


# FREEDOM TO FEEL FANTASTIC

*supporting young people to be body & self positive*



## EVENT GUIDE

*because we all deserve to be who we want to be judgement free*



*It would be awesome to live  
in a world where you can be  
accepted for who you are,  
what you like doing and  
being comfortable in your  
own skin”*

Brooke

Member of the FFF Concept Crew

**WE ALL  
DESERVE THE  
FREEDOM TO  
FEEL FANTASTIC**



# A QUICK INTRO

## HOW WE BEGAN AND WHY WE ARE STILL HERE

Freedom to Feel Fantastic (FFF) is a national body image and self esteem campaign inviting schools and community groups to hold activities and events supporting young people to feel body and self positive.

FFF began back in 2013 when a group of young finalists in the ABC Heywire story competition created a concept to support other young people to feel good about the skin they're in. From this seed idea, they came up with Freedom to Feel Fantastic.

Each year since then schools and community groups have joined FFF to run in-class, lunchtime or all-day events. Feedback has been fantastic, with schools telling us how passionate students

**SINCE OUR INCEPTION, THE NEED TO SUPPORT YOUNG PEOPLE TO BE BODY POSITIVE HAS REMAINED WITH SURVEY RESULTS SHOWING HIGH LEVELS OF BODY DISSATISFACTION, KEEP READING TO FIND OUT MORE.**

are about the topic, and the positive conversations FFF has started.

Join us by running an event at any time of year to suit your school calendar to support young people to feel body and self positive.

Since 2013 Freedom to Feel Fantastic has been a project of the Australian Lions Wellbeing Foundation.



# WHY SUPPORT FFF?

## What young people are telling us...

The Butterfly Foundation 2023 Body Kind Survey findings reported that for young people aged 12-18years:

- Over half (57%) are dissatisfied with how their body looks
- Nearly half (49%) said body dissatisfaction stopped them attending school.
- 78% of young people wished they were thinner or leaner
- Almost two thirds (62%) said social media made them feel dissatisfied with their body
- Young people want better body image support in schools: 8 in 10 believe primary schools must do more, and 90% felt the same about high schools.

The Mission Australia 2023 Youth Survey once again noted body image as a top 4 issue of personal concern for young people.



A photograph of three young people sitting and laughing against a bright yellow corrugated metal wall. On the left is a young man with dark hair, wearing a black long-sleeved shirt. In the center is a young woman wearing a brown hijab and a light-colored patterned long-sleeved shirt. On the right is a young woman with dark hair, wearing a black long-sleeved shirt and striped pants. The text 'KEY MESSAGES' is overlaid in large white letters.

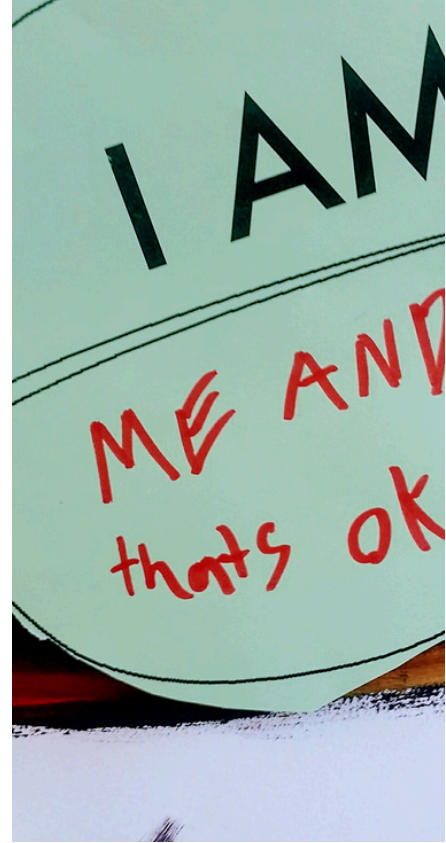
# KEY MESSAGES

**Freedom to Feel Fantastic provides the opportunity to promote the following key messages:**

- 'Tear up' the negative and reframe our thinking see, think, feel and talk body and self positive.
- There is no wrong body.
- We all deserve to be who we want to be, judgment free.
- The media is not a representation of reality.
- Tips for achieving a healthy body image.
- It is healthy to accept, appreciate and respect our body.
- Compliment qualities not just appearances.



# FOUR ASPECTS OF BODY IMAGE



**Body image is the perception that a person has of their physical self and the thoughts and feelings that result from that perception. These feelings can be positive, negative or both and are influenced by individual and environmental factors.**

## SEE

How you SEE your body is your perceptual body image. This is not always a correct representation of how you actually look. For example, a person may perceive themselves as overweight when they are actually underweight.

## FEEL

The way you FEEL about your body is your affective body image. This relates to the amount of satisfaction or dissatisfaction you feel about your shape, weight and individual body parts.

## THINK

The way you THINK about your body is your cognitive body image. This can lead to preoccupation with body shape and weight. For example, some people believe they will feel better about themselves if they are thinner or more muscular.

