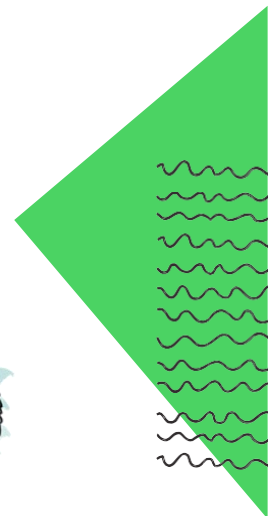
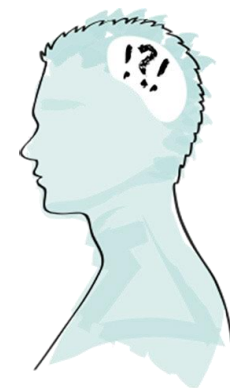
Objectives

1. Understand how body confidence & self-esteem affects students.
2. Understand how *Confident Me!* can be used as a tool to improve body confidence and self-esteem.
3. Understand how *Confidence Me!* impacts student body confidence and self-esteem. (data)



What is body image?

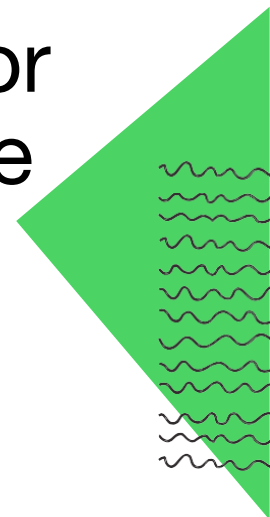
- How a person thinks and feels about their body and the way they look.
- Every person, regardless of how they look, can experience low body confidence.
- Body image is not static and can change over time.



Share Your Thoughts

How does low body confidence affect young people?

How do you see low self-esteem, poor body image and low body confidence impacting your students?

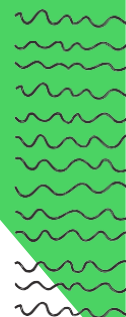


Effects of Low Body Confidence

Did you know?

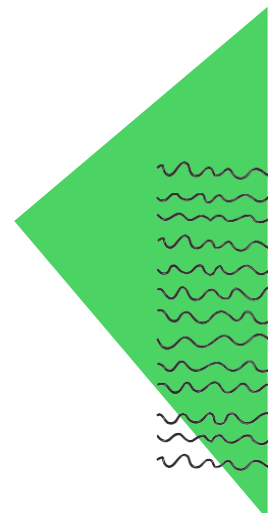
It is estimated that between 40-70% of adolescent girls and boys experience low body confidence.

- Poorer classroom participation and performance
- Poorer psychological and physical health
- Opting out of basic life activities like going to the doctor, joining a sports team or club, or even giving an opinion



