

**THE Embrace.
hub**





MESSAGE FROM TARYN BRUMFITT & DR ZALI YAGER

Thank goodness you're here, because we're on a mission to change the world and we need your help! Body image is consistently ranked in the top 3 issues of concern for young people in Australia (Mission Australia Survey) with the issue leading to devastating effects on an individual's mental and physical health.

Unfortunately, whilst there are resources and organisations for eating disorders and mental health, body image falls between the cracks. There is no one-stop-shop specifically that offers resources that focus body image issues and concerns.

Our mission is to end the global body hating epidemic by engaging young people in activities that educate and empower them to build their body confidence and fight back against the toxic messaging and distorted belief that their bodies are not good enough as they are.

Driven by this mission, we (Body Image Movement & Body Confident Collective) are partnering to create The Embrace Hub - a multifaceted solution like no other.

We will build and promote innovative and engaging resources, including a feature length film, that will encourage kids to create social impact and build body image resilience. All resources created will be available for individuals, parents, schools, community groups and sporting organisations for FREE.

Sadly, without financial support we will fall short, and accordingly we are seeking support of generous donors.

Please read on to find out more about our mission and how you can play a role in making a positive impact on millions of children. With Thanks ...Taryn & Zali



**THE MAJORITY OF CHILDREN,
ADOLESCENTS, AND ADULTS
WANT TO CHANGE THEIR
BODIES, AND THIS STOPS THEM
FROM ACHIEVING OPTIMAL
PHYSICAL AND MENTAL
HEALTH.**



77%

**OF AUSTRALIAN
YOUNG ADULTS
(16-25 YEARS)
REPORT BODY
IMAGE DISTRESS.**

1. REF: MILTON, A., HAMBLETON, A., ROBERTS, A., DAVENPORT, T., FLEGO, A., BURNS, J., & HICKIE, I. (2021). BODY IMAGE DISTRESS AND ITS ASSOCIATIONS FROM AN INTERNATIONAL SAMPLE OF MEN AND WOMEN ACROSS THE ADULT LIFE SPAN: WEB-BASED SURVEY STUDY. JMIR FORMATIVE RESEARCH, 5(11), E25329

SOCIAL MEDIA HAS TAKEN THIS TO THE NEXT LEVEL!

Academic research has found that Instagram has the most harmful influence on body image, with negative effects developed following exposure to the platform from as little as seven minutes.

Even Facebook knows the damaging effects of Instagram. They're not going to do anything about it, so we are.

2. ENGELN, R., LOACH, R., IMUNDO, M. N., & ZOLA, A. (2020). COMPARED TO FACEBOOK, INSTAGRAM USE CAUSES MORE APPEARANCE COMPARISON AND LOWER BODY SATISFACTION IN COLLEGE WOMEN. *BODY IMAGE*, 34, 38-45



This epidemic of body hate and negative body image is causing immense silent suffering. Body hate can become all consuming, everything in life becomes too much, and people feel trapped with no way out. When these feelings are prolonged over months or years, they can lead to damaging and even life-threatening outcomes. Young people who are dissatisfied with their bodies are 24 times more likely³ to report depression.

In an attempt to relieve the pain and temporarily escape their reality, a young person may engage in risk taking behaviours such as:



Unfortunately, the Covid-19 pandemic, with its associated lockdowns, food insecurity issues, and increased social media use, has exacerbated these mental health concerns.

3. MCLEAN, S. A., RODGERS, R. F., SLATER, A., JARMAN, H. K., GORDON, C. S., & PAXTON, S. J. (2021). CLINICALLY SIGNIFICANT BODY DISSATISFACTION: PREVALENCE AND ASSOCIATION WITH DEPRESSIVE SYMPTOMS IN ADOLESCENT BOYS AND GIRLS. *EUROPEAN CHILD & ADOLESCENT PSYCHIATRY*, 1-12.

4. MUEHLENKAMP, J. J., & BRAUSCH, A. M. (2012). BODY IMAGE AS A MEDIATOR OF NON-SUICIDAL SELF-INJURY IN ADOLESCENTS. *JOURNAL OF ADOLESCENCE*, 35(1), 1-9.

5. STICE, E., & VAN RYZIN, M. J. (2019). A PROSPECTIVE TEST OF THE TEMPORAL SEQUENCING OF RISK FACTOR EMERGENCE IN THE DUAL PATHWAY MODEL OF EATING DISORDERS. *JOURNAL OF ABNORMAL PSYCHOLOGY*, 128(2), 119.

