

INTRODUCING BUTTERFLY BODY BRIGHT

Butterfly Body Bright is an Australian first, whole of primary school, body image program that promotes positive attitudes and behaviours towards the body, eating and physical activity. The program has been developed by Butterfly Foundation and is strength-based and evidence-informed, supporting our staff,

students and families. Early research into the program has shown positive improvements in children's body image.

We are excited to have registered for Butterfly Body Bright and look forward to working towards being more Body Bright as a school community so that together we can support our students to feel confident and *bright* in their bodies.

In future newsletters we will highlight some tips for being Body Bright at home from the 6 Body Bright themes. In the meantime you might be interested in the **FREE** resources at www.butterflybodybright.org.au/families

For more information about the program visit www.butterflybodybright.org.au



Body image starts developing during childhood.

Body image is the thoughts, feelings and attitudes we hold about our body and how we look, and it is influenced by many things.

Butterfly Body
Bright is a
program of



B

is for
BRAVE!

Butterfly Body Bright has 6 themes, with each theme targeting an important factor that contributes to the development of children's body image. The first theme is BRAVE against appearance teasing.

Research shows that receiving negative comments about appearance and being the target of appearance-related teasing and/or bullying can have negative and serious consequences on a child's body image and self-esteem. It can also increase their risk of experiencing disordered eating and eating disorders.

Butterfly Body Bright helps children to be BRAVE in their bodies, by empowering them to stand up for their own bodies and for others. It's never OK to tease or make negative comments about another's appearance.

For more information on how to help your child to be BRAVE in their body check out the BRAVE tip sheet at www.butterflybodybright.org.au/resources

For more information about the program visit www.butterflybodybright.org.au

Butterfly Body Bright

What can you do at home?

Adopt a zero tolerance to appearance teasing or bullying, including any negative comments about appearance. Challenge and call out language, comments, teasing and nicknames that are appearance-based.

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R

is for
RESILIENT!

Butterfly Body Bright has 6 themes. Each theme targets an important factor that contributes to the development of children's body image. The second theme is RESILIENT to unhelpful media messages.

The images and messages children are exposed to in media can be taken on board and influence their thoughts and attitudes, particularly when it comes to body and appearance stereotypes and ideals. Research shows that the more a child is exposed to media that presents appearance ideals (such as thin for girls and muscular for boys), the more likely they are to use these ideals to judge their own appearance and make negative comparisons, which can increase body dissatisfaction.

Butterfly Body Bright helps children to be RESILIENT by strengthening their media literacy skