

EmBRACE KIDS.

Become an *Embrace* School

**HELPING YOUR STUDENTS BUILD BETTER
BODY IMAGE - FOR LIFE.**



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CHOOSE ONE THING, OR DO THEM ALL

This guide brings together all of the Embrace Kids resources available for schools. As the champion for these Embrace Kids resources, you can decide what works best for your school.

LET'S HELP THE NEXT GENERATION TOGETHER

Dear Educators,

As co-directors of The Embrace Collective, we know how much you care about your students - all you want is for them to reach their full potential. However, research shows that a staggering 77% of young Australian adults report body image distress (Milton et al, 2021). That's why we created Embrace Kids – a suite of evidence-based resources to help you challenge harmful messages and empower your students.

The programs highlighted in this brochure, including the Embrace Kids Classroom Program and Body Blocks by Embrace Kids, are designed to support our young people but they've been developed with teachers in mind. They are curriculum-aligned, so you can easily integrate them into your programming, and no further training is required - because we know your time is limited!

Beyond the classroom, you can get involved in other ways, like hosting a screening of the EMBRACE KIDS film to bring these important messages to your entire school community. And to spread the message even further, school fundraising is a wonderful way to help us reach more kids around Australia with these life-changing resources.

Thank you for your incredible work shaping young minds and building brighter futures. The Embrace Collective is here to support you as you help your students develop resilience and healthy relationships with their bodies. Together, we can create better body image for our young people, now and for generations to come.

TARYN BRUMFITT

2023 Australian of the Year

Co-Executive Director, The Embrace Collective

DR ZALI YAGER

Body image expert and researcher

Co-Executive Director, The Embrace Collective



WHY WE NEED YOU TO BE AN EMBRACE SCHOOL



All too often, body image and eating disorders are assumed to be a problem that affects teenagers, but these issues are affecting our young people earlier and earlier.

77%

of young
Australian adults
report body
image distress

(Milton et al., 2021)

24x

more likely to develop
anxiety and depression
if body image distress
is present

(McLean et al., 2021;
Bornioli et al., 2021)

33%

of adolescent
girls meet the
criteria for an
eating disorder

(Mitchison et al., 2020)

We need to get in early to change these statistics, and schools offer an ideal setting to combat these devastating issues. By helping your students build the foundations of better body image, you'll set them up for a life free of judgement and shame about their bodies. And that's pretty powerful!

*Spreading kindness is
a superpower*



HELP YOUR STUDENTS APPRECIATE THEIR BODIES WITH THE EMBRACE KIDS CLASSROOM PROGRAM

This evidence-based program is designed for students from Years 5-8. It is aligned with the Australian Curriculum, Health and Physical Education (version 9) and includes short clips from the EMBRACE KIDS film. The five lessons are modular and flexible, and the resources can be edited to make lesson planning easier for your cohort.



The FREE program includes:

- An extensive teacher guidebook
- 5 lesson plans
- Press play on videos to start each lesson
- Google Slides to deliver each lesson
- Worksheets for students
- Designed by teachers, researchers and experts, our flexible modules help you seamlessly integrate lessons that empower students to appreciate and be kind to their bodies.



Enter your details to receive this program at bodyimageresources.com

EMBRACE KIDS PROFESSIONAL LEARNING

Play it in your
staff meeting!

TEACHER MASTERCLASS

This FREE 20-minute video gives teachers practical advice and actionable strategies about what to do and say to your students in relation to bodies, food and weight.



And it's not just for HPE teachers or wellbeing coordinators either – this is an issue that goes across all KLAs, as bullying and body shaming comments can happen in any classroom.



The Teacher Masterclass comes with a handout, and a Certificate of Completion.

Access for free via
theembracehub.com
and send us a picture of
your staff team watching to
hello@theembracehub.com

ENGAGING, EVIDENCE-BASED RESOURCES FOR EARLY CHILDHOOD EDUCATORS

Introducing **Body Blocks by Embrace Kids** - our groundbreaking new program that gives early childhood educators in preschools, child care, and early primary school settings, the resources and confidence they need to help children 0-8 years develop positive body image at the very start of their lives.