6. KANAYAMA, G., BARRY, S., HUDSON, J. I., & POPE JR, MD, MPH, H. G. (2006). BODY IMAGE AND ATTITUDES TOWARD MALE ROLES IN ANABOLIC-ANDROGENIC STEROID USERS. *AMERICAN JOURNAL OF PSYCHIATRY*, 163(4), 697-703.

7. BORNIOLO, A., LEWIS-SMITH, H., SMITH, A., SLATER, A., & BRAY, I. (2019). ADOLESCENT BODY DISSATISFACTION AND DISORDERED EATING: PREDICTORS OF LATER RISKY HEALTH BEHAVIOURS. *SOCIAL SCIENCE & MEDICINE*, 238, 112458.

8. KVALEM, I. L., VON SOEST, T., TRÆEN, B., & SINGSAAS, K. (2011). BODY EVALUATION AND COITAL ONSET: A POPULATION-BASED LONGITUDINAL STUDY. *BODY IMAGE*, 8(2), 110-118.

9. CROW, S., EISENBERG, M. E., STORY, M., & NEUMARK-SZTAINER, D. (2008). SUICIDAL BEHAVIOR IN ADOLESCENTS: RELATIONSHIP TO WEIGHT STATUS, WEIGHT CONTROL BEHAVIORS, AND BODY DISSATISFACTION. *INTERNATIONAL JOURNAL OF EATING DISORDERS*, 41(1), 82-87.

10. SCHNEIDER, JEKATERINA, GEORGINA PEGRAM, BENJAMIN GIBSON, DEBORAH TALAMONTI, ALINE TINOCO, NADIA CRADDOCK, EMILY MATHESON, AND MARK FORSHAW. "A MIXED-STUDIES SYSTEMATIC REVIEW ON THE IMPACT OF COVID-19 ON BODY IMAGE, DISORDERED EATING, AND EATING DISORDERS." PREPRINT ACCESS DOI: 10.31234/OSF.IO/W7XFG (2021).



WE ARE FACING A PAEDIATRIC MENTAL HEALTH EMERGENCY

38% INCREASE IN FIRST TIME CONTACTS TO KIDS HELPLINE FOR MENTAL HEALTH CONCERNS

- Kids Helpline Report 2020

NUMBER 1 CONCERN FOR AUSTRALIAN YOUTH, REGARDLESS OF GENDER IS BODY IMAGE

- Kids Helpline 2020 Survey

LENGTHY WAITLIST, HIGH COST FOR SERVICES AND A SHORTAGE OF SPECIALISTS ARE LIMITING ACCESS TO MENTAL HEALTH SERVICES -

The National Children's Mental Health and Wellbeing Strategy 2021

EXPERTS HAVE DESCRIBED AUSTRALIA'S CURRENT CHILD MENTAL HEALTH SYSTEM AS "BROKEN" -

National Mental Health Commission. Children's Mental Health and Wellbeing Strategy Consultations: January - February 2020



Extreme body dissatisfaction can be exhausting, and constant negative thoughts about our bodies can lead to a damaging cycle of negative comparisons, guilt and low self-worth. Individuals experiencing this are more likely to withdraw from social activities, avoid leadership roles and may be less likely to engage academically. All their mental focus and time becomes consumed by their appearance ...

If the youth of today are preoccupied with their bodies, then they are not likely to be tackling the bigger global issues.

Today's young people are the leaders of tomorrow. Their creative and innovative minds could be solving greater issues such as climate change, extreme poverty, gender equality, biodiversity and ecosystem losses, indigenous equality and so many more.

WHAT A WASTE!

★ **WASTE OF TIME**

★ **WASTE OF ENERGY**

★ **WASTE OF RESOURCES**

★ **WASTE OF POTENTIAL**

**IMAGINE
WHAT CAN
BE ACHIEVED**

...





