



#36 SELF-ESTEEM ACTIVITY GUIDE

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Type of project: Guidebook

http://selfesteem.dove.us/Assets/Guide/DSEP_Titles_Youth_leaders_300113.pdf

Synthesis of the case study

This Self-Esteem Activity Guide has been created to help girls 10-14 develop positive self-esteem. In particular, it encourages girls to look at body confidence and how this influences their attitudes to themselves and others. Each topic is introduced with a practical, engaging activity to make this resource suitable for Youth Groups and After School Clubs.

Context and approach

Over 70% of girls avoid certain activities because they feel bad about their looks. Body image issues affect nearly all girls, undermining confidence and wasting emotional energy. This is why Dove created this resource to help girls, and their adult mentors, to become more robust in their quest to reach their full potential.

Objectives / Challenges

The main purpose of this booklet is to provide information in order to feel more confident using this resource in your capacity as a Youth Leader. The notes are designed to help support girls to run the activities so that they receive the maximum benefit from this resource.

Target

Girls between ages of 10–14.

The deliverable (What did they do specifically?)

This resource provides fun activities to get groups talking about their thoughts and feelings around the sometimes-awkward subject of body image. This toolkit also includes a leader guide and activity books to run a single session with girls aged 10–14. It's divided in three sections:

- my feelings;
- my shell;
- my image.

Contact information

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