This **FREE** program draws on the latest research, including work by Dr Laura Hart from The University of Melbourne, to counter concerning trends of body dissatisfaction at increasingly young ages and aligns with the Early Learning Years Framework.

THIS FREE PROGRAM INCLUDES:

- 7 short self-paced online professional learning video modules
- A video of Taryn Brumfitt reading her children's book, *Embrace Your Body*
- A digital version of the "Embrace" song by Pevan & Sarah feat. Taryn Brumfitt
- Body Blocks resource pack

Our early childhood educators are uniquely positioned to get in early and help young people develop positive relationships with food, movement and their bodies. So let's get started!



Access at
theembracehub.com/body-blocks-by-embrace-kids

RECOMMENDATIONS FOR PHYSICAL EDUCATION AND SPORT

The **Activate by Embrace Kids** resources are designed to promote better body image in sport and physical activity settings across Australia. They specifically aim to support parents, coaches and administrators to create sporting club cultures to prevent young people dropping out of sports and other physical activity because they feel judgement, shame and embarrassment about their bodies within their sport.



The **Activate Masterclass** is hosted by former Olympic swimmer Libby Trickett and features sports lovers from around Australia. It brings together practical, evidence-based advice and real-world examples to show clubs how they can make simple changes to create a welcoming and inclusive environment for all bodies.

The **Activate Playbook** is based on research in the area of body image, sport and physical activity, covering 4 key areas:

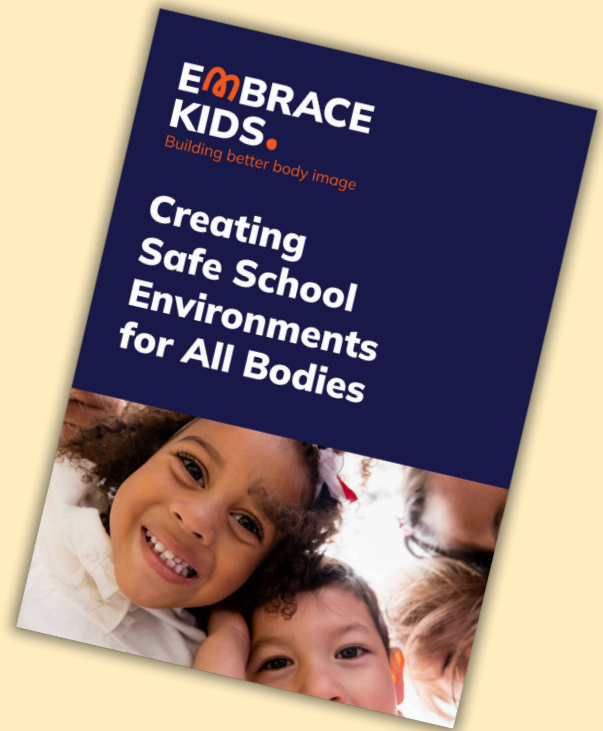
- Offering flexibility in sport uniforms
- Celebrating diversity and representing all bodies
- Banning body talk and body shaming
- Focusing on food as fuel



Access at
theembracehub.com/education-hub-for-sporting-clubs

STAYING UP TO DATE CURRICULUM AND PROGRAMMING

Sometimes, making schools safe for students is about adding in new programming, and sometimes, it's about taking things out. This booklet provides all of the recommendations for schools to know what to remove from their programming, across all key learning areas, and how to make school environments safe for all students.



In 2023, The Embrace Collective, and Eating Disorders Families Australia were successful in advocating for curriculum changes through the #ByeByeBMI campaign. Read more about this advocacy [here](#).

And review a document that outlines a summary of those changes [here](#).

LIGHT UP YOUR SCHOOL AND COMMUNITY WITH THE EMBRACE KIDS FILM

GET A FREE SCREENING LICENSE

EMBRACE KIDS is a vibrant and uplifting film that helps students see their bodies in a whole new light. With a mix of animation, stories and music, it tackles topics like body diversity, social media pressures and finding your own unique power. It's an entertaining and powerful way to open up important conversations with young people about body image.

WHY A COMMUNITY SCREENING?