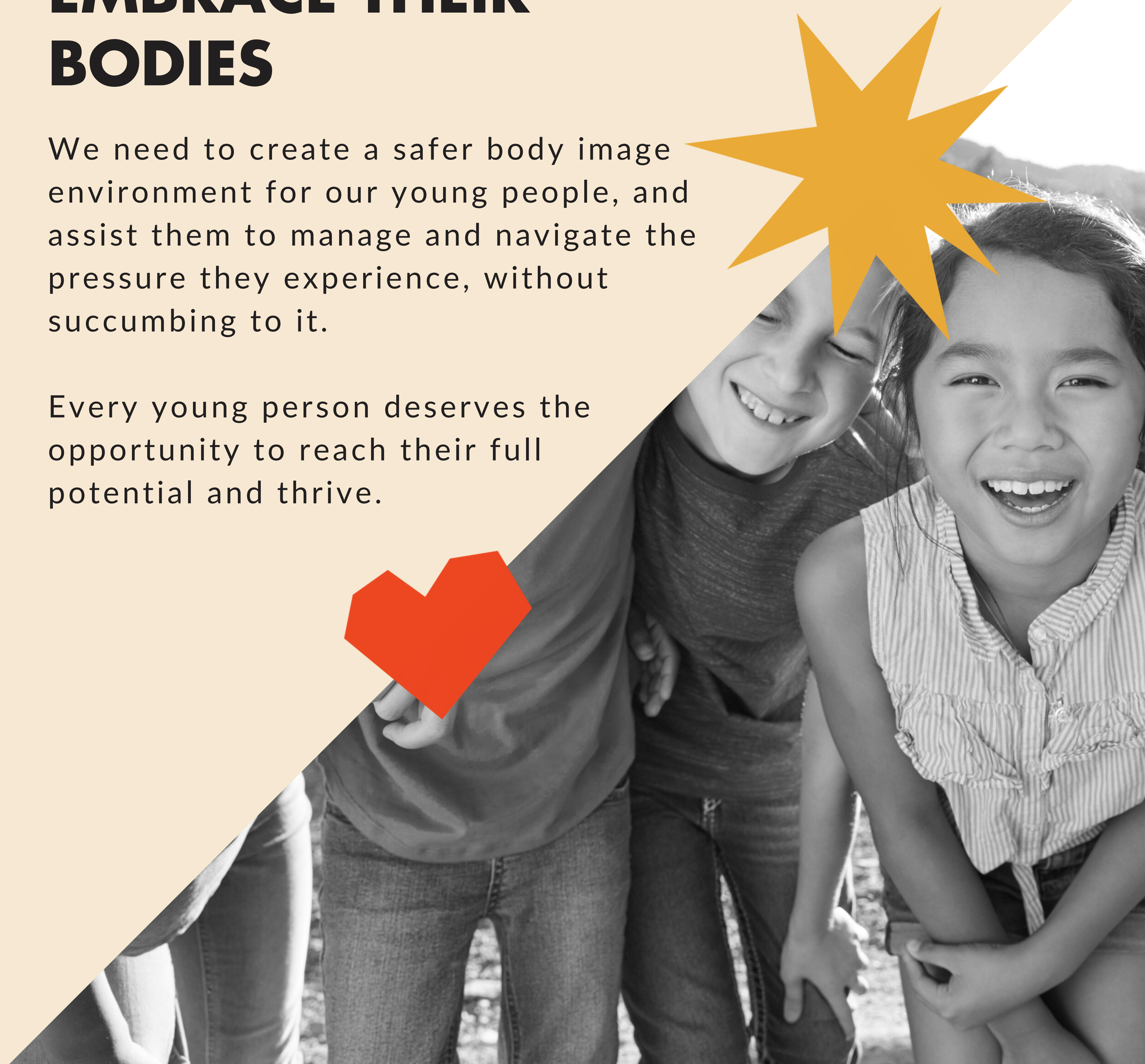
WE ARE NOT BORN HATING OUR BODIES

Young children embrace their bodies, accept their uniqueness and do not discriminate according to ability. Their bodies are a source of joy, comfort and amazement.

LET'S EMPOWER YOUNG PEOPLE TO EMBRACE THEIR BODIES

We need to create a safer body image environment for our young people, and assist them to manage and navigate the pressure they experience, without succumbing to it.

Every young person deserves the opportunity to reach their full potential and thrive.



THE SOLUTION

HOW DO WE ACHIEVE THIS...

