

# Secondary Content Map



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The Dove Self Esteem Project for ages 11–14, is a series of lessons that aim to create an open conversation around body positivity and celebrate individuality while building good mental health, self-esteem, and motivation in young people. The programme includes five, 50-minute Confident Me sessions that explore body confidence, bullying and the media; a 2-hour session exploring hair beauty stereotypes (My Hair, My Crown) and a 2-hour session on the impact appearance norms and ideals have on the LGBTQ+ community (Proud To Be Me). Running alongside the programmes are a series of take home resources for adults. These include the Dove Confidence Kit and 5 Mini Lessons. **All sessions link into the personal, social, health and wellbeing curriculums for England, Scotland, Wales and Northern Ireland, as well as literacy objectives.**

## Confident Me Lesson Bundle

Appearance Ideals	Media Messages	Confront Comparisons	Banish Body Talk	Be the Change
50 minutes	50 minutes	50 minutes	50 minutes	50 minutes

**Resources:** Teacher notes, PPT, activity sheets

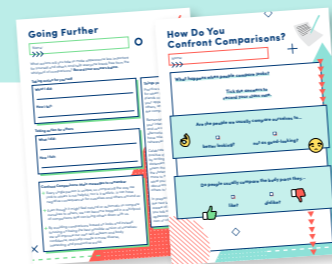
Students explore the concept of appearance ideals and where the pressure to achieve them comes from in society. They examine how this can affect their everyday life and behaviours. Students identify and celebrate those personal qualities they admire in themselves.



Students develop their media literacy skills by exploring the ways images and messages, from advertising to movies and social media, are often manipulations of the truth. They explore media images and films, reflecting on how they often promote appearance ideals in order to sell people products and services. Students set a SMART goal to challenge and reject these images.



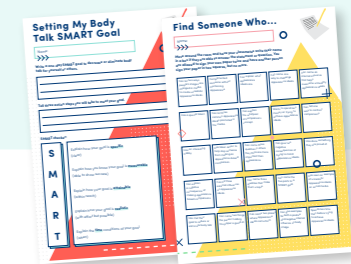
Students explore the very human and automatic nature of comparing looks to individuals and media images. They identify the ways this has negative consequences for themselves and their friends. They analyse the impact of comparing themselves to others and explore ways to respond to comparison situations that will result in a positive outcome.



Students explore what is meant by body talk and why people engage in conversations (including internalised conversations) about appearance, identifying the problems this can cause. They develop strategies for addressing negative body talk and identify unique aspects of themselves, reflecting on how they feel about them. Students set a SMART goal to increase positive body talk and decrease negative body talk with themselves or friends.



Students review concepts they have learned in the programme and reflect on the strategies and goals they have explored and set. Students discuss ways they are already being advocates for body confidence and ways they can continue to champion this going forward.



## Resources to send home

### Dove Confidence Kit

**Resources:** Activity pack

The Dove Confidence Kit aims to build body confidence in adults and young people. The kit tackles some tricky topics with the aim to help everyone feel more confident communicating with each other. Topics include appreciating your own body, social media, bullying, a communication tool, body functionality and celebrating individuality.



### 3 Mini Lessons

Have your students complete these lessons at home with an adult's support.

Mini Lesson 1	Mini Lesson 2	Mini Lesson 3
<p><b>Resources:</b> Teacher/parent guide</p> <p>In this mini lesson, students will be discussing appearance pressures, self-esteem and body confidence.</p>	<p>In this mini lesson, students will look at the ways the media and advertising manipulate images and how to challenge these.</p>	<p>In this mini lesson, students will learn about appearance ideals and their impact. They will also learn strategies to overcome these.</p>



## Single Lesson

60 minutes

**Resources:** Teacher guide, PPT, activity sheets

In the workshop, students will learn about appearance ideals and the cost of pursuing them. They will learn about the role the media play on this and how to challenge them. The lesson will conclude with students taking steps to become champions for change.



## My Hair, My Crown

2 hours (flexible)

**Resources:** Session guide

Students identify & critically evaluate current hair beauty stereotypes while considering the effects of media and social media on hair attitudes and beliefs. They make connections between hair appearance pressures & bullying and explore ways to advocate themselves and/or peers in response to hair bullies. Students explore ways to challenge negative thoughts and attitudes about their own hair and the hair of others, creating a creative visual representation of their hair/"crown".



## Proud To Be Me

2 hours

**Resources:** Session guide

Students explore appearance norms and ideals, the impact these have on the LGBTQ+ community and the costs of pursuing such ideals. They discuss gender identity and explore healthy ideals and body image before considering body talk and possible strategies to challenge appearance ideals in everyday conversation. They explore ways to become body acceptance activists.

