

South Tyneside  
Young Peoples Parliament

# BODY IMAGE CAMPAIGN 2018

School learning events

LET'S  
TALK

BODY  
IMAGE



South Tyneside Council



The best start in life



## Participation Team

South Tyneside Council's Participation Team is committed to ensuring children and young people have a voice and are included in decision making in matters that affect them. The team is responsible for a range of work, including the following key activities:

- **South Tyneside Young People's Parliament (STYPP)** - this is a group of young people who meet weekly to discuss issues that affect young people living in South Tyneside and come up with ways to help. The group is based at The MarketPlace and consists of 20 members aged 12-19 years.
- **Junior LSCB (Super Safety Squad)** - this is a shadow group to the Local Safeguarding Children Board (LSCB). It influences the work of the LSCB and promotes and campaigns on safety and safeguarding issues highlighted by children and young people. The group is based in a primary school cluster and consists of 12 children aged 9-11 years.
- **MAGIC Umbrella** - this is South Tyneside's Children in Care Council, involving looked after children in three different strands: Mini-Magic for children aged 6-11 years, MAGIC for young people aged 12-17 years, and the Care Leavers Council for young adults aged 18-25 years.


Participation Team contact details & key responsibilities:

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Keep up to date with Participation Team activities:

 @ParticipationST

 Participation in South Tyneside

## Introduction

Every year South Tyneside Young People's Parliament (STYPP) run a campaign planned and delivered by young people. Following a residential planning weekend, STYPP host a series of events populated by 2-3 Year 9+ students invited from each secondary school in South Tyneside. Each event is facilitated by STYPP and follows the below format:

- **RESIDENTIAL** - STYPP attend a weekend residential at Thurston Outdoor Education Centre, to educate themselves on the topic, explore activities/resources and plan for the year ahead.
- **EVENT 1** is an introduction to the theme and an opportunity to gauge attendees' understanding through activities and consultation. Pupils are equipped with surveys and consultation tools to take back to their schools to gather the views of more young people.
- **EVENT 2** explores the theme further, focusing on areas highlighted in the first event activities and survey results which require more learning. Further consultation takes place, exploring ideas and how improvements can be made.
- **EVENT 3** is a celebration and summary event where all schools are invited to share actions and achievements made around the theme. STYPP also present their work and achievements and explain any further actions needed. Members of STYPP then pitched 5 theme ideas and attendees voted to decide our 2018/19 campaign.

## What happened in 2018?

Body Image was chosen as the 2018 campaign. Some of the issues that emerged from the campaign included:

- Lack of guidance for schools and pupils to help challenge negative body image language
- Pupils need for further education around body image
- The massive impact social media has on body image

## Summary of key achievements:

- Design and publication of Body Image leaflet: Challenging negative body language
- Production of Body Image posters
- Preparation of lesson plans designed in partnership with STYPP and distributed to all secondary schools

# EVENT 1

## South Shields Town Hall

Tuesday 6 February 2018

Aims of the day:

- Introduce and educate pupils about body image and what this means
- Gauge attendees' understanding through activities/consultation
- Equip pupils with surveys/consultation tools to take back to their schools and gather the views of more young people

Six schools were represented at this event: Bamburgh School, Beacon Centre, Jarrow School, Hebburn Comprehensive, Keelmans Way and St Wilfrid's RC College.

### Introduction and ground rules

STYPP gave a quick introduction of what they would be covering on the day and asked participants to come up with a set of ground rules. Ground rules help attendees know what to expect and also what is expected of them. They also help to lower any anxieties and make everyone feel safe.

### Activity 1 - Body Image Definitions Exercise

Each group was asked to come up with definitions for the following words:

- Body image
- Body confidence
- Self-esteem
- Body image myth
- Body talk

Groups then shared their definitions and formal definitions followed. This activity gave attendees a better understanding of terms relating to body image by first exploring what they already understood with each other, then comparing this to the formal definitions. It also helped us to gauge what their current understanding was and identify any further learning to include in the following event.

### Activity 2 - 30 Seconds to Name

Each participant was handed 2 sheets of paper, one with the title 'Positives' and the other 'Negatives'. They were then given 30 seconds to write as many positives and negatives about themselves as they could. Once they had completed this part of the activity we asked them to find someone in the room and read out all of the negatives as if they were saying it to/about them.

The purpose of this activity was not only to show how many negative thoughts we have about ourselves, but also how hard it is to come up with the positives. It's disappointing how negative we are towards ourselves because many body positive advocates say 'the only thing holding us back from happiness is the perception of ourselves'.