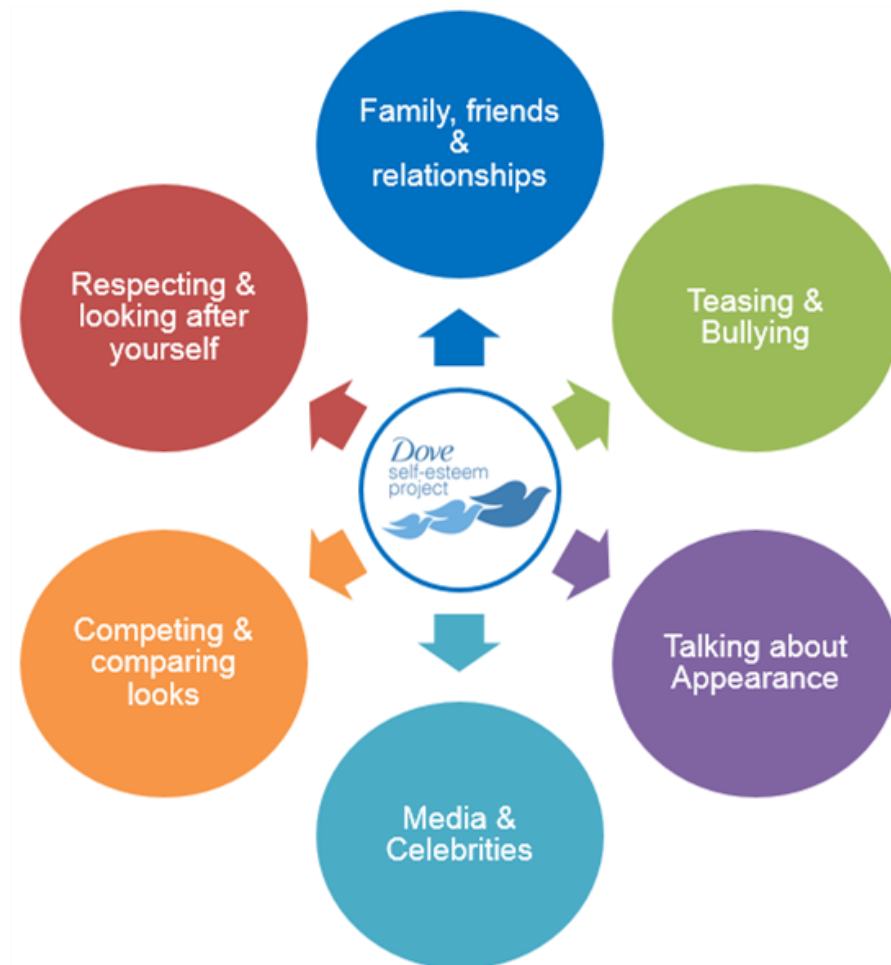
“I think [the lessons] made them feel more normal, and that what they’re feeling and experiencing is shared between their peers.”

-Middle School Teacher, New Jersey



Developed Using an Evidence-Based Framework

- Dove-commissioned a scientific literature review on adolescent girls' body confidence (Centre for Appearance Research, UWE)
- Research revealed 6 key target behaviors/areas to genuinely improve body confidence
- An evidence-based Content Development Framework now underpins all Dove Self-Esteem Project interventions



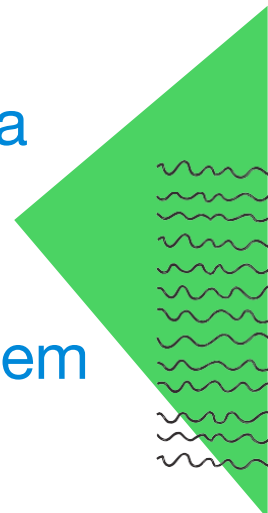
The Dove Self-Esteem Project in Action

Did you know?...

Over the past decade, the Dove Self-Esteem Project has provided more than 60 million young people around the world body confidence and self-esteem education.

It is a global initiative that uses education programs to equip all students with the tools to:

- Help them develop a greater body confidence
- Raise their self-esteem
- Realize their full potential

