

Celebrándome

Group Activities
for Confidence in
Hispanic/Latinx Youth

Single session



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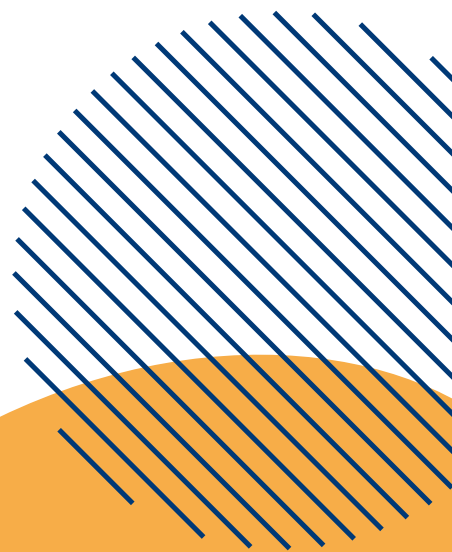
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Overview

Why Celebrándome?

Celebrándome creates a supportive space to explore an issue that really matters: low body confidence and what it means for young people and society.

Celebrándome will help young people feel more confident about their bodies, enable them to recognize the pressures that can cause anxiety about their appearance and give them a chance to practice dealing with these pressures.

Celebrándome helps boost young people's self-esteem, enabling them to:

- + Be more confident in their own skin and value their individuality
- + Be more confident in their relationships and life choices
- + Focus on what their bodies let them do, rather than what they look like
- + Put themselves out there, engaging in adventures and challenges

Who is it for?

Celebrándome works best with young people ages 11 to 17.

Disclaimer

All the social media activities with an asterisk(*) in this resource are designed for young people ages 13 and up. Remember to get consent from them and their parents before sharing any media.

What is the outcome?

Celebrándome helps young people learn about the appearance ideals in society and their culture. It helps them understand and explore how:

- + Focusing too much on how they look can hold them back and make them unhappy.
- + The appearance ideal is society's and a culture's current definition of how people should look. It has very specific characteristics and is impossible to achieve naturally.
- + Chasing the appearance ideal doesn't make people happy, healthy, or successful. It doesn't mean they automatically have great relationships.
- + To build the skills and confidence to avoid talking about, or reinforcing, the appearance ideal in conversations.
- + Media can perpetuate the appearance ideal, and reflect on...
- + Chasing the ideal costs a lot of time, effort and money. It doesn't do young people, or society as a whole, any good.

What do we need?

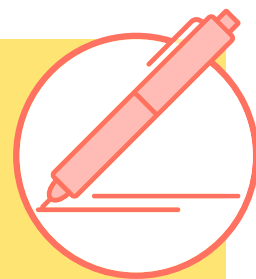
- + Most activities need, pens and paper, markers, colored note cards, envelopes; if available.
- + The first activity, Appearance Ideals, requires obtaining images of adolescents and young adults that represent beauty ideals from American society and Hispanic/Latinx culture. These images should include both girls and boys and can come from ads, social media, and be printed out before the group.
- + Access to a computer or electronic device that can play a video from online.
- + Wider range of creative materials are useful at certain points (but not essential)
- + You will need one dice per small group (we recommend having 4-5 handy).
- + Handouts for some activities to be printed out, if printing facilities aren't available, the content could be copied out onto flip chart paper.
- + Feel free to adapt the activities to incorporate more technology and creative materials if you would like!

How do we set up the group?

- + Celebrándome works best when participants work through the activities in small groups.
- + A ratio of one leader to eight young people is best for the whole program.
- + Some activities have participants working in even smaller groups.
- + The more each person gets to speak out against the appearance ideal, the more their body confidence will improve.

How do we prepare?

- + Take about an hour to read through this document, and involve all the leaders you'll be working with so they understand how *Celebrándome* works.
- + When reading ahead notice alternative delivery methods mentioned, for example on page 17 if you can't show the video clip for any reason in that section you can instead share articles about the impact of digitally altered media that make people look like the appearance ideal. This will help in planning for a smoothly run session possible and one that best fits your setting."
- + Each activity contains all the information you need to run it, including support prompts that give an example of what you could say to trigger the key learning outcomes.
- + Sentences underlined in blue are there as examples of what to say at important stages of the activities. Think of them as verbal signposts and feel free to put them into your own words.
- + Together with your group leaders, agree on how each session will run. You can try the tasks yourselves to help you understand how best to deliver the program to your group.





Session Map

Let's get started



Timeline

- + Getting ready for *Celebrándome* | 5 mins
- + Activity 1: Appearance Ideals Exposed | 10 mins
- + Activity 2: Watch the Costs | 10 mins
- + Activity 3: Eyes Don't Lie | 10 mins
- + Activity 4: Body Talk Lotería | 10 mins
- + Activity 5: Future Pressures | 10 mins
- + Activity 6: Body Activism | 10 mins
- + Reflect & Celebrate | 5 mins

Optional extensions:

As a group

- + Extension 1: In their shoes | 15 mins
- + Extension 2: Media Takeover | 30-60 mins

At home

- + Extension 3: Mirror talk | 10 mins

The total session time is 70 minutes and can be adapted by removing certain activities.