### Activity 3 - Short Film - What Happens When Strangers Get Real About Body Image

We followed the previous activity with a very powerful film highlighting the negative thoughts we have about ourselves - thoughts we would never say about, or to, anyone else

### Activity 4 - Diamond Ranking

Each table was given a large diagram of a diamond containing numbers starting from 1 at the top, to 10 at the bottom. In addition they were given small cards with different titles including: friends, family, social media, television, own self etc. They were asked to rank these cards depending on their influence on body image and place them on the diamond accordingly. For example if they feel social media has the biggest impact on body image, they would place this card on number 1 and the card they feel had the lowest impact would be placed at number 10.

This activity helped us to identify what young people felt influences body image and focus on these areas at our next event and in our campaign actions.

### Activity 5 - Questionnaires

During STYPP's planning and development of the campaign they came up with a questionnaire that they thought would enable them to gauge understanding, and find problem areas around body image.

Attendees were each given a copy of the questionnaire to fill out. It was then explained that each school would receive electronic versions of the questionnaire and we asked that they encourage as many students as possible to complete one and return all completed questionnaires to us prior to the next event.

### Activity 6 - STYPP Chair and Secretary Election

STYPP were in need of a new Chair and Secretary because of previous members leaving. Two members of the parliament chose to stand for each of the positions and STYPP felt this event would be a good opportunity for the election to take place. Each candidate gave a speech explaining why they should be elected and all attendees casted their vote via ballot papers and box located outside of the council chambers. Votes were counted and the new Chair and Secretary were announced by the Lead Member for Children, Young People and Families, Cllr Joan Atkinson.

Well done to Rio and Hilary, our new Chair and Secretary!

### Evaluation

Evaluation forms were completed and returned. These are useful for us to see if any improvements or changes are needed for the next event.



## EVENT 2

# South Shields Town Hall

Wednesday 18 April 2018

### Aims of the day:

- To explore the theme further, focusing on areas highlighted in the first event activities and survey results which require more learning
- To do further consultation using fun and interactive activities and explore ideas for how improvements can be made
- To prepare attendees to return to schools equipped to share and deliver ideas and activities within their school/community

Six schools were represented at this event; Bamburgh School, Beacon Centre, Jarrow School, Hebburn Comprehensive, Keelmans Way and St Wilfrid's RC College.

### Introduction, Ground Rules and Recap

As with the previous event, STYPP gave a quick introduction to the day and asked participants to come up with a set of ground rules. They also reminded everyone what was achieved at our last event using some visual reminders pinned on the wall.

### Activity 1 - Beauty around the World

We showed attendees a short film to highlight the different ideals of beauty around the world. We then read out some interesting beauty facts from different countries and asked the young people to move to a different area of the room depending whether they thought the fact was true or false.

This film and activity highlighted the different ideals we and the whole world have about beauty. "Beauty is in the eye of the beholder" meaning we all individually find things beautiful, for different reasons. It showed how people may find something or someone beautiful whilst others do not, and that everyone is beautiful in their own way - life would be boring if everyone looked the same!

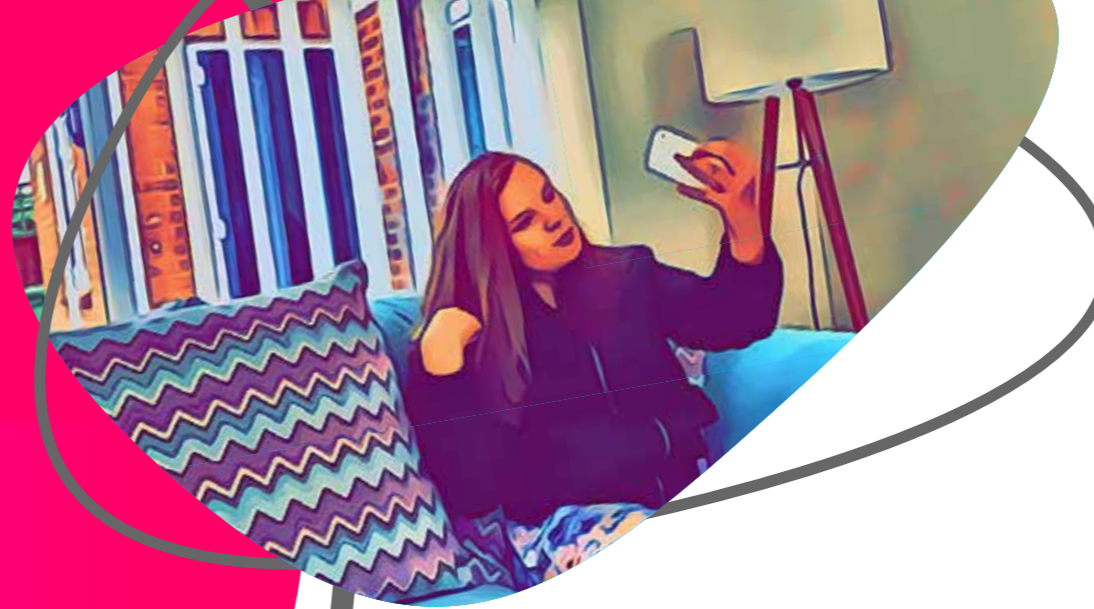
### Activity 2 - Body Talk - How to Challenge?

