



# How to talk about Free Being Me

**These notes are designed for the use of Member Organization staff and volunteers who are talking about Free Being Me with external audiences. The Key Messages are our 'headlines' and underneath each is further information to describe the messages in more detail.**

*Free Being Me* is an innovative educational programme for 7-14 year olds, created by the World Association of Girl Guides and Girl Scouts in partnership with the Dove Self Esteem Project. The downloadable programme is based on the latest research into how to increase young people's body confidence through fun, non-formal educational activities.

## WAGGGS- Dove Partnership statement

The partnership focuses on raising awareness of the factors affecting body confidence and self-esteem and equips girls with tools to manage these effectively. With 6 out of 10 girls choosing to withdraw from activities because of poor body confidence, the collaboration helps girls overcome appearance concerns that can hold them back and helps empower girls to reach their full potential.

### Our vision

A world free from appearance-related anxiety for girls.

### Our mission

To empower girls to reach their full potential by strengthening their body confidence and self-esteem.

## Key Message 1: Free Being Me is a set of activities for 7-14 year olds that will boost the body confidence of 3.5 million girls

*Free Being Me* is an innovative and non-formal education cutting-edge programme for 7-14 year olds. It is based on the latest research into how to increase young people's body confidence through fun, non-formal educational activities.

## World-leading research base

The World Association of Girl Guides and Girl Scouts and Dove have worked closely with world-leading experts in body confidence education to ensure that *Free Being Me* has a real and lasting impact on participants' body confidence.

The programme is grounded in over a decade of research and experience of improving girls' body confidence, from the Body Project Collaborative – a team of researchers and psychologists. Studies by The Body Project and other leading researchers have shown that taking part in activities like those in *Free Being Me* has a lasting impact on children and young people's well-being.

## Statistics

[One study](#) found that three years after taking part in Body Project activities:

- 60% of girls had significantly improved body confidence
- 78% of girls feel more confident and capable at school
- 71% of girls had better relationships with their peers
- 53% got on better with their families.



## A non-formal programme for Girl Guides and Girl Scouts

Non formal education is organised learning with a planned educational outcome, that takes place outside a formal education setting. Participants choose to take part in Girl Guiding and Girl Scouting activities, and group leaders are volunteers.

In many countries, Free Being Me is being led by peer educators – young people trained to run the activities with other children and young people their age or younger. This helps the participants feel more comfortable with the subject, and provides valuable leadership development for young people.

*Free Being Me* uses the Girl Guide and Girl Scout educational method:

- Learning in small groups – working in small teams builds skills and confidence in a safe space, giving each girl the chance to take the lead.
- Individual self-development – engaging with different learning styles, celebrating everyone’s achievements, learning a broad range of skills.
- Learning by doing – hands-on experiences that are fun, challenging and exciting.
- Community focus – empowering girls to make a difference in their own local area, and wider global community.
- International experience – learning about and connecting with girls from all over the world.

## Reaching out

Every participant in *Free Being Me* will plan and run their own ‘take action project’ – passing the messages they have learned to at least two other children each.

## Key Message 2: Body confidence and self-esteem help girls reach their full potential

- Body confidence is key to higher self-esteem, helping girls and young women feel free to be themselves; to follow their dreams, fulfil their potential and make a difference to the world.
- WAGGGS and Dove believe that no girl or young woman should be held back by worries about the way she looks.

## What is body confidence?

Someone with body confidence is satisfied with how their body looks and with what their body can do.

## Statistics

A 2010 [Dove Global Survey](#) found that 6 out of 10 girls stop doing something they love or that will benefit them because they feel bad about the way they look.

A 2013 [WAGGGS study](#) of women and girls from 70 countries found that 45% of respondents think girls are held back from taking on leadership positions because of low body confidence.



## Why is body confidence important?

Low body-confidence prevents children and young people from engaging in activities they would enjoy, and even in important activities like going to school, or attending a doctor's appointment.

Body confidence is an important building block of self-esteem. A child or young person with high self-esteem believes in herself and her abilities, and feels empowered to make her own choices in life, make her voice heard and make a difference to her local and global community.

The World Association and Dove believe that every girl and boy should be given the opportunity to fulfil their potential in life.

## Key Message 3: The World Association and Dove are working together

- Dove Self Esteem Project and the World Association of Girl Guides and Girl Scouts are world leaders in our fields, both with a mission to help girls reach their full potential.
- Our collaboration gives us a unique opportunity to empower a generation with the body confidence and freedom to be themselves.

### What is Dove?

Dove is a leading personal care brand with a long-standing commitment to improving the body confidence and self-esteem of women. Dove Self-Esteem Project has been developed to make real change in the way girls – as the next generation of women – perceive and embrace beauty, raising their self-esteem to help them realise their full potential in life. The project has carried out extensive research into self-esteem and has already reached 12 million young people with self-esteem education.

### What is the World Association of Girl Guides and Girl Scouts?

With ten million members across 145 countries, WAGGGS is the largest voluntary movement dedicated to girls and young women. Our mission is to enable girls and young women to develop their fullest potential as responsible citizens of the world. Through our Member Organizations and by working directly with young people, we deliver high-quality non-formal education and international opportunities that provide dynamic, values-based training in life skills, leadership and citizenship.

## Our partnership

This exciting collaboration brings together two world-leaders; the Dove Self-Esteem project's knowledge and experience of improving girls' body confidence and self-esteem, and the non-formal education expertise and broad worldwide membership of the World Association. We are working together to help realise our vision of a world free from appearance-related anxiety for girls, and aim to reach 3.5 million girls with body confidence and self-esteem education between September 2013 and March 2016.

Dove and a number of national Girl Guide and Girl Scout organisations have already been working together for over a decade to help build girls' self-esteem. This project takes this fruitful and positive relationship to a global level.



## Other suggested further information

Free Being Me is part of a suite of programme resources and training packages designed for WAGGGS members to grow in skills, values and understanding, to make a difference to the world.

[i-Lead](#) is a self-directed online leadership course designed to support you to develop your leadership potential.

[Stop the Violence](#) is campaign led by WAGGGS, providing inspiration, support and resources to help members speak out and take action against violence against girls and young women.

### See also:

- [Press Release Template](#)
- [Style Guide](#)
- [Logo Guidelines](#)