- Educate children on the topic of body positivity in an innovative, engaging and captivating manner
- Equip children with tools to build body image resilience
- Promote self-compassion as a method to combat negative self-talk and self-criticism
- Empower children to be social media savvy and aware of unhealthy and unethical practices adopted by bloggers
- Focus on body functionality, appreciation and gratitude
- Support children to focus on how their body feels over how it looks
- Create safe environments that honour body diversity
- Encourage children to value their uniqueness and that of others
- Surround children with positive role models
- Social advocacy against organisations that cause harm



**THE Embrace.
hub**



EMBRACE KIDS IS A MULTIFACETED SOLUTION LIKE NO OTHER

We uniquely combine the captivating storytelling medium of film with evidence-based educational resources that are actually fun for kids. This will be combined with a social impact campaign to build body image resilience in young people across the globe.



EMBRACE KIDS DOCUMENTARY

A feature length film, designed for children aged 8 to 12 years old. With Celeste Barber, Teresa Palmer & Natasha Stott Despoja AO as Executive Producers, Embrace Kids features a vibrant cast of celebrities, musicians, activists and influencers. This film will utilise the power of storytelling to not only entertain, but to inspire, educate and evoke change.

THE EMBRACE HUB

Is a dedicated website that will provide creative, interactive, and engaging online resources to equip young people, teachers, coaches, community leaders and parents to promote positive body image. We will start by developing facilitation materials to support the implementation of the film, but aim to have resources for all age groups that link to other evidence-based resources. This will fast become known as the 'one stop shop' for all things body image related as we will link to other highly effective organisations and services.

YOUTH ACTIVATION

The Embrace Youth Activation Projects will involve running state-based events that bring young people together, and empower them to create change in their communities in ways that enhance physical and mental health and wellbeing. At the Youth summit in each state, we will deliver an inspiring program - showing the Embrace Kids film, running activities that boost body image, and utilising the design thinking process to support young people and key stakeholders to co-design a community change project. Following the Summit, young people will take the Embrace Kids film, and Embrace Hub resources back to their communities, and implement the change project, supported by key stakeholders and the Youth Ambassadors team. Each year we will hold awards events to celebrate the work of young people in championing change.

EMBRACE KIDS EVALUATION

Evidence-based practice is best practice, and is the pillar supporting everything we do. Funding a gold-standard, randomised-controlled trial [RCT] in partnership with Melbourne University is essential to ensure that our programs are safe and effective, and to facilitate national dissemination.



**OUR MISSION IS TO
DELIVER THE IMPORTANT
MESSAGE OF POSITIVE
BODY IMAGE INTO
SCHOOLS, HOMES AND
COMMUNITIES GLOBALLY.
WE WANT EVERY CHILD TO
HAVE ACCESS TO THE FILM
AND ASSOCIATED
RESOURCES SO WE ARE
OFFERING THESE
RESOURCES FOR FREE.**



WHAT SETS THE EMBRACE HUB APART?

Body image
resources typically
fall between the
cracks.

There are
resources and
organisations for
eating disorders.

There are
resources and
organisations for
mental health.

There is no
one-stop-shop that
offers resources for
body image
issues and
concerns..

Past and existing resources in this area tend to focus on risk factors, and if not done carefully, can do harm. Research is indicating that focusing on media literacy and other risk factors may be problematic.

Our approach is to focus on protective factors, and to create engaging resources that align with the latest research that shows that self-compassion and appreciation of body functionality can improve the way that young people feel about the way they look, and have broader mental health benefits as well. No other organisations are producing these resources that could benefit young people.





MILLIONS
of people globally
have watched
'Embrace'

300+
Embrace
Ambassadors

The Embrace
message has
reached people
in over
190
countries

500,000
Social media
following
86,000
Email database

THE ESSENTIAL BODY POSITIVITY HANDBOOK
FOR PARENTS OF CHILDREN AND TEENS.

**embrace
kids**

How you can help your kids to
love and celebrate their bodies

TARYN BRUMFITT
and DR ZALI YAGER

The Embrace Kids Documentary is the latest instalment in the Embrace film series and is part of the broader Body Image Movement.