Getting ready for Celebrándome

 5 mins

Before starting *Celebrándome*, take time to prepare your group (and their parents or caregivers, if appropriate) for the program.

Why this matters

Setting group guidelines: *Celebrándome* explores issues that young people may feel strongly about. Although they encounter them in their daily lives, they may not have talked about them in this way before. Setting group guidelines puts participants in the lead to create a supportive space where they can speak out confidently.

Setting the scene: Help young people understand what *Celebrándome* is all about and what they will be doing. This should help them relax and feel more like a team.

Verbal sign-up: Our research shows that when young people recognize they are taking part in *Celebrándome* voluntarily and commit to this in front of the group, the program has a stronger positive impact on their body confidence.

You will need

Large piece of paper and markers.

Setting

Whole group discussion.

Setting group guidelines:

Guide the group to:

- + Discuss how participants can behave to ensure their peers feel supported, comfortable and confident so that everyone can get the most out of *Celebrándome*.
- + Work together to create a short list of points that everyone agrees to respect.
- + Write the guidelines simply and clearly so that they can be checked at a glance.
- + Ask for a volunteer to make sure the guidelines are displayed at each session.

We agree to...

- + Respect everyone's opinions.
- + Listen and reflect before we talk.
- + Be present - leave phones in pockets. Consider one another's feelings.
- + Speak up if we're uncomfortable.



Setting the Scene:

Explain that for the next 70 minutes, the group is going to have fun trying a new program called *Celebrándome*. Bring the energy with an icebreaker; go around the group, asking everyone to say their name and then announce something great about themselves that begins with the first letter of their name, along with a matching action. For example, "I am Ashley and I'm amazing!" (with a star jump) or "I am Eli and I'm energetic!" (mimes running).

Once everyone has introduced themselves, explain what *Celebrándome* is about:

We're going to explore some of the reasons we worry about our bodies and appearance, understand where those worries come from and take action to change them.

Body confidence is a topic that can stir up strong opinions and lead to awkward or even difficult discussions; yet most young people who participated in *Celebrándome* say they really enjoyed the program. Remind everyone about your group guidelines and how they can support each other.

Point out a safe space where young people can go if they need time out, and name a leader who can support them if this happens.

Verbal sign-up:

We'll get the most out of *Celebrándome* if we speak up during activities, support one another and respect our group guidelines.
Are you ready to keep an open mind and take part in the activities?

Invite each young person to tell the group that she is ready to contribute.

Tips:

- + There's no need to spend too long on this. Once you have the key points covered, move on.
- + If you already have group guidelines, check if the group is happy to use them for *Celebrándome* or if they want to make any changes.
- + Feel free to use your own community builders in the Club to start the session if you have a good one in mind. The important thing is to get the energy up and help everyone feel comfortable. We like the icebreaker we suggested because it prompts young people to think about how they view themselves.
- + Reassure participants who have concerns, but explain that most of their questions will be answered later in the session.
- + If serious personal concerns are raised, offer support as your organization would for other well-being issues



Appearance Ideals Exposed

 10 mins

+

01

+

Why this matters

Before young people can start to challenge an appearance ideal, they will need to understand what it is and where it comes from. Young people have been unconsciously affected by its damaging messages for years but might not have been aware of it. Hispanic/Latinx youth can be exposed to different ideals from society and their culture. At times both culture and American society can promote the same ideal, but other times they promote contradicting ideals. It's time to look at the appearance ideal consciously and critically.

You will need

- + Pictures showing models and celebrities from the U.S. and Hispanic/Latinx culture (e.g., Us or Cosmopolitan Magazine, Latina Style or Hispanic Magazine, or ads)
- + Large piece of paper and felt-tip pens, per group.

Setting

Create small groups, each with the images you collected that promote appearance ideals in adolescents and young adults. Make sure each group has images with boys and girls, and from American society and Hispanic/Latinx culture.

Let's get started



What happens



1 minute:

Young people will:

- + Look at the media images of “the perfect-looking person”, and discuss within the groups what are the physical characteristics of these people as small groups.

3 minutes:

Arrange the group so that everyone can see the large piece of paper. Write “The Perfect-Looking Person” and “The Perfect-Looking Hispanic/Latinx Person” at the top.

What catches your eye about these pictures?

What are the features and characteristics that society tells us the perfect person should have?

How are the pictures from the U.S. and pictures of Hispanics similar?

How are they different?

Be as detailed as you can!

As participants call out features, write them down under “The Perfect-Looking Person” heading. This list will show how detailed and limiting the appearance ideal can be.