The room was split up into 2 lines (A & B) facing each other. Each member of line A was given a different statement, for example: 'How fat am I?'

Each person in line A was then asked to read their statement to the person opposite them in line B. Line B had to give what they thought would be an appropriate response. The line would then move along one space every time a statement/response was completed.

Once all statements had been read and responded to, a PowerPoint presentation was used to explain the different types of responses that could have been used, e.g. Institutional response, question, confront, and personal response.

Back at their tables, groups were then given printed sheets containing statements and asked to come up with different/more helpful responses to each statement.



### Activity 3 - Ideas vs Reality

Each group was given a large piece of paper showing the outline of a person. On one side of the person they were asked to design the 'ideal' person, and on the other side of the person to describe the 'reality'!

The young people really enjoyed this activity and shared with each other what they had drawn and why. This opened up some interesting discussions and again highlighted the different opinions we all have of 'what is beauty?'

### Activity 4 - Head, Heart and Hands

Each table was given a different scenario and asked to put themselves in the shoes of that person.

We then asked that they go through each response with Head, Heart and Hands:-

- Head: what might be going through their minds?
- Heart: what feelings and emotions could they be experiencing? How might their body image/body confidence be affected?
- Hands: what lengths might they or others go to for the perfect selfie, or to make themselves look and feel good?

This activity encouraged participants to see things from a different perspective and analyse what that person may be thinking, feeling and doing as a result.

### Activity 5 - Would You Rather?

We asked questions starting with 'Would you rather...' and participants had to move to different areas of the room to answer. For example, stand this side 'if you would rather see yourself as beautiful' or here 'if you would rather have everyone else see you as beautiful'.

This activity created some interesting discussions and gave some insight into how young people feel about their own body image.

### Activity 6 - Lion in the Cage

We gave each group an image of a lion and asked them to write down how they would describe the lion.

We then gave them an image of a lion in a cage and asked them again to describe the lion. 'Does your opinion change about the lion?', 'how does the lion feel?'

Next, each group were given an image of a person in a cage. We asked 'what is this cage?', 'what is suffocating their potential?' and 'what is holding them back from becoming who they could be?'

This activity firstly demonstrated the different views we have; some described the lion as being beautiful and some as dangerous. It then showed how our opinions can change depending on how we see people and their physical situation. Lastly, we saw some of the challenges and barriers that surround us and hold us back from reaching our full potential.

Our cage may be made from a range of factors, including: family beliefs, friends, social media and what we think we're expected to be.

### Activity 7 - Picture Match

Each group were given pictures of celebrities and facts/statements that they have made. They had to match the statement to the celebrity.

Young people were surprised to see some of the statements celebrities had made about themselves. The activity highlighted that even those we perceive as being 'perfect' also have their own insecurities and challenges.

### Activity 8 - Voting

On the wall we used pictures to show examples of all of the activities we had used during the last two events.

We then asked everyone to use stickers to vote for their top three activities, indicating what they thought other students should use or see. This activity helped inform the development of our lesson plans as we used the activities that received the most votes.

### WHAT NEXT?

We explained that we would like participants to share everything they had learned from our last two events with their schools and develop the work further where possible. This could be through assemblies, workshops, posters, displays or any way they felt most appropriate in their school. We asked that they prepare a presentation of the work they produce and share at our third and final event.



# EVENT 3

## South Shields Town Hall

Wednesday 5 July 2018

Aims of the day:

- Schools to share actions and achievements made around the theme
- Participants to vote on poster designs produced by schools
- STYPP to present any work/achievements they have made and explain any further actions

Five schools were represented at this event: Bamburgh School, Jarrow School, Hebburn Comprehensive, Keelmans Way and St Wilfrid's RC College.

### Activity 1 - Human Bingo (Icebreaker)

We kicked off Event 3 with a game of 'Human Bingo'! The idea of this game is to be the first to fill in all the boxes on the grid provided. To fill the boxes, participants had to write the name of a person and the one thing they are most proud of. They had to have a different person's name in each box.

This game got participants moving, talking and finding out about each other.

### Activity 2 - Body Image Quiz

STYPP designed a body image quiz that included 3 rounds:

- Round 1 Facts and Figures - taken from our recent Body Image survey
- Round 2 Picture - match celebrity to quote taken from activity in event 2
- Round 3 Music - name the artist and song from Body Image related songs

The quiz enabled us to share some of the results from the survey, recap on previous activities, and have a bit of fun!

### Activity 3 - Photoshop Spot the Difference

Each table were given photographs of celebrities before and after Photoshop manipulation and asked to 'spot the difference'.

This highlighted the 'fake' and 'filtered' images we constantly see in media and enabled the young people to see celebrities in a more realistic light.

### Activity 4 - School Presentations

We had fantastic presentations from 3 of our secondary schools; Hebburn Comprehensive, Keelmans Way and St Wilfrid's RC College, each showcasing the fantastic body image campaigns they had completed.

The presentations highlighted what had been achieved as a result of the campaign and enabled schools to share good practice and learn from each other's successes.

### Activity 4 - STYPP Presentation

STYPP gave a presentation updating everyone on what they had been up to, and what they have developed as part of the Body Image campaign. This included:

- A 'Top tips guide to challenging negative body image language'
- A Body Image short film
- Body Image lesson plans

It was explained that each of these developments have been informed by information and feedback from participants at each of the Body Image events.

### Activity 5 - Challenging negative body language booklet consultation

STYPP shared the draft content they had developed for the Body Image booklet with each group. They asked the group to change any wording, add additional content and make suggestions of how the booklet should look.

We received some fantastic feedback and suggestions that will be used when developing the booklet.

### Activity 6 - Post Card Activity

Each person was given a blank template of a post card. We asked them to design a postcard that is 'Body Positive', with positive body image messages. Once completed, they were asked to take a picture and post it on social media tagging friends and using the hashtags we created:

#loveyourself #thisisme #spreadthelove

We did this to help spread positive body image messages over social media, instead of the negative ones we so often see.



### Activity 7 - I Pledge... My School Pledges

We handed out pledge cards and asked participants to come up with some pledges about body image - for themselves and their school. This acted as a commitment to continuing their body image work, both personally and within the school structure.

### Activity 8 - Make Your Mark Presentation

Shana McCauley (Member of Youth Parliament for South Tyneside) gave a presentation on Make Your Mark (MYM) and how schools can get involved. Make Your Mark is a unique opportunity for young people aged 11-18 years to decide what Members of Youth Parliament will debate in November 2018 at the House of Commons, and ultimately what will become their campaign for 2019.

### CLlr Moira Smith - Thank You and Well Done

Our Lead Member for Children, Young People and Families gave a speech congratulating everyone for their involvement in this year's campaign. From the STYPP to the schools who participated, a very well deserved, 'Well done!'

### Evaluation

Evaluation forms were completed and returned. These are useful for us to see if any improvements or changes are needed for next year's events.

### Certificates

Each school was presented with a certificate from Shana McCauley (MYP) and congratulated for their commitment to the campaign.



# Our 2018 Body Image campaign in words, numbers and pictures...

**10**

South Tyneside Schools were represented

**32**  
young people were involved in the events

**75%**  
rated events 5 out of 5

**30%**  
rated 4 out of 5

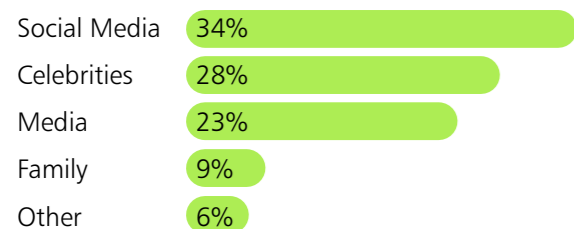


Have you ever gone on a diet to change your body image?

Yes **51%** No **49%**

**1609** surveys were returned

Who/what do you think influences your body image?



Do you compare your body to others?

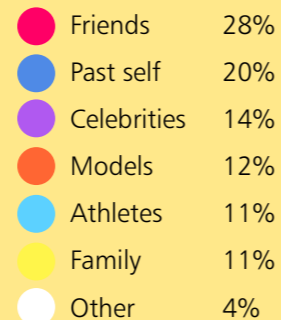
Yes **28%**

Sometime **39%**

No **33%**



Who do you compare yourself to?