TARYN
BRUMFITT

**EMBRACE
YOUR
BODY**

ILLUSTRATED BY
SINEAD HANLEY

MEET THE
EMBRACE
KIDS
DOCO
TEAM



**BODY IMAGE
ADVOCATE, AUTHOR,
DIRECTOR**



**TARYN
BRUMFITT**



**BODY IMAGE EXPERT,
AUTHOR, ADVOCATE**



**DR ZALI
YAGER**



CELESTE BARBER
Embrace Kids – Executive
Producer



TERESA PALMER
Embrace Kids – Executive
Producer



NATASHA STOTT DESPOJA AO
Embrace Kids – Executive
Producer



**JAMEELA
JAMIL**



**CELESTE
BARBER**



**ELECTRIC
FIELDS**



**AMY
SHEPPARD**



**AMELIA
MOSELEY**



**ERIN
PHILLIPS**



**CHLOE
HAYDEN**



**ALEX
NOBLE**



**SCOTT
STUART**



**AUDREY
MASON-
HYDE**



**DR SCOTT
GRIFFITHS**

Featuring in
Embrace Kids




TARYN BRUMFITT

Taryn Brumfitt is the fiercely passionate Founder and thought leader behind the Body Image Movement, the Director of the inspiring documentary Embrace and a three-times bestselling author. She is also an internationally recognised speaker, an Australian of the Year finalist and was named alongside Emma Watson and Beyonce in Germany's Woman of the Year.

Taryn's fire in the belly has seen her bump Baby Shark off the iTunes number 1 song, direct a film that has been viewed by millions across the globe and her work has been recognised by United Nations Women, Amy Poehler's Smart Girls, the Geena David Institute and Ashton Kutcher who famously praised her activism as "good for the world".

Voted as General Electric's highest rated speaker, Taryn has reached over 200 million people and is a sought-after impact producer for creative organisations and individuals. She is known for her ridiculous amounts of energy and making the impossible - possible.




DR ZALI YAGER

Associate Professor Zali Yager is a researcher, advisor, and consultant in all things body image, mental health and wellbeing.

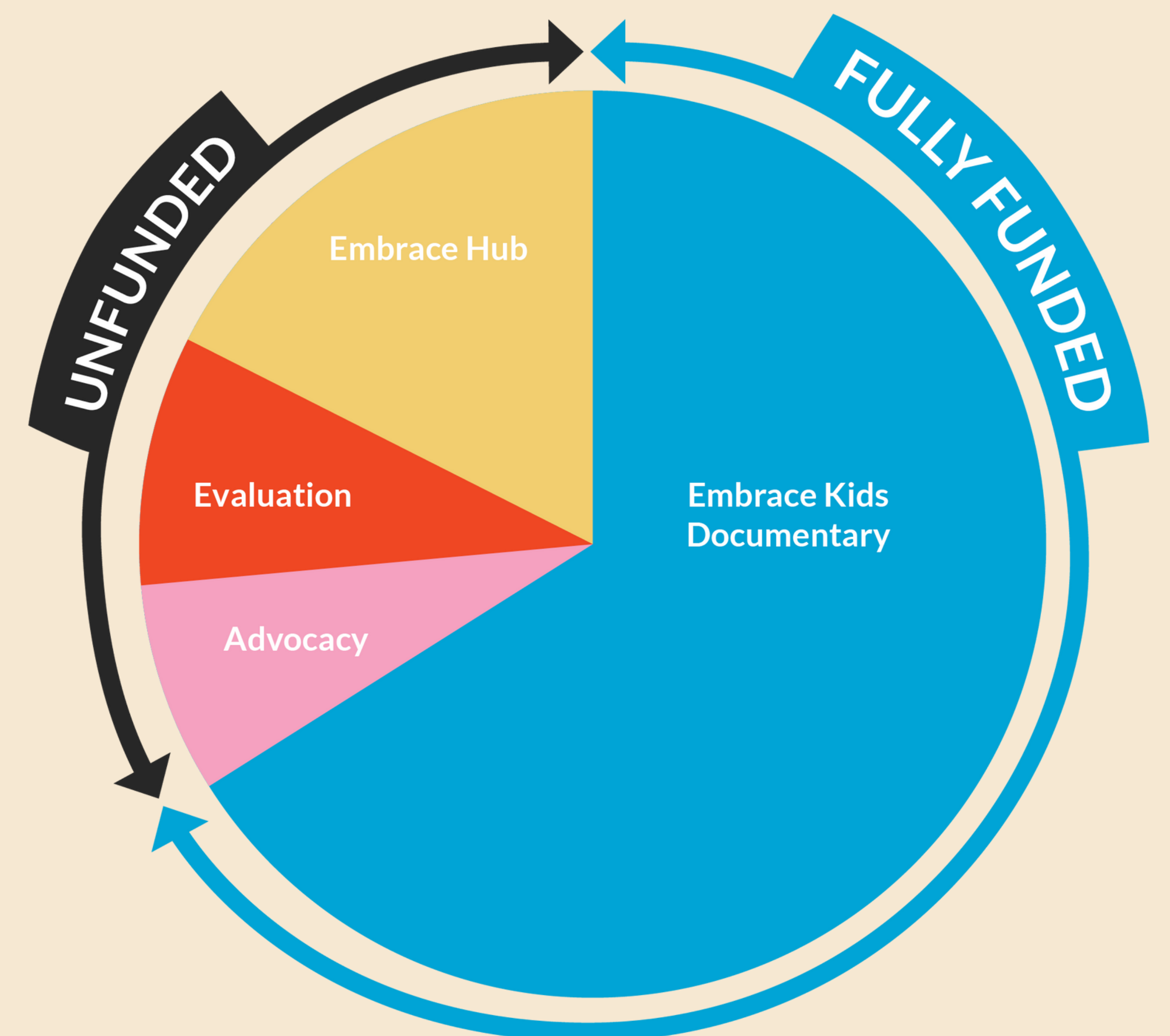
After 16 years in academia, developing and evaluating programs to improve body image, health, and wellbeing among children and adolescents, publishing 50 research papers, speaking at conferences all over the world, and contributing to research teams in receipt of millions of dollars of funding, Zali got frustrated with the fact that research never reached the people that needed it. She set up the Body Confident Collective - a health promotion charity focused on getting the latest research and evidence around body image out to the real world.