- + Encourage the group to come up with as many physical features as possible to create a long list. Try to fill the page with appearance features.
- + Prompt the group to make each feature as specific as possible. For example, if someone says “perfect skin,” ask them to describe what that looks like (e.g., no blemishes, no wrinkles, a glowing quality, no acne).

This shows that perfect is just another opinion, not a fact. As they describe features highlight the absurdity of it. For example, people aren’t suppose to have body hair, but at the same time have beautiful thick hair on their head. Ask the group “What does the appearance ideal tell us your skin color should be if you have light skin?” Desired answer is tan skin. Then ask “What does the appearance ideal tell us your skin color should be if you have dark skin?”

- + Desired answer is lighter skin. Then state “That’s right, no matter what your skin color is, the appearance ideal tells you it should be something else. Nobody wins.”

2 minutes:

When you’ve filled the page and the group is out of ideas, step back.

So, society tells us that the perfect-looking person has...

- + Cross out “The Perfect-Looking Person” title on the paper and write “Appearance Ideal” instead.
- + Make sure that everyone understands what the word “ideal” means.

An ideal is an idea of something that’s perfect, but it normally only exists in the imagination. The appearance ideal is an idea of the perfect way to look, even if it doesn’t exist naturally.



Reflect

4 minutes:

Sit down with the group. Facilitate a brief discussion around these questions. Take 1 minute per question:

Q: Where does the appearance ideal come from?
How do we learn about it?

A: Media, family, friends, fashion industry, diet industry, etc.

Q: How does pressure to match the appearance ideal make you feel?

A: Anxious, depressed, not good enough, shy, negative about self in general, etc.

Q: What are we told will happen if we look like the ideal? Is it true?

A: Be more popular, happier, more successful, in a relationship, etc. But no, it's not true.

Q: Is the appearance ideal the same for young people from different cultures and backgrounds?

A: No, it varies but still makes us feel the same way.

Do it differently

If your group enjoys scenarios and role-play activities, get creative when you set up this activity. For example, challenge the group to create an ad for a "beautiful woman" or "cool skater guy" to appear in a film or TV show. What do they need to look like? Then create a "Perfect-Looking Person" list from these ideas.

Tips:

- + Aim for a long list with very specific physical points and plenty of details to show how narrow the appearance ideal is.

Look for

- + High energy, with everyone calling out lots of specific ideas.
- + Young people getting outraged and recognizing how ridiculous and impossible the appearance ideal really is. This is what we want.



Watch the Costs

 10 mins



02



Why this matters

It's not enough to know that the appearance ideal exists. To help young people build their body confidence, we need to encourage them to speak up about the costs of chasing the ideal and how being free from it can make them happier and healthier.

You will need

+ Paper and pens.

Setting

Large space, outdoors if possible.

Let's get started



What happens



When young people try to match the appearance ideal, a negative impact for them and for society results. How much does it cost us to chase the appearance ideal?

In this activity, participants come up with a long list of costs (downsides or major negative impacts) associated with chasing the appearance ideal. They think about what it costs an individual in terms of personal health, relationships, finance and achievements, and what it costs society in general.

Play the Frozen Pairs game:

Divide the group so that half are catchers and half are runners.

The catchers represent the appearance ideal. When a catcher manages to catch a runner, the pair shouts "Freeze!" and everyone stops on the spot.

To free themselves, the frozen pair comes up with a cost associated with the appearance ideal.

Ask:

Trying to look like the appearance ideal costs a lot for people and society as a whole. Name one cost, or negative impact, it has for an individual or for society.

When the pair calls out a cost, write it down. Each of the frozen pair now become a runner. Start the game again, and repeat for about 6 minutes.

Individual costs

Low confidence, avoiding sports, not contributing at school, spending too much money on beauty products or diet pills, over-exercising, eating disorders, not enjoying food, not having fun with friends, being unhappy, not putting self out there, avoiding physical challenges and adventures, health complications from surgery...

Costs to society or your Culture

Missed days from work and school, people not achieving potential, health service costs...

For culture, everyone is trying to look the same and less like where you came from; makes you dislike the features that represent your culture...



Reflect

Bring the group together and discuss each question below for 1 minute:

Q: Given this long list of costs, who benefits from the ideal?

A: Fashion and beauty industries, the media industry, etc.

Q: Are we part of the group that benefits?

A: No!

Q: Given all of the costs, is chasing the ideal worth it?

A: No!

The best way to beat the appearance ideal is to speak out against it. Have each participant grab a partner and take turns saying why they think trying to achieve the appearance ideal is not worth it, given the costs.

Look for

A wide range of costs that consider physical, emotional and mental impact to individuals and to society. Young people often have a real wake-up call by this point and can start getting angry about the ideal. Be supportive if the activity stirs up strong feelings.

Tips:

- + If a pair struggles to think of a cost, invite the group to help.
- + If your group is small, repeat the game until you have a long list of costs.
- + If your group wants to and everyone feels comfortable about it, why not record their performance? Remember to get consent from the participants and their parents before sharing any media.*

Do it differently

If your group doesn't enjoy active games like this one, explore the costs in a different way. For example, young people can work in small groups to come up with a list of costs, then choose to:

Create a two-minute performance using any creative medium (e.g., a song, dance, rap or drama) that communicates as many of the costs as possible. Perform it to another group, which has to spot as many costs in the performance as they can.

Work in pairs to take photographs that represent each cost, and share them with the wider group.

Use the internet or social media to explore news stories and other media that expose the costs of chasing the appearance ideal.

Remember

There is no perfect look and no perfect body type.

Having a body that enables you to do the things you want to do is important, so we need to appreciate and take care of our bodies. Speaking out against the appearance ideal isn't about criticizing anyone's natural body or features, or the choices people make about their appearance. It's about challenging the ideal in society that there's one perfect way to look, and the pressure this ideal puts on people. Also, bear in mind that it's impossible to naturally achieve the ideal; even models and celebrities need surgery and photo editing to match it. Chasing the ideal, and what this does to you, is the problem.



Eyes Don't Lie

 10 mins



03



Why this matters

By understanding digital editing techniques such as airbrushing, the group becomes aware of the lengths the media will go to in order to present the appearance ideal, and that models and celebrities can't naturally match it.

You will need

- + Handout 1 "Eyes Don't Lie?" Photos
Distribute one per small group.
- + Video "Dove: Selfie"

*All Celebrándome program materials
are available for download at
Dove.com/SelfEsteem*

Setting

Whole group for the video, then small groups for looking at the photos. The leader will facilitate feedback and conversation at the end.

Let's get started



What happens

Show the “Dove: Selfie” video clip to the group.

Airbrushing can dramatically change a photo or video, but if you don’t know it’s been done, it can be hard to spot.

We are tricked into believing what we see: that the models and celebrities in photographs and videos “naturally” match the appearance ideal, when, in fact, they’ve been digitally altered.

Distribute Handout 1, one for each small group. In each group, have the members examine the photos and identify how many differences they can find between the two. Let them share the results with the whole group.

Reflect

Start a group discussion using the following questions as prompts:

- + How does it make you feel when you realize that even models and celebrities have to be airbrushed, because even they aren’t considered beautiful enough to match the appearance ideal?
- + How do you think it makes the model feel to be airbrushed?
- + Why did this social media star want it to look like she was taking a selfie?
- + If you digitally alter your own photos on social media, do you think this supports the appearance ideal? How does it feel different from posting unedited photos?*

Look for

Group members making connections with their own experiences and recognizing how digitally altered media feeds the appearance ideal.

Do it differently

If you can’t show the video clip, why not share articles about the impact of digitally altered media that make people look like the appearance ideal? There are plenty of these online; choose a couple that are suitable for your group and that complement the messaging of *Celebrándome*.

Remind the group that while digital-editing techniques like airbrushing are regularly used in media such as ads, TV, movies and music videos, the “Dove: Selfie” short film shows that they’re also used for social media. What might look like a simple selfie required a lot of time and resources to make the social media star look like the appearance ideal.

Body talk Lotería

🕒 10 mins

04

Why this matters

Body talk is one of the most important ways an appearance ideal is maintained. It's also one of the least obvious, though young people experience it regularly in the media and from family and friends. By understanding how to spot and respond to body talk, participants can protect themselves from it and build their body confidence.

You will need

- + Dice, one per group.
- + Pens, one per participant.
- + Handout **2** Body Talk Lotería Cards.
- + Distribute one per small group.

All Celebrándome program materials are available for download at Dove.com/SelfEsteem

Setting

Small groups of four to six.

Let's get started



What happens

Explain the concept of body talk to the group:

When people are supportive of the appearance ideal in conversation, sometimes without even knowing it they are engaging in body talk. When we compliment others on losing weight, building muscles, join in when friends complain about their bodies or talk about dramatic weight-loss diets, we're supporting the idea that we should all chase the appearance ideal and there's only one way to look good. Body talk may sound like a harmless, positive compliment, but under the surface, it still compares us to the appearance ideal and can make us feel bad about ourselves.

Then:

- 01 Give each small group a dice and set of Body Talk Lotería Cards (Handout 2).
- 02 Each person takes a lotería card and alternates rolling the dice.
- 03 Each person shows the group which speech box on their page matches the dice roll, and the group reads the speech box in silence (or a leader reads it aloud).
- 04 The group decides what they would say to show they don't agree with the appearance ideal and to challenge the statement in a positive way.
- 05 They say this statement out loud, and anyone with that speech box on their Lotería cards can cross it out.
- 06 If the dice roll matches a box that has already been answered, pass the dice on.
- 07 When a player has crossed out all six statements on their page, they call DONE. Keep going until time is up or everyone has crossed out all their speech boxes. Remember this activity is about 10 minutes.

Reflect

Stay in your small groups or come back together to have a conversation around these three questions:

Q: How do statements like the ones on the Lotería cards keep the appearance ideal going?