Do you think your school could do more on the subject of body image?

Yes **61%** No **39%**

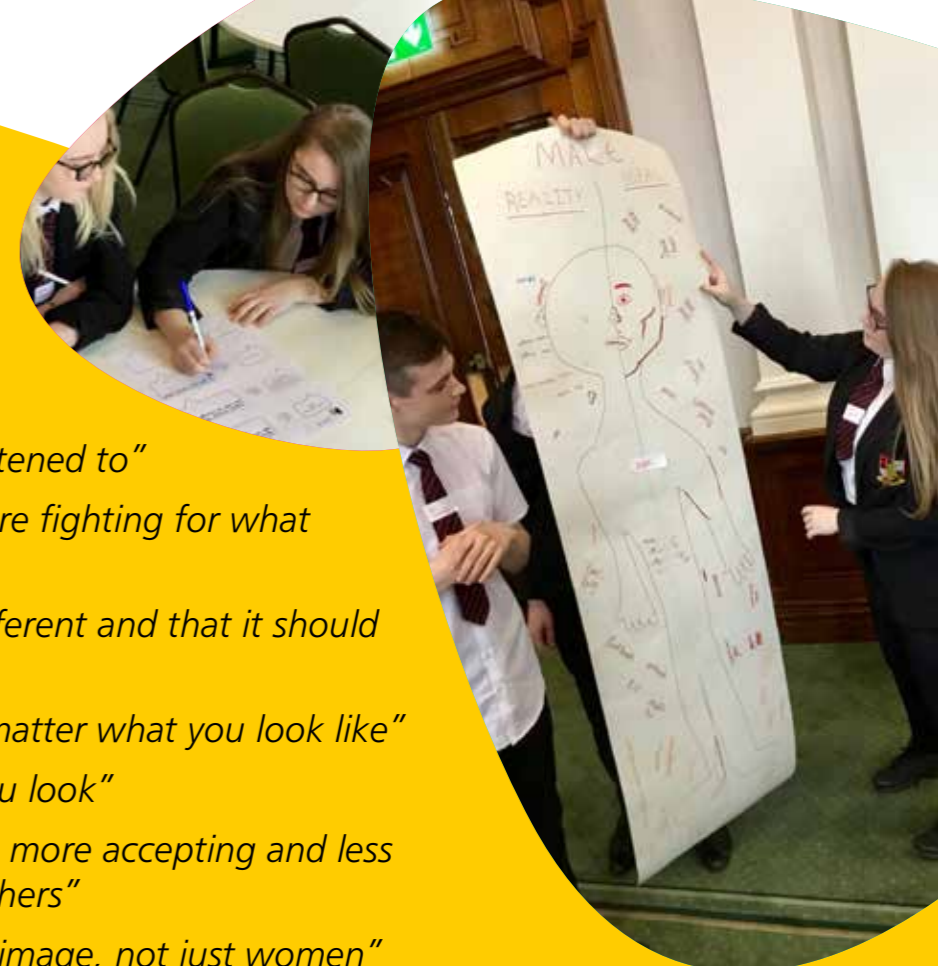


## What did you learn from today's event?

- "That children's voices do get listened to"
- "That STYPP is really good and are fighting for what young people want"
- "I've learnt that it is ok to be different and that it should be transferred into schools"
- "To be kind and that it doesn't matter what you look like"
- "That it is not important how you look"
- "We learned that we need to be more accepting and less judgemental to ourselves and others"
- "Men also get affected by body image, not just women"
- "That people in magazines are highly photo shopped (more than I expected) and both men and women are changed"

## Tell us what you think of Young Peoples Parliament and staff running the events?

- "You should be proud of yourself for your good work, keep it going"
- "I really love how confident the parliament is"
- "The young people's parliament and staff were polite, friendly and a joy to be around"
- "Really supportive and they are really nice to talk to"
- "Very professional and comfortable to talk to"
- "Amazing"
- "Very confident, kind and caring"



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 Participation in South Tyneside

Thank you to the following schools for their participation:

- Bamburgh School
- Beacon Centre
- Hebburn Comprehensive
- Jarrow School
- Keelmans Way
- St Wilfrid's Roman Catholic College

Thanks to South Tyneside Young People's Parliament (STYPP) for all their hard work and inspiration: Shana, Rio, Kelsie, Victoria, Hilary, Harrie, Katy, Chloe, Hollie, Molly, Steph, Daniel, Thomas, Ben, Leigh and Charlotte.

Thanks also to Councillor Atkinson and Councillor Smith for their continued support for our Young People's Parliament.