- **Bring everyone together:** Students, families, staff and your broader community can share in this positive, thought-provoking experience
- **Raise funds for a good cause:** Turn your screening into a fundraiser for The Embrace Collective or your school's own initiatives
- **Keep the conversation going:** The film will spark important discussions at home and in your community

It's easy to get started! Thanks to government support, we have a limited number of free community screening licenses for schools like yours in 2024, valued at up to \$750. Your **free** license includes:

- The full-length EMBRACE KIDS film
- A handy planning guide
- Promotional materials to help spread the word

“So many people embraced the film's message, reflected on the importance of celebrating who They are. I can't express just how incredible it was!”

Deanna Wallis
Director, Wallis Cinemas



Find out more

theembracehub.com/see-the-film/

ORDER THESE BOOKS FOR *your library*

FOR YOUNGER CHILDREN

Picture story books are one of the best ways to introduce the Embrace key messages.

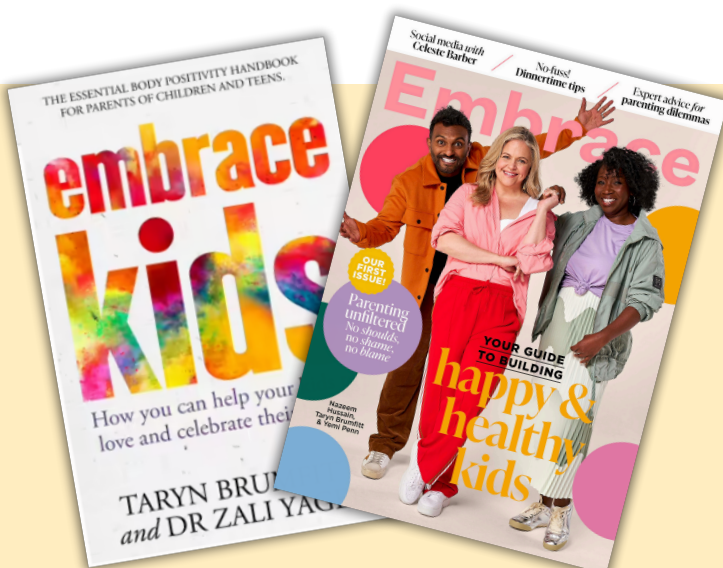
Find these at bodyimagemovement.com/shop/



Our partners at Cool.org have also created learning and activity plans for each of these books- check them out!

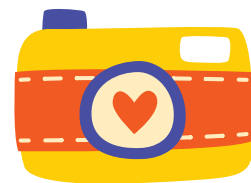
**COOL
-ORG**

FOR PARENTS AND EDUCATORS



Order the Embrace Kids book for parents and the Embrace Magazine so your staff and school community have access to the go-to guides on how to build better body image

Inspire **CHANGE THROUGH SCHOOL FUNDRAISING**



You can join us in ending the epidemic of body image distress in our young people by hosting a fundraiser at your school for The Embrace Collective! Together, we can give more young people around Australia the tools and resources they need to embrace their bodies.

FUN WAYS TO GET INVOLVED:

- Themed mufti days (crazy hair, sports jerseys, etc.)
- Active challenges (fun runs, readathons, walkathons)
- Community events (fairs, talent shows, tournaments)
- Class competitions to motivate students

UNITE YOUR SCHOOL ONLINE

Sign up your school at
theembracecollective.raisely.com

Students, teachers and families can easily create their own pages linked to the school's main page. Share with friends and track your progress in real time. Check out the leaderboard and watch the thermometer rise with every donation!



WE'RE HERE TO HELP

Need resources or ideas? Our team is here to support you and loves to chat about all things fundraising. We have various resources, including social media tiles, posters, fundraising thermometers and more!

theembracehub.com





Thank you

Becoming an Embrace school is one of the most powerful ways you can support your students' physical and mental wellbeing, now and for the rest of their lives. Thank you for being part of this important mission - we can't wait to hear how you go!

Want our FREE programs delivered straight to your inbox?

Sign up now at

bodyimageresources.com



@theembracehub



hello@theembracehub.com



@theembracehub



Share the love- Tell your colleagues about our resources

EMBRACE KIDS.
Building better body image

