

Positive Body Image: A practical Programme for Schools

Course Code: 1642

“Getting your head above the crowd.”

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Numerous studies suggest that, on a daily basis, children receive a numerous messages from advertisers, magazines, songs, films and TV that purport to tell them about the thin-ideal. And the grip that social media has on their attention is tighter and starts earlier than ever before. There is no doubt that the self-image, ambitions and values of numerous children have been damaged by the commercial frenzy that hammers into them that what matters most is how they look. Part of this frenzy can be contributed to the impact of the media with its unrealistic imagery, airbrushing and proliferation of size zero models. The media has created an image obsessed world where messages about the right looks are delivered to children everyday without discrimination and there is ample evidence that the more mainstream media children and young people, both boys and girls, consume the more importance they place on how they look.

The escalating estimates of appearance – distress in children makes for scary reading. The All Party Parliamentary Group on Body Image which was formed in 2012 and its subsequent report Reflections on Body image suggest that body image dissatisfaction affects children at an increasingly early age and can diminish children’s self-esteem and demand their attention when it should be available for crucial developmental tasks. The report confirms that once established body dissatisfaction is difficult to reverse. In this climate it is important that professionals working with children and young people are equipped with a practical approach and the knowledge that will enable them to intervene before unhealthy attitudes have a chance to become entrenched. Providing children with practical interventions at an early age that are designed to reinforce the building blocks of healthy living and celebrate their talents and innate body esteem is our greatest hope of preventing the development of body dissatisfaction. Children need to hear clear messages from the key adults in their lives that enable them to navigate successfully through the plethora of high powered advertising and media messages that convey to them that what matters most is how they look.

This half – day workshop has been designed provide participants with an understanding of body image and its implications for the development of children’s healthy self - esteem and well-being. Following a brief introduction the session will provide an opportunity for questions and answers and discussion on how the programme Positive Body Image can be delivered in schools both as a stand alone evidence –based intervention and as part of a school’s overall approach to PHSE and contribution to their safeguarding duties in line with Working Together to Safeguard Children (2015) and Keeping Children Safe in Education (2015).

When & Where

Course Code: 1642
Date: 21st November 2016
Holiday Inn, Abbots Lane, Eight
Ash Green, Colchester

Course Code: 1642
Date: 3rd February 2017
Holiday Inn, Canterbury Rd,
Ashford

Course Code:

1642

Tutor:

Dr Ruth MacConville

Date:

21.11.2016

03.02.2017

Time:

TBC

Cost:

£65.00 pp

Venue:

21.11.2016

Holiday Inn

Abbots Lane

Eight Ash Green

03.02.2017

Holiday Inn

Canterbury Rd

Ashford

Cost: £65.00 per person

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