



Parent letter

Dear

Our is about to start an exciting new activity programme called *Free Being Me*. This unique programme uses fun activities to empower children and young people to be more body confident, stand up to social pressures, connect with Girl Guides and Girl Scouts around the world and make a difference in their local communities.

Global research shows that low body confidence holds young people back from reaching their full potential, with over 60 per cent of girls avoiding activities they love because they feel bad about their looks¹. This includes important life activities like giving an opinion, dancing and swimming, going to parties, and putting their hand up in the classroom. A global study by the World Association of Girl Guides and Girl Scouts with women and girls from 70 countries found that at least 45 per cent believe that girls and women are held back from taking on leadership positions because they lack confidence in the way they look.

Free Being Me has been co-created especially for Girl Guides and Girl Scouts by the World Association, the Dove Self Esteem Project and body confidence experts. The activities have been informed by world-leading research in body confidence, which shows that 60 per cent of girls who take part in this type of non-formal education programme feel significantly more body confident at least three years later. Feedback from thousands of girls around the world has also shown that they are excited to talk and learn about body confidence.

More than three million girls worldwide will take part in *Free Being Me*, and our national Association has committed to supporting this worldwide campaign to make a lasting positive difference to the body confidence of its members.

Free Being Me is a five-session journey. The first four sessions equip participants with the knowledge and skills they need to be more body confident. The fifth session applies this learning to planning a Take Action project, which we will run after the session. Our Take Action project needs to reach as many young people as possible with these important messages!

Between each session, your child will bring home a sheet asking them to complete a Personal Challenge. This will have been explained during the session, and all the instructions are also on their sheet. We have summarised the Personal Challenges below.

We would really appreciate your support to ensure *Free Being Me* has the best possible impact for our group. If you would like to learn more, or if you are interested in volunteering to help out during the programme or with the Take Action project, please get in touch with one of our leaders.



If you are interested in finding out more about the project, go to www.free-being-me.com and www.girlguides.org.au

Thank you for your support,