There isn't anything in the body image space that Dr Yager doesn't know, or can't find out for you. Networked with researchers and advocacy organisations all over the world, Zali is a bold and innovative thinker on a mission to change the way the world feels about their bodies.



**THE FILM IS ONE
STEP, WHAT
FOLLOWS IS EQUALLY
AS IMPORTANT.
WITHOUT FINANCIAL
SUPPORT TO ASSIST
US, WE WILL FALL
SHORT.**

**THE EMBRACE KIDS DOCUMENTARY IS SET FOR
CINEMATIC RELEASE IN SEPTEMBER 2022. IN ORDER
TO TAKE THE EMBRACE HUB LIVE IN CONJUNCTION
WITH THE RELEASE OF THE FILM, WE REQUIRE THE
GENEROUS SUPPORT OF DONORS.**



GET INVOLVED

Following on from the tremendous success of 'Embrace', we know that adequate resourcing to facilitate an innovative and dynamic social impact campaign is needed to guide people through the process of 'what next'.

THE GREAT
NEWS IS THAT
60%
OF THE PROJECT
IS ALREADY
FUNDED




450K

for setup of HUB
and operations
for 1 year



150K

evaluation



100K

youth activation

Thanks to internal fundraising and financial support 60% of the project has been funded. We are looking for donations, large and small, any amount will help us reach our goal to educate, support and inspire ONE MILLION AUSTRALIAN SCHOOL CHILDREN to embrace their bodies.

THE ASK

JOIN THE EMBRACE HUB FOUNDER'S CIRCLE

To realise the full Embrace Hub vision, we need your help.

Join the likes of Natasha Stott Despoja AO and Libby Trickett to become one of the 25 'Founding Members' who are investing in a one-time, tax-deductible contribution of \$10K to form our Embrace Hub Founder's Circle. In doing this, you'll be joining a team of social impact-investors who are supporting us to create The Embrace Hub ready to be LIVE by September, 2022 (in conjunction with film release).

At your discretion, your commitment will be recognised on The Embrace Hub website, as well as across other digital and print opportunities as they arise.





**TOGETHER WE
HAVE THE
OPPORTUNITY TO
CHANGE THE LIVES
OF THE NEXT
GENERATION.
LET'S DO THIS!**



**THE Embrace.
hub**

**[CLICK HERE](#) TO SUBMIT A TAX DEDUCTIBLE
DONATION VIA PAYPAL**

OR BANK TRANSFER

COMMONWEALTH BANK OF AUSTRALIA
ACCOUNT NAME: BODY CONFIDENT COLLECTIVE
BSB: 062 667
ACC: 1051 5787

SWIFT: CTBAAU2S

FOR LARGER DONATIONS OR TO FIND OUT
MORE ABOUT THE EMBRACE HUB AND
PHILANTHROPIC OPPORTUNITIES,
PLEASE CONTACT:

CARIN POLE, SOCIAL IMPACT COORDINATOR

✉ HELLO@THEEMBRACEHUB.COM

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hub**