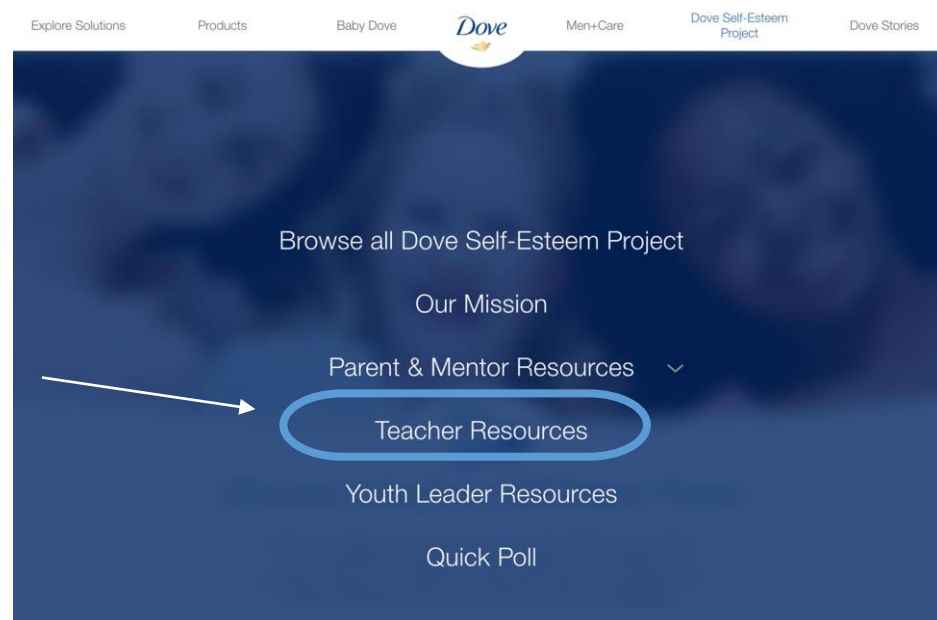


Four Program Resources

Name	Resource	School Scenario	Available for free download
Confident Me*	Single & Five Lesson Program	Face to face structure	https://www.dove.com/us/en/dove-self-esteem-project/school-workshops-on-body-image-confident-me.html
Confident Me At Home	3 Mini-Lessons	Hybrid or distance-learning structure	http://www.cairnguidance.com/dove
Self-Esteem Calendar	Calendar Prompts	Hybrid or distance-learning structure	http://www.cairnguidance.com/dove
Uniquely Me*	Conversation guide for Parents, Mentors and Guardians	Supplementary resource for conversations at home (non-school)	https://www.dove.com/us/en/dove-self-esteem-project/help-for-parents/uniquely-me-a-tool-to-help-build-positive-body-confidence.html

*Also available in Spanish

Access Dove.com/selfesteem for more information and resources



School Workshops On Body Image: Confident Me

We believe every young person should grow up feeling confident about their looks. That's why we've developed Confident Me, a set of evidence-based resources for teachers and schools aimed at 11- to 14-year-olds. ...

[Read more](#)

Resources For Teachers

(3 items)



Self-Esteem Teaching Resources – Confident Me: Single Lesson

Educational materials looking at the media's influence on body image and self-esteem, with videos, presentations and worksheets to help build young...



Self-Esteem Teaching Resources – Confident Me: Five Lessons

Teaching materials on body-image and the media – activities, videos, and worksheets to help boost young people's body confidence and improve their...



Confident Me: Training Videos for Teachers

Click here to watch our series of Confident Me training videos—all designed to help you present self-esteem workshops successfully.



Both a single-lesson and a 5-lesson program are available with downloadable documents.

Confident Me / Single Session / Teacher's Guide

Introducing Appearance Pressures

By the end of this section, students will understand the concept of appearance ideals and where the pressure to achieve them comes from.

10 Minutes

Presentation	Teacher Actions <i>Desired Responses</i>	Notes
	<p>Welcome students to the workshop.</p> <p>You may also want to do a quick hands-up or clicker exercise, asking students:</p> <ul style="list-style-type: none"> • Do you understand what we mean by self-esteem? By body confidence? • Do you know how to improve your self-esteem? Your body confidence? <p>Self-esteem is the attitude we project about ourselves and our worth. Body confidence is the way we think about the way we look and how we behave as a result.</p> <p>Repeating these questions at the end of the session will allow you to demonstrate the progress your class has made.</p>	
	<p>Explain the workshop agreements to help create a supportive, nonjudgmental environment.</p> <p>It is worth taking time to ensure these agreements feel collaborative and, if necessary, to adjust them to suit the needs of your class.</p>	

Students will understand the workshop agreements and feel comfortable being active participants.

1. Educator Guide

What are we learning today?

- Appearance pressures
- Professional media
- Personal & social media

Handout

Confident Me / Single Session 3

2. PowerPoint Presentation

Set a personal goal



Work by yourself.

One action I will take as a result of what I learned today about appearance ideals and professional media is...

I will complete this action by

 / /

I will take these steps (at least two) to complete my goal...

When I am successful, I will feel...

Feeling stuck?

Think about what will help you challenge the pressure you and your friends feel to look a certain way. Try to choose a simple action that is easy to achieve.

Pressure to look a certain way comes from the world around us.

It's important to remember that images of people we see in all types of media aren't always real.

It's unfair to compare ourselves to these images.

Celebrate your individuality and the diversity of the people you know.

Aim to be the best you can be – you are one of a kind!



3. Student Activity Sheets

4. Supplemental Materials (if applicable)

How to Use This Guide

Module Learning Objectives

Students should achieve these objectives by the end of each section.