A: They imply that the appearance ideal brings success and happiness, and makes us better people, and that there's only one way to look...

Q: What can you do differently?

A: Change the topic of conversation, talk positively about your body, celebrate diversity, tell others about the appearance ideal and discuss how chasing one doesn't make life better...

Q: How do you think changing the way you talk about your body might have an impact on how you feel and how others respond to you?

A: You would feel more body confident and others would notice your confidence; you'd believe being comfortable in your own skin is an attractive quality.

Q: What can you do when family and friends say these things?

A: Tell them how it hurts your feelings, then tell them how chasing the appearance ideal doesn't make life better, stop engaging in body talk.

Tips:

- + Encourage participants to help each other if they are struggling to think of verbal challenges.

Look for

Confident responses that would stop body talk in real life.

Participants eager to contribute.

Do it differently

Want it to be more active? Create a recycled bowling alley using plastic bottles with different numbers representing points written on each of them. Each participant picks a statement from their Lotería card and comes up with a challenge to the statement, saying it out loud and then rolling a ball to see how many bottles they can knock down.

If your group doesn't want to play a game, use a Lotería card to facilitate a discussion in which participants practice responding to the speech boxes out loud. Use the questions from the Reflect section of the activity to keep the discussion on track.

You could also have the leader read aloud a speech box, then close their eyes. A participant steps up to the leader and responds to the speech box, showing why they don't agree with the appearance ideal. Before opening their eyes, the leader tries to guess the speaker by the sound of their voice. Each participant takes at least one turn to respond to a speech box.

Future Pressures

 10 mins



05



Why this matters

Once *Celebrándome* has ended, participants need strategies to support themselves to resist the appearance ideal. This activity helps them prepare how to take what they've learned and apply it to their lives.

You will need

- + Small notecards, colored if possible – approximately 5 per person
- + Envelope or small box or bag, one per person
- + Colored pens, paper and other art materials, if available

Setting

Small groups.

Let's get started



What happens



You're all pretty clear now that the appearance ideal isn't worth chasing. But what happens once *Celebrándome* has ended? What challenges might you face in the future that will make the appearance ideal seem more attractive? Think about the pressures you might feel because we are in the U.S.? Think about the pressures you might feel from your culture?

We're going to come up with a list of useful tips and actions that will help you resist future pressures to look like the appearance ideal.

- 01 Encourage each group to brainstorm challenges they might face in the future that will put pressure on them to pursue the appearance ideal.
- 02 Each group then writes a list of actions they could take to overcome those challenges by reminding themselves the ideal isn't worth chasing and, in effect, boosting their body confidence.
- 03 Once each group has a good list, give everyone approximately 5 notecards.
- 04 Each participant creates a set of cards that offer suggestions for how to challenge the appearance ideal by writing one of their favorite ideas for doing so on each card. They can draw from the list the group came up with, add new ideas of their own or both.
- 05 Give each young person an envelope or small box or bag to collect their set of cards in.

At home, put the envelope, box or bag somewhere you'll see it every day. Whenever you're feeling under pressure because of the appearance ideal or just want a confidence boost, pull out a card and do what it tells you. If you think of other good ideas in the future, make new cards for your box. If you see your friends struggling in the future, why not lend them one of your cards to remind them how they can reject the appearance ideal?

Do it differently

If your group wants to do something more active, try role-playing the same idea. Get the group to brainstorm the challenges they might face, then in pairs they can pull a challenge out of a hat and act out what they would do to overcome it if it happened in the future.

If the group would prefer a more individual-reflective activity, they could also write a postcard to their future selves telling them what they could do to help them handle appearance pressures.

Tips:

- + If anyone is struggling to come up with actions, share some examples to get them started.

Body Activism

 10 mins



06



Why this matters

Body confidence is a social issue. By becoming body confidence activists, participants get to practice voicing their own rejection of the appearance ideal and help others feel less pressured to chase it, creating more body-confident communities.

You will need

- + Paper and colored pens for each small group.

Setting

Small discussion groups (approximately four to six), with leaders moving between groups.

Let's get started



What happens

Working in small groups, participants choose a simple action that will allow them to share what they've learned in *Celebrándome* with more people.

What could you do to open the eyes of your friends and family, even your wider community, to the appearance ideal and the importance of body confidence? To complete *Celebrándome*, share what you've discovered with others and expose the truth behind the appearance ideal.

01 Create two quick group brainstorms:

- + With whom would you most want to share the *Celebrándome* messages?
- + Where in your community do you think these people are most exposed to the appearance ideal?

02 Thinking about what you've learned from *Celebrándome*, what would you like to say to those people?

- + Come up with some simple messages that would challenge the appearance ideal and help others feel more body confident. Create a speech bubble for each one.

