

Recommended
11-14
for ages

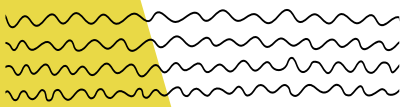


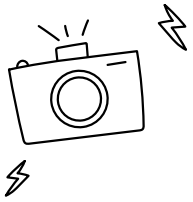
confident me

Mini Lessons for
Body Confidence



MINI LESSON 1





Welcome to the Dove Self-Esteem Project, Confident Me.

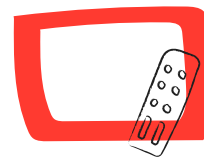


There are three activities in this programme. They can be completed by yourself, but we encourage you to discuss them with a parent or carer.

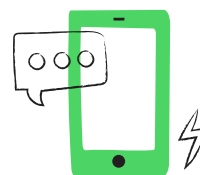
During the first mini lesson we will be discussing appearance pressures, self-esteem and body confidence.



Appearance pressures



Professional Media



Personal Media

What are appearance pressures?

- **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.
- **Appearance Ideals** are what our society or culture tells us is the ideal way to look at a certain moment in time.
- **Appearance Pressures** are pressures we feel to look like an appearance ideal and be beautiful, handsome, glamorous and attractive.



1950s

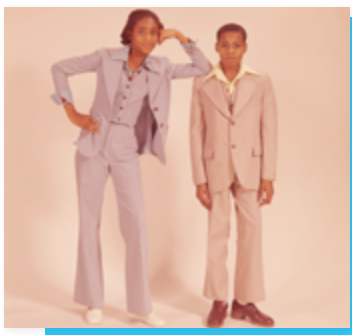


1980s

1920s



1960s



Today



These images represent appearance ideals: what was considered handsome, glamorous, beautiful and attractive at that time.



If you have internet access, watch this film to learn about different appearance ideals/ styles throughout time.



Question & Answer

Work through these questions and answers with a parent, carer or alone.

Write your responses below each question.

What did you see in the video? What styles do you remember?

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In what ways might these appearance ideals affect how people feel about themselves?
How are today's ideals different?

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Ask your parent or carer about the appearance ideals they remember growing up. Write down what they share.

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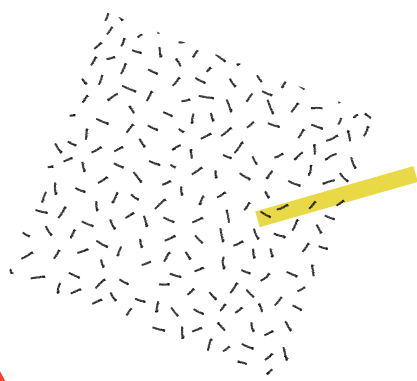
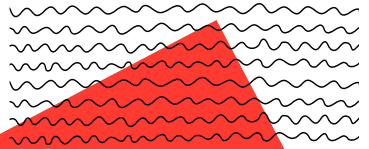
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Parent or carer note: You could share how you were influenced by appearance ideals and pressures. Share old photos of yourself to show different styles (hair, clothing, accessories, make up) and what was considered an appearance ideal at the time. You could show photos of older albums from social media (like Facebook).

Where do appearance pressures come from?

Pressures to look beautiful or attractive come from many places, including society, media, family, friends and peers.

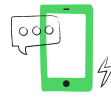




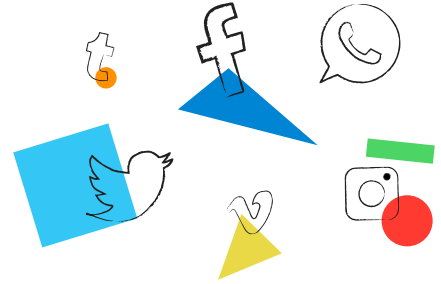
Professional Media



- **Professional Media** includes images, messages, videos and films produced by businesses and communicated through channels such as TV programmes, social media, magazines, advertising, films and music videos.



Personal Media



- **Personal Media** includes images, messages, videos and films produced by you and your friends, and shared in person, online and via social networks.

Both types of media messages can be confusing. It is important to be aware that advertising often appears in Professional Media as well as on your own Personal Media platforms like YouTube, Facebook, Twitter, Instagram or TikTok.



Question & Answer

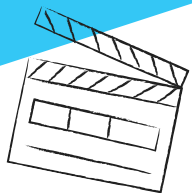
Work through these questions and answers with a parent, carer or alone. Write your responses below each question.

Give an example of Professional Media that you have seen recently.