Presentation

These are visual cues and learning objectives to help you steer the workshop and deliver it effectively.

Navigation Icons

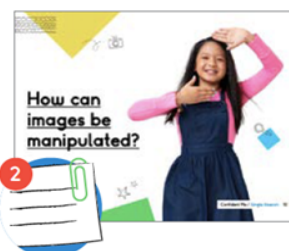
These icons indicate planned activities for the classroom, such as playing a video or completing a worksheet.

Handouts & Worksheets

Professional Media

By the end of this section, students will have practiced media literacy skills by exploring how images and messages in professional media are often manipulations of the truth. They will have developed some strategies to resist appearance pressures by avoiding comparisons of themselves, and to challenge appearance ideals in professional media.

Presentation



Handout 2

Teacher Actions

Desired Responses

Next, distribute Handout 2 to each of the six small groups. Assign each group a number from 1 to 6, corresponding to one of the six questions on the handout. Ask students to read their group's assigned question.

Play the video again and instruct students to discuss their assigned question from the handout.

1. What did you find surprising, unreal or unlikely about what you saw in the images?

That so much is changed and how different the model looks from the start of the images to the photo on the billboard.

2. List all the decisions that were made about the image before the photos were taken.

The photographer was chosen, the model was carefully selected, hair was styled, makeup was applied and professional lighting was used.

Teacher Actions

Bullet points highlight important questions to ask students to ensure key concepts are addressed with optimum impact on body confidence.

Text in italics indicates instructions to help structure planned activities, e.g., when you should play films or use worksheets. You can adapt these to suit the specific needs of your class.

Confident Me / Single Session / Teacher's Guide



20 Minutes

Suggested Time Allocation

This is the amount of time generally recommended for students, to achieve learning outcomes and improve body confidence. This may be adapted to suit the needs of your class.

Notes

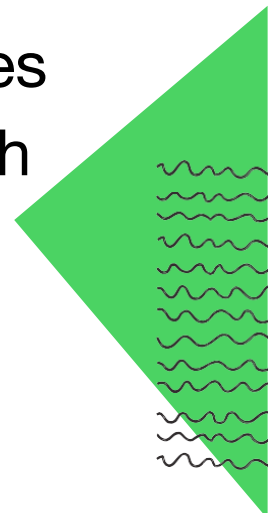
Desired Responses From Students

Blue text not only indicates possible answers to look for from students, but also offers ideas for guiding their responses as they develop their understanding of key concepts and improve their body confidence.

Single Lesson Objectives

(50 minutes)

- Understand the concept of appearance ideals
- Analyze the influences that create pressure to achieve appearance ideals
- Build media literacy skills by exploring how images and messages are often manipulations of the truth
- Challenge appearance ideals by setting a goal to build body confidence



National Health Education Standards Alignment

Students will **comprehend** concepts related to health promotion and disease prevention to enhance health.

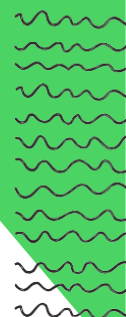
Students will **analyze** the influence of family, peers, culture, media, technology, and other factors on health behaviors.

Students will **demonstrate** the ability to use goal-setting skills to enhance health.



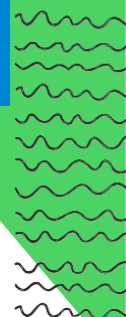
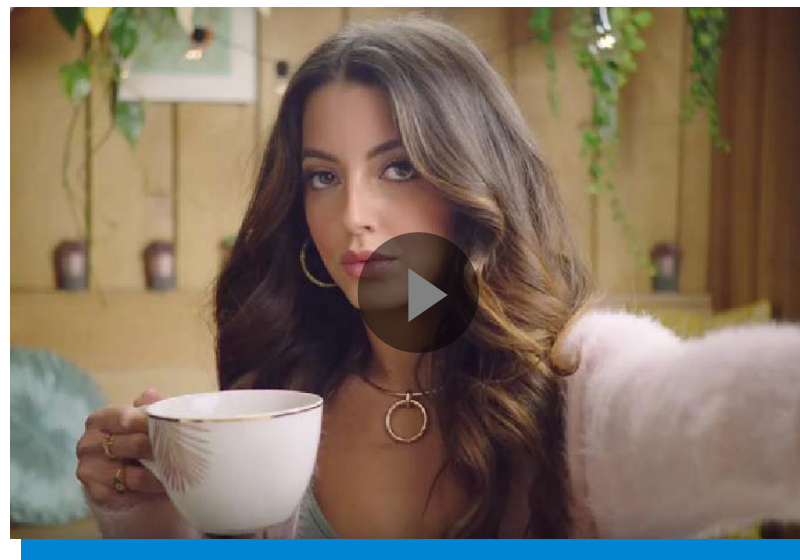
Activities in Single Lesson