03 How else could you share your messages with those people or challenge the appearance ideal in those places it appears most in your community? Think of one simple action, such as:

- + Putting body-confident notes on the bathroom mirrors at your school
- + Sending body-confident postcards to your friends

- + Putting up posters challenging the appearance ideal
- + Writing a blog article
- + Conducting a social media campaign*
- + Creating a photo exhibition or pop-up art gallery

04 Agree as a group to take action in the near future, and start your body activism by taking a group selfie with your speech bubbles. If you're comfortable doing so, post the photo on social media and share it with your friends using the hashtag #TruetoMe.

05 Make sure everyone gets a speech bubble to take home.

Look for

- + Teamwork, enthusiasm and motivation to take action.
- + High energy and lots of discussion.

Do it differently

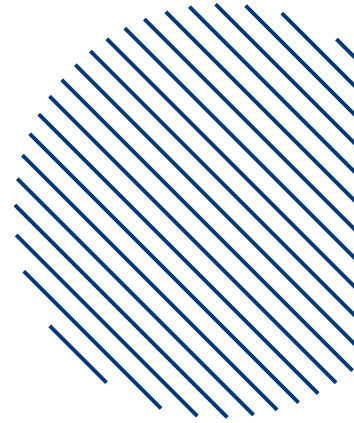
This activity might need extra time outside the session to take action. If finding time is hard, have the participants concentrate on creating their speech bubbles and seeing how far they can share their selfies – both online* and off.

Tips:

- + If you have time and the group is enthusiastic, taking action in the community is a great way for young people to feel empowered and practice life skills, as well as reinforce body-confident messages.

Reflect and celebrate

 5 mins



Why this matters

Reflecting on the session helps the learning to sink in. This is also a chance for you to get feedback and recognize everyone's contributions.

You will need

+ *Celebrándome* Certificates (optional)

All Celebrándome program materials are available for download at Dove.com/SelfEsteem

Setting

Whole group for feedback session.

Let's get started



What happens



Get some feedback. Discuss – or use Post-it Note Wall Pads or other quick evaluation and reflection techniques – for these four questions:

- 01** What did you most enjoy about the workshop?
- 02** Is there anything you didn't enjoy?
- 03** What one thing will you take forward from the workshop into your own life?
- 04** What is one thing you've learned from *Celebrándome* you'd like to tell your friends?

Thank each group member for participating and recognize their contribution in a fun and creative way. If you have time, a great way to end the workshop is with a simple activity to celebrate everyone's individuality and good qualities. For example, every participant makes and decorates a unique paper plant or flower, writing on it five things they love about themselves. Invite everyone to display their plants & flowers together as a diverse and beautiful garden.

Do it differently

Fill out and award the *Celebrándome* certificates that are available for download at dove.com/selfesteem. Or turn the end of the session into a community party if you have the time and resources.

Wrap up

Take a minute to close the session. Thank everyone for participating in *Celebrándome* and encourage them to spread the body confidence message far and wide!



The background is a vibrant green with various abstract elements. In the top left, there's a row of white chevron arrows pointing right. Below them is a white lightning bolt. To the right, a grid of small white dots covers a portion of the upper half, with a white plus sign and a small white square within it. A large, light green, organic shape flows from the top left towards the bottom right. In the bottom right area, there's a white circle, a white diamond, a white square, and another white plus sign. At the very bottom, there's a small white circle and a larger white circle. On the far right edge, there's a vertical column of small white dots.

Optional Extensions

In Their Shoes

 15 mins



01



Why this matters

Practicing how to challenge the appearance ideal in everyday conversation gives young people a way to do it in real life. By giving them the tools to counter the appearance ideal, they become less engaged in trying to chase it and their body confidence improves.

You will need

- + Handout **3** In Their Shoes Scenario Cards
- + Distribute one per small group.
- + A shoe, or other container, for each set of scenario cards.

All Celebrándome program materials are available for download at Dove.com/SelfEsteem

Setting

Divide into small groups, with each group supported by a leader.

Let's get started



What happens



Each leader takes a shoe and the set of scenarios in Handout 3, and finds a quiet space with the group.

The appearance ideal comes up all the time in daily life, not just in the media. We see our friends and family facing the appearance ideal a lot, too. If you have the confidence to speak up against it, you'll help the people you care about feel more body confident and start to break free from the ideal. This is a chance for each of you to practice how to challenge the appearance ideal in real life.

- + Participants practice coming up with arguments to convince someone it's not worth chasing the appearance ideal:

The leader, using the scenario cards, pretends to be someone who is struggling to match the appearance ideal.

- + Group members use positive challenges to persuade the person in the scenario to think differently and recognize the costs of chasing the appearance ideal.

For example:

LEADER: "No way I'm going swimming tonight. I'll say I'm not well. The idea of everyone seeing me in my swimsuit makes me feel sick."

GROUP MEMBER: "But swimming is so much fun, and it makes you feel good. Everyone has a different shape and size – that's normal! There's no such thing as one way to look good."