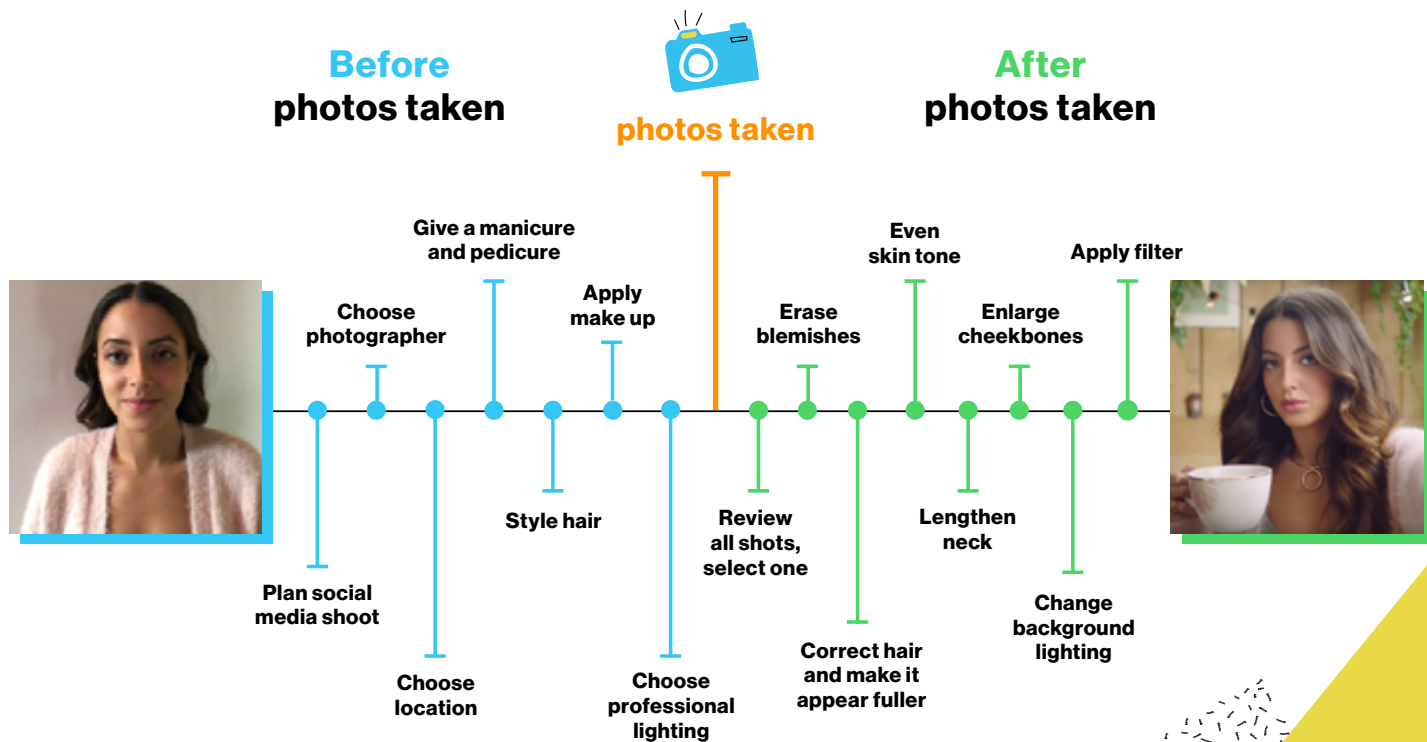
Give an example of Personal Media that you have seen recently.

For discussion with a parent or carer: What Personal Media have you posted on social platforms? What images and messages do you see which may make you or others feel appearance pressure?

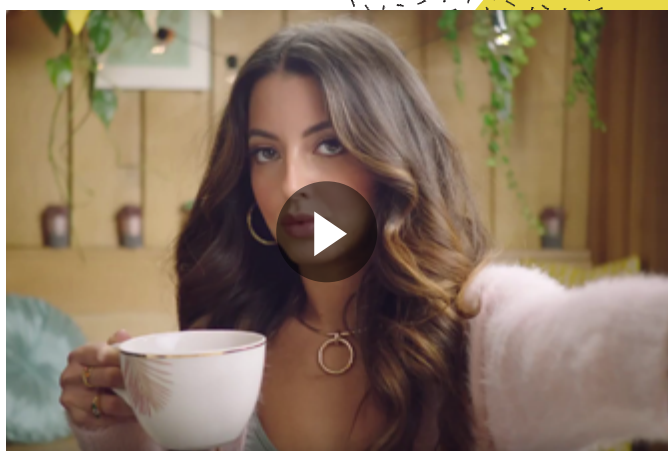
If you have internet access, show your parent or carer one social media account or site you follow or visit and discuss appearance pressures that may impact you or your friends. Write down what you discussed here:



How can images be manipulated?



- Look at this timeline. On the right side is a photo of a model. On the left, the same woman. Look at all of the steps that occurred before the photo was taken.
- Look at all the steps after the photo was taken. Since the photo was changed or manipulated, it sends the message to those seeing the photo that this is the way you should look. In reality it's not an authentic photo.
- Media images are often unrealistic, and most of the time they have been carefully created and retouched. It's not fair to compare ourselves to images that are manipulated. Try to notice how the images you see online, on TV or in media are different to how people look in real life. Notice how different people in real life look from each other and encourage everyone to celebrate what makes them unique.



If you have internet access, watch the Selfie video with your parent or carer.



Question & Answer

Work through these questions and answers with a parent, carer or alone. Write your responses below each question.

Think about how the images you have seen have been altered. How does seeing these unrealistic changes make you feel?

Why do you think these images are unfair and misleading?

Why do you think it is unrealistic or unfair to compare the way you or your friends look to the manipulated images of people you see in Professional Media?

What might you share with a friend or family member to convince them that comparing ourselves to manipulated media images may be harmful?



Spot the Difference

When photos of people are digitally enhanced or retouched, it can send the message to those looking at an advertisement that this is how you can look too. In reality, the photo is not an accurate depiction of what that person's features are.

Looking at the images below, write down all the differences you notice before and after the images have been digitally altered or retouched. Discuss with a parent or a carer and see if they can spot any others.



Original



Retouched

How might this process of digital enhancing or retouching make people feel?

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How might this message be harmful to young people?

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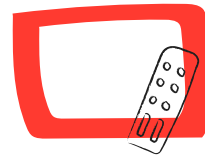


Appearance pressures

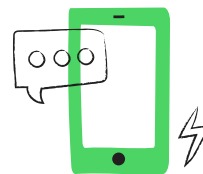
- **Today you learned** about what appearance pressures are and how they change over time.

You learned that both Professional Media and Personal Media can promote unrealistic ideals.

In the next Mini Lesson, we will discuss how images that are manipulated might make us feel and what we can do about it.



Professional Media



Personal Media