- Introduce definitions and what appearance pressures are
- Discuss where do these pressures come from (class discussion)
- Discuss what we mean by media
- Watch The Selfie video and discuss how images and media are manipulated
- Practice analyzing advertisements
- Discuss if images are manipulated and how might this make people feel
- Set a goal around how to effectively address the pressure you and your friends feel to look a certain way



Example Activity:

How can images be manipulated?



How can images be manipulated?

(Continued)



1 What did you find surprising, unreal or unlikable about what you saw in the film?

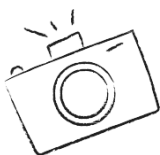
2 List all the decisions that were made about the image BEFORE the photos were taken.

3 List all the decisions that were made about the image AFTER the photos were taken.

4 Think about how the image of the model has been altered. How does seeing these unrealistic changes make you feel?

5 Why do you think the unrealistic images you see in the film are unfair and misleading?

6 Why do you think it is unrealistic or unfair to compare yourself or your friends to manipulated images in professional media?



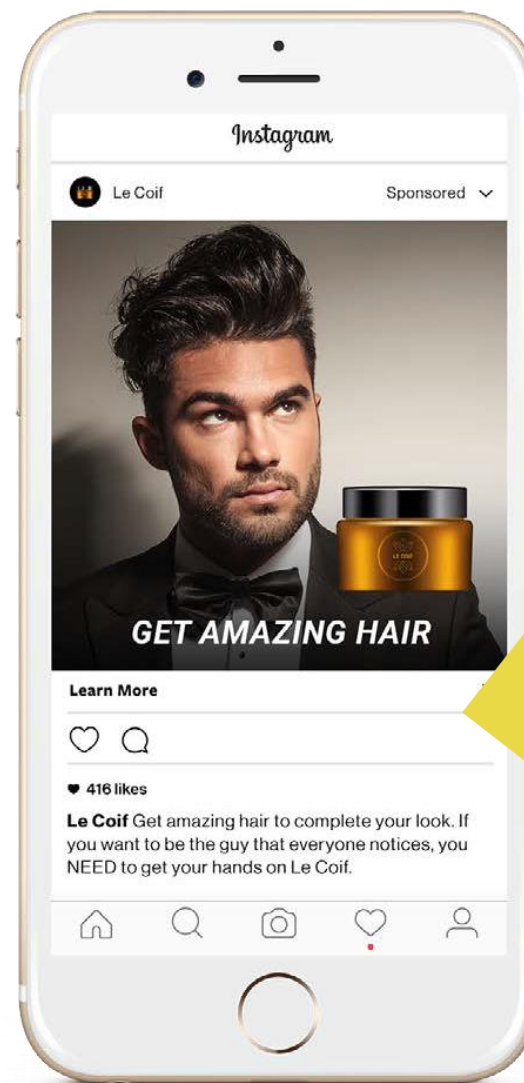
Example Activity:

Take a look at these ads



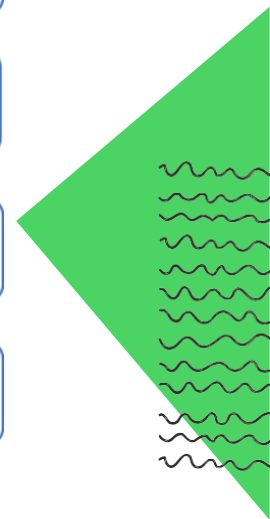
Questions:

- 1 What is being sold in this advertisement?
- 2 Who are they using to sell it?
- 3 What is the overall message of the ad?
- 4 Why did they pick a person who looks like this?
- 5 Why would they manipulate a picture of this person to make them look more “ideal”?



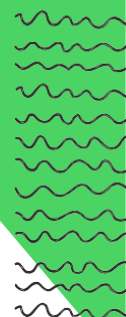
Overview of 5-Lesson Program

- 1 • Appearance Ideals
- 2 • Media Messages
- 3 • Confront Comparisons
- 4 • Banish Body Talk
- 5 • Be The Change
- ALL • Body Confidence Champions



“This topic can often be "taboo" between kids and adults/parents. Both parties are uncomfortable talking about real life issues and topics, so they never thoroughly get discussed. Kids end up hearing about these issues from their friends or older siblings. Often times, this information is not accurate and lacking important details. Confident Me! provides a great opportunity for these issues to be talked about, in class, and with peers that are dealing with similar struggles.”

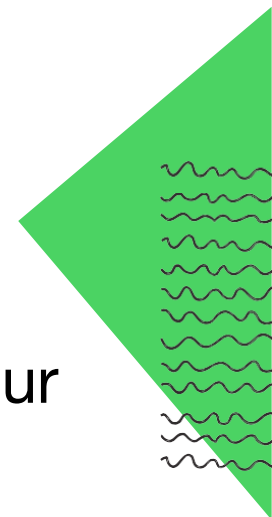
- Teacher, Oregon



Be a Body Confident Role Model

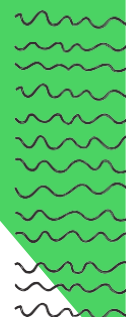
You don't have to have perfect body image to deliver these lessons, but try to:

1. Remember that discussing people's weight and appearance (including your own, and people in everyday life and the media) reinforces appearance pressures.
2. Avoid sharing personal stories.
3. Avoid speaking negatively about your own appearance in front of students.
4. Talk respectfully and kindly to yourself and your body, and others.



“They had an entirely different attitude! Students who kept their heads down now walk with them up and constantly smile! It just gave them (and me) a new perspective of self.”

- School Counselor, Mississippi



Incentives for Implementation!

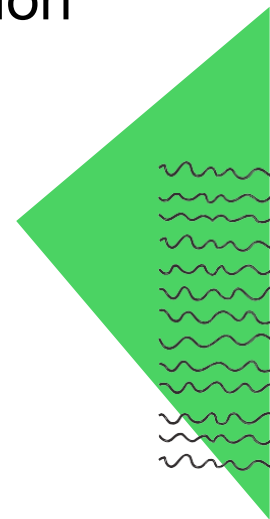
Incentives: If you implement the single OR 5-lesson program and complete a brief educator survey (takes six minutes to complete), your name will be entered into **two** drawings:

Drawing #1

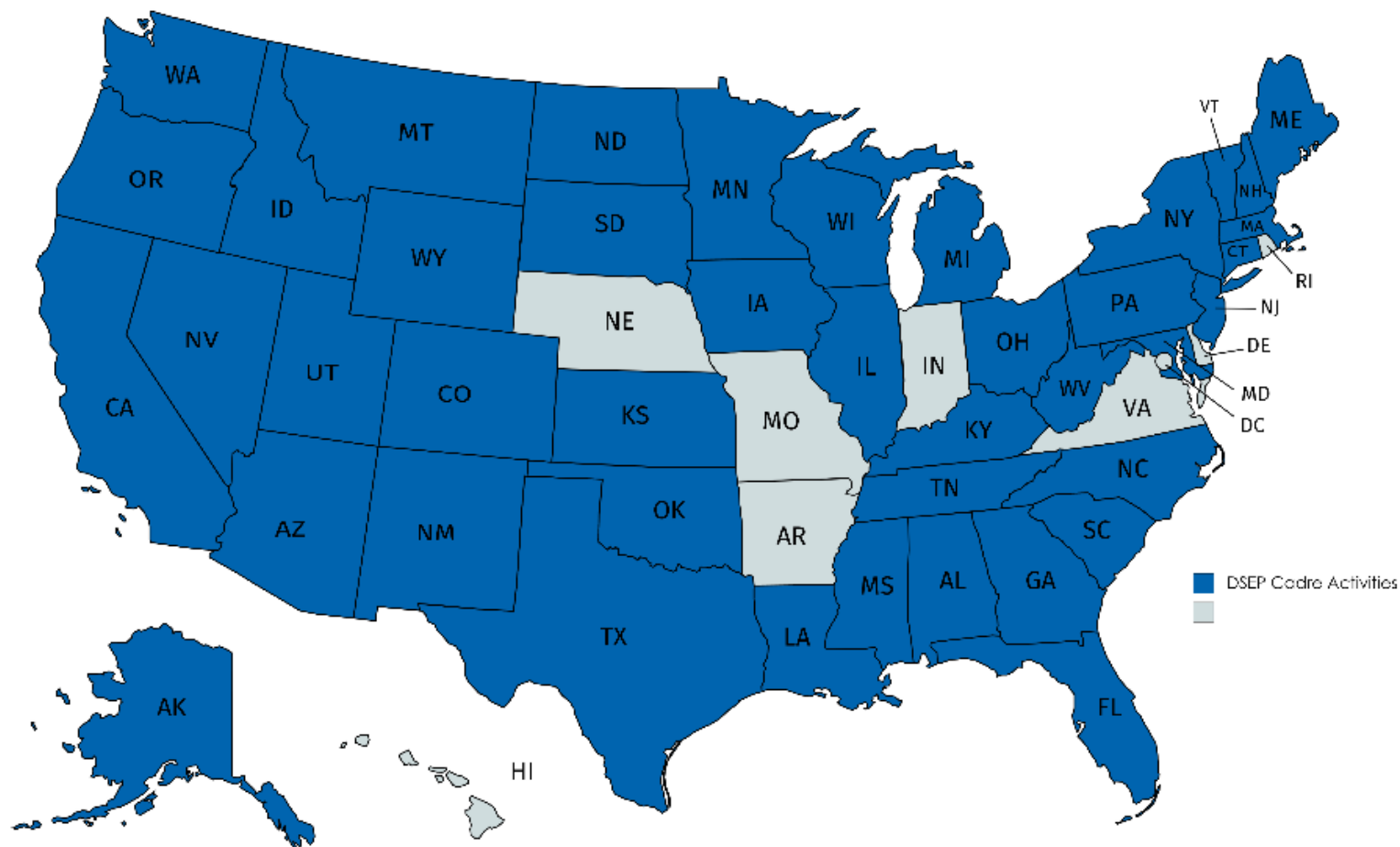
6 educators will be selected to choose a **state** education association conference to – registration paid (ASCD, NASN, SHAPE, PE Summit, etc.)

Drawing #2

2 educators will be selected to attend a **national** convention – at no cost - such as SHAPE America's National Convention in Baltimore, April, 2021



Dove Self-Esteem Project Cadre Activities



Hear from our Incentive Winners



To obtain more information about the Dove Self-Esteem Project...

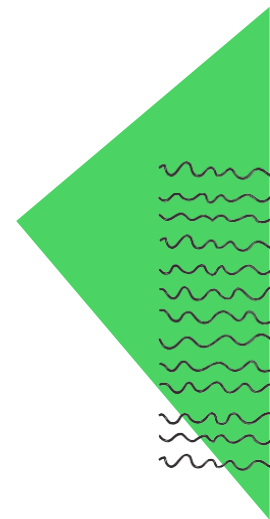
- Scan the QR Code, using the camera on your phone or copy the link below to complete the form.

Link: <https://bit.ly/3l2cmpj>

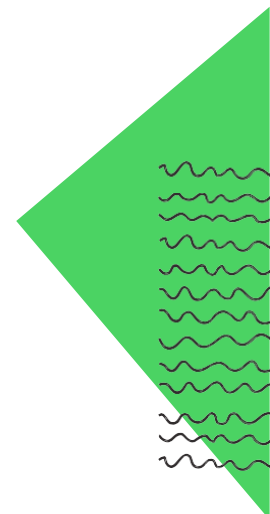


Giveaway!

Complete the form for your chance to win one out of ten \$10.00 gift cards! Ten names will be drawn.



Questions?



Thank you!

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