- 01 Invite participants to pick a scenario from the shoe and hand it to you without looking at it.
- 02 Read the card, then act it out with the group, pretending you feel like the character in the scenario.
- 03 Read the card, then act it out in front of the group, pretending you feel the way the character would in the scenario. For example:
 - + "What's so wrong with trying to look like a model?"
 - + "You agree I need to diet, right?"
 - + "Only thin people are popular, don't you think?"
 - + "What do you mean by 'costs'?"
- 04 If participants are struggling to think of challenges, support them with examples such as:
 - + "Looking like the appearance ideal doesn't make you happy."
 - + "Taking care of your body is important; chasing the ideal might actually hurt you."
 - + "Worrying about your body means you're missing out on having fun."
 - + "Being confident in yourself is a much better way to make friends."
- 05 When the group has run out of things to say, ask another participant to pick a new scenario card. Complete as many scenarios as you have time for, and try to encourage everyone to contribute at least twice.



Look for

- + Every group member verbally challenging the appearance ideal.
- + Energetic conversations, with everyone eager to contribute.
- + A range of arguments that shows the participants considering the costs of the appearance ideal.

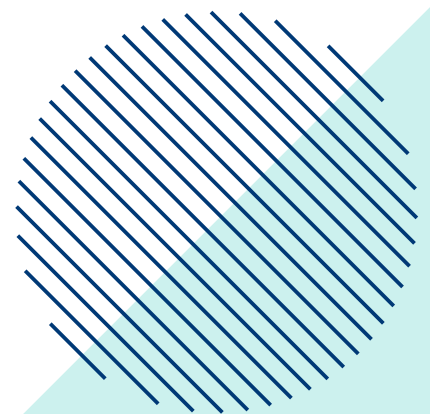
Do it differently

If it is helpful to your group, use a structure that allows everyone to contribute in turn. You could put a pair of shoes in front of each leader, and each participant takes a turn stepping up to the shoes to join the conversation.

Participants might argue that they follow the appearance ideal because being slim is healthier. Taking care of yourself is important, but what you look like and how healthy you are aren't as closely connected as you might think. We all have a healthy ideal, which is how we look when we're doing the right things to take care of our bodies physically, mentally and emotionally, as well as our overall quality of life. Eating nutritious foods in an amount that's appropriate for us, staying active and exercising, paying attention to our friendships and getting involved in our communities are all things that make us feel good and keep us healthy. What's important to recognize is that "healthy" looks different for different people, and keeping our bodies moving makes more of a difference to our health levels than being at a certain weight.

Tips:

- + The leader should be the only one verbally agreeing with the appearance ideal as part of this activity. If participants start supporting the appearance ideal at any point in the session, redirect them. Challenging the appearance ideal by speaking out against it improves body confidence; saying things that support the ideal won't.
- + Try to build a character around your scenario. How old do you think the person is? Where are they from? What is their family like? Making it feel real will help participants connect with the scenarios.



Media Takeover

 45 mins



02



Why this matters

It's hard to imagine a world in which the media doesn't keep the appearance ideal going. By conceiving an alternative, participants understand that there is a choice: Media need not be dominated by the appearance ideal.

You will need

- + Pens and paper.
- + Art and design materials, as available.

Setting

Small groups of three to five.

Let's get started





What happens

Participants get to create a positive body-confident media landscape.

Apparently, we are exposed to at least 250 pieces of media each day. What would life be like if these media challenged the appearance ideal, instead of supporting it and getting us to compare ourselves to it? What if they celebrated diversity and spread a positive body-confident messages? Let's find out.

Imagine your youth group has been given funding to transform local media with body-confident messages that empower young people to reject the appearance ideal and celebrate what makes them unique. In small groups, design your media takeover!

You can create any type of media you like so long as what you create shares positive body-confident messages and spreads the word that the appearance ideal is not worth pursuing because it is impossible to achieve and costs too much to maintain.

Working in small groups, support participants to create a body-confident media piece of their choice.

Some ideas could be:

- + A new magazine cover
- + A podcast or video post
- + A billboard
- + A news or magazine article.
- + An advertising campaign for a body-confident clothing line. This should include how they'll recruit their models, where they'll advertise and what they'll use as a slogan.
- + An Instagram campaign*



- + A music video
- + A song or a rap
- + A script for a short play. (They could even act it out for the group!)
- + A stop-motion animation
- + A TV news segment. (They could act this out.)
- + A video game or app

Give everyone 20 minutes to create their media and then share the results among groups.

Reflect

Get your group to think about the media piece it has created and why it's effective. Ask them:

What is it about your media piece that offers the greatest challenge to the appearance ideal?

What would it feel like to see a message like this everywhere in the media?

Tips:

- + This is a great activity that young people really love. If you can, allow them more time to put together their media piece and get creative.
- + Encourage older participants to share their media more widely if they are comfortable doing so.
- + You can adapt the list of ideas for media pieces to a local context.



Mirror talk

 10 mins

03



Why this matters

Thinking positively about their bodies is something young people don't do enough and, even if it's hard at first, it often brings a feel-good body confidence boost.

