



## #37 FREE BEING ME

Developed by: Dove  
Year and country: 2016, UK  
Type of project: Guidebook

<http://free-being-me.com/downloads/>

### Synthesis of the case study

Free Being Me is a one-of-a-kind programme: through fun and interactive activities, the guidebook is designed for young people to show that body confidence and self-esteem comes from valuing their bodies, standing up to social pressures, and supporting others to become more body confident. Participants taking part in Free Being Me will learn leadership skills and feel empowered to make a difference in their local and global communities.

### Context and approach

Global research shows that low body confidence holds young people back from reaching their full potential, with over 60 percent of girls avoiding activities they love because they feel bad about their looks. This includes important life activities like trying out for teams and clubs, putting their hand up in the classroom, dancing and swimming, going to parties and even giving an opinion. When girls and boys choose not to participate fully in this way, they are missing out on opportunities to grow and develop their capabilities in other ways, and we as a society miss out. "Free Being Me" addresses this issue directly, helping you to support your group to become more body confident, and not let concerns about their appearance hold them back from becoming active, responsible and confident citizens of the world.

### Objectives / Challenges

- Throughout the "Free Being Me" project, girls will develop the skills they need to resist the pressure from society when it comes to dealing with appearances. The guidebook will help to come up with creative ways on how to promote body confident messages in their community.

### Target

Any girls guide or girls scout group (girls-only and boys and girls mixed); girls between ages 7–14.

### The deliverable (What did they do specifically?)

In the Free being me activity pack, the available information is gathered to the following sections:

- Free Being Me Leader's Pack;
- Free Being Me 7–10 year-olds Activity Pack;
- Free Being Me 11–14 year-olds Activity Pack;
- Arabic Free Being Me;
- Co-educational Leader Guide;
- Co-educational 11–14s Activity Pack;
- Co-educational 7–10s Free Being Me activity pack.

They currently have language packs available in French, Spanish, Dutch, German, Estonian, Finnish, Hindi, Japanese, Korean, Marathi, Chinese (Mandarin) and Thai.

#### Contact information

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