

Embrace Kids



77%

of Australian adolescents report body image distress [1]



Click on the film poster to view the trailer

INTRODUCING THE EMBRACE KIDS SCHOOL PROGRAM

BODY IMAGE... OUR KIDS ARE STRUGGLING

Too many young people worry about the way they look, and these concerns hold them back from achieving their full potential. Young people who are dissatisfied with their bodies are 24 times more likely to develop depression and anxiety [2], and we know that being body confident enhances physical and mental wellbeing. As body image experts, we hear that this is an issue for young people in schools, but that teachers often don't know how to address this issue.

Body image is consistently ranked in the top three issues of personal concern in the mission Australia Survey of Young people [3]. The Covid-19 pandemic has brought further challenges. This is a time where young people need education to improve their wellbeing.

THE EMBRACE KIDS DOCUMENTARY

Embrace Kids is an uplifting film by Taryn Brumfitt (EMBRACE 2016) which brings together a vibrant collection of stories from young people and famous friends alike, who share their experiences about body image, bullying, gender identity, advocacy, representation and more. This film inspires, educates, and advocates for change.

The four central themes of the film and resources include:

- Celebrating diversity of appearance, including diversity in relation to gender expression, ability, cultural background, and size.
- Appreciating the functionality of what our bodies can do more than what they look like.
- Being kind to ourselves and others.
- Focusing on real role models.

At the end of the film, there is a strong call to action, for young people to come together to change the world- for themselves and for future generations. This advocacy approach, combined with content aligning to the core themes outlined above, aligns with best practice, research, and theoretical frameworks regarding effective approaches for improving body image in young people.

THE EMBRACE KIDS SCHOOL PROGRAM

We've made a commitment to share the Embrace Kids film and school program with all schools across Australia, for free. We've designed these evidence-based resources for primary and secondary schools to make this easier for schools to embed in their curriculum in various ways.

- The Embrace Kids Primary School Program provides discussion questions, writing prompts, and activities that are aligned to the Health and Physical Education and English Curriculum.
- The Embrace Kids Secondary School Program provides a suite of activities that can be embedded in wellbeing classes or the Health and Physical Education curriculum, and discussion questions and writing prompts for use in English classes.

These resources are the first in the world to take a positive approach to this topic, and focus on appreciation of body functionality, compassion for self and others, media literacy, and advocacy instead of a focus on risk factors. Our programs have been designed with input from Primary and Secondary School teachers, and experts from the Body Image Movement and Body Confident Collective.



LET'S MAKE THIS HAPPEN AT YOUR SCHOOL!

OUR TEAM




The **Body Image Movement [BIM]** are world leaders in creating social impact and using film as a catalyst for change. Taryn Brumfitt has inspired millions of people around the world to Embrace their bodies. The original Embrace Documentary (2016) has been seen by millions of people across 190 countries, and BIM has a social media reach of over 500 000 followers.



The **Body Confident Collective** are a social enterprise dedicated to producing evidence-based body image resources and informing advocacy for impact. Led by Dr Zali Yager, who has a Health and Physical Education Background, and 16 years' experience in academia in teacher education. Zali literally wrote the scientific paper on "What Works" to prevent body image concerns in school settings.

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www.theembracehub.com



The Primary School Program resources, aligned to the Health and Physical Education and English Curriculum, have been designed to allow teachers to use their expert knowledge of their students to determine what they can focus on in delivering this program.

The Embrace Kids Primary School Program has been designed with input from Primary and Secondary School teachers, and experts from the Body Image Movement and Body Confident Collective.

We leverage scientific knowledge to create engaging resources that are informed by the evidence base. These resources are the first in the world to bring the approaches of promoting appreciation of body functionality, compassion for self and others, media literacy, and advocacy approaches together for young people in primary schools.



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1. 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.
 2. 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.
 3. Mission Australia Youth Survey. (2020). <https://www.missionaustralia.com.au/what-we-do/research-impact-policy-advocacy/youth-survey>
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