## BEHAVIOURS

BEHAVIOURS in which you engage as a result of your body image encompass your behavioural body image. When a person is dissatisfied with the way they look, they may isolate themselves because they feel bad about their appearance or employ destructive behaviours as a means to change their appearance.

Positive body image occurs when a person is able to accept, appreciate and respect their body.





# WHY IS BODY IMAGE IMPORTANT?

And what does it impact...

A positive body image is important because it's one of the protective factors which can make a person more resilient in many aspects of life. A positive body image will improve:

- Self esteem, which dictates how a person feels about themselves and can infiltrate every aspect of life, and contribute to happiness and wellbeing.
- Self-acceptance, making a person more likely to feel comfortable and happy with the way they look and less likely to feel impacted by unrealistic images in the media and societal pressures to look a certain way.
- Healthy outlook and behaviours, as it is easier to lead a balanced lifestyle with healthier attitudes and practices relating to food and exercise when you are in tune with, and respond to the needs of your body.

For more information about body image visit:

- [tuneinnotout.com](http://tuneinnotout.com)
- [butterfly.org.au](http://butterfly.org.au)
- [nedc.com.au](http://nedc.com.au)





# RUNNING AN EVENT

**Each year schools and community groups across Australia hold a Freedom to Feel Fantastic event, from class-based activities and learning to lunchtime or full day events.**

The event activities vary each year as they are curated by the young people involved at each school/community group, and we are 'wowed' by the ideas they come up with. We encourage you to be creative but to help inspire you we have gathered some ideas of past from previous years.

# IDEAS...



Firstly, be sure to visit the event pack page on the website which is full of activity sheets and more.

### REFRAME YOUR THINKING

An activity that will encourage you to *Reframe Your Thinking*. Drop us an email to order these as we will post these out.

### INVITES

Create your invites, or print out ours, and send them to all students with details about the event

### FFF WALL ~ TREE OF POSITIVITY

Create a Freedom to Feel Fantastic wall or tree of positivity where everyone can stick their FFF positive messages.



### GO PUBLIC

Create a public service announcement video promoting FFF.

### INFORM

Have an information stall with information about body image.

### GUEST SPEAKER

Invite a guest speaker (school counsellor, local service provider, inspirational young person) to talk about body image and self esteem.

### FOOD - ALWAYS GETS ATTENTION!

Make cupcakes and top them with our FFF cupcake flags featuring Freedom to Feel Fantastic positivity messages - fruit cups and smoothies have also been a hit, as fruit smoothies.



## ITS THE FAV SOAK BOMB WALL

Create a FFF soak bomb wall - this is a popular one! Students soak their bad vibes/negative thoughts from their 'Reframe Your Thinking' activity in water to make soak bombs and then throw these onto a bad vibes wall. Everyone loves it and this allows you to throw those thoughts away!



### POSTERS

Design your own info posters, or print ours to display around the school with body information and tips.

### FFF ZUMBA/ DANCE

Get everyone active with ideas such as a Zumba, dance (Imagine a Greatest Showman 'This Is Me' dance-off! )

### EXTRAS

Some events have offered treats like shoulder massages or face painting both very popular.



### MUSIC

Have live music, or why not create FFF music playlist and play/DJ this at the event, or students can write Freedom to Feel Fantastic related raps, songs, poems.

### WELLNESS PACKS

Ask local businesses to donate some prizes or wellbeing packs.

### FFF PINATA

Stick the negative thoughts to the outside of the pinata and have a go at bashing those! Add positive messages inside so once the negative is smacked away everyone can pick up a positive message (You can print off the FFF stickers and use these, you might even like to stick them to some sweets!).



## FASHION SHOW

Hold a Freedom to Feel Fantastic fashion show, where 'your style' is the embraced theme.

## CELEBRATE YOUR EVENT

Have a roving reporter who can create a report for the school newsletter about your event and the importance of supporting each other to be body and self positive.

Invite the local media - they will love your positive event about such an important topic.

## ZAP THE NEGATIVE

Zap the negative – create some targets featuring negative messages and have a Nerf battle with them.

## FFF MEDITATION COLOURING-IN SHEETS

Download the FFF colouring-in sheets. Each one contains a positive message you can colour to make it your own. Why not take a copy of those created and give out some spot prizes?

## FFF ACTIVITY IDEAS

In our resource section, you will find a number of activities which can be run as part of your FFF work. These include Self Talk and Fan Mail.

## BODY IMAGE INFORMATION

Print off a range of factsheets and infographs about body image. These are perfect for handouts on a stall or as part of a body image session.



# HOW DID IT GO?



## Don't forget to let us know

If you run an activity or event for Freedom to Feel Fantastic we'd love to know how it went. We love sharing examples of what has been done and don't forget to tag us on your FFF socials. We also use this information to report back to our Lion members about what happened during the year, which also helps us to secure future funding for the project. So please share your involvement and help bring Freedom to Feel Fantastic back next year.

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*Thank you to the Australian Lions  
Wellbeing Foundation for supporting young  
people to feel body and self positive*