You will need

- + Handout 4 Mirror Time Worksheet

*All Celebrándome program materials
are available for download at
Dove.com/SelfEsteem*

Setting

Whole group briefing, with the activity to be completed in own time after the session

Let's get started



What happens

Distribute Handout 4 to each person and take time to talk the group through it:

We spent a lot of time thinking about encouraging others to be more body confident today. So how about you? When you get home, I want you to try something: Spend a few minutes concentrating on the things you like about your body. It might sound silly, but try it and see how it makes you feel. Even realizing you like little things about yourself, such as the way your hair curls or how strong your hands are, is a way of showing that the appearance ideal isn't in charge of who you are.

Explain the activity

01 Stand in front of a mirror, so you can see your body shape.

We often use mirrors to criticize ourselves. Let's try to see things differently and use the mirror to reflect all the amazing things about us!

02 Using the mirror, think about:

- +** Five things you like about yourself that aren't physical, such as personality traits, attitudes and values.
- +** Five physical features that you like about your body.

Write these down on the handout and bring it to the next session. Are you all willing to give this a try?

Look for

A willingness to try, with each participant taking the activity seriously.

Tips:

If some participants are worried they can't find a quiet space at home to do this activity, is it possible to offer this at your meeting place? It's important that this be a quiet and private space to complete the activity, on their own.

Mirror time makes the most impact when participants can identify body image characteristics that are very personal or meaningful to them. But if they aren't comfortable doing this alone or you're worried they won't be able to identify things they like about themselves, suggest:

- +** Trying it with a friend they trust. They can encourage each other to identify positive traits and give examples of things they like about each other.
- +** Beginning with the personality traits.
- +** Starting small with the physical traits. Encourage them to build up to more prominent features when they're ready.
- +** Thinking about things their bodies enable them to do, not just what they look like.

Wrap up

Take a minute to close the session. Thank everyone for participating and everyone a chance to share their favorite moment of the session.

Tips for facilitators: Dealing with difficult moments

Most of the time, the *Celebrándome* program runs smoothly and participants have little trouble engaging with the concepts. However, there are moments when some young people might struggle with critically thinking about body image and appearance pressures and ideals. This is not surprising, given our society's demand that we focus on our appearance. If someone is defending the appearance ideal, try to minimize any discussion that reinforces that ideal. This program is about creating a safe space in which participants can challenge the ideal. Here are some of the challenges that may come up, along with examples of how to respond:

"I disagree – it's good to look like the appearance ideal because beautiful people have better lives."

"Is that really true? Do celebrities have perfect lives? Can you think of examples from the news when people who come close to the appearance ideal struggle with their lives?"

"Try to keep an open mind and let's see how you feel after the next activity. You are free to go back to your old views after the program if you don't think this new perspective is useful."

"What does the rest of the group think? Do you believe coming close to the appearance ideal equals having a better life?"

"Are you saying it's not good to look after our bodies?"

"No. Promoting body confidence is about accepting and taking good care of your body."

"When you have body confidence, you are more likely to respect and look after your body, including having a balanced relationship with food and engaging in appropriate and pleasurable physical activities."

"Comments that Hispanic/Latinx can raise during groups"

Skin lightening or bleaching is commonly raised within groups. In addition, between 14–16 years a common birthday gifts from middle and upper class families personal trainer, breast implants, and various forms of plastic surgery." Responses to this can be "In what ways do these gifts promote the appearance ideal?" "What are some ways you can respectfully handle these situations?"

Tips for facilitators: Dealing with difficult moments

"I don't like this. It feels like you're criticizing people who look like the appearance ideal."

"There's nothing wrong with any one appearance. If people are confident about their natural body type and take care of themselves positively, they can be any shape or size. What we're criticizing is the idea that there's just one ideal way to look and we should all sacrifice our health, well-being, relationships, success and money to achieve it."

"Actually, we want to celebrate the beauty in diversity and recognize that we are all so much more than simply the way we look."

"I can't find anything I like about my body."

"We're so used to putting ourselves down it can be really hard to start seeing things differently. What small things can you start with?"

"You could start with thinking about things you like about what's inside you or things your body enables you to do."

"Think about others you care about, like your mom, siblings or friends. What do you like about them? Isn't it true that things you like most about them have nothing to do with the way they look?"



About the Dove Self-Esteem Project



Dove is committed to making a positive experience of beauty universally accessible to every woman. The Dove Self-Esteem Project (2004), helps the next generation develop a positive relationship with the way they look so they are not held back by appearance-related concerns and anxiety and can realise their full potential.

Working with leading psychologists and body image experts, the Dove Self-Esteem Project provides evidence-based and academically validated educational tools and resources to parents, teachers and youth leaders around the world.

The Dove Self-Esteem Project is the largest provider of body confidence education in the world, with a commitment to reach 250 million young people by 2030.

Dove.com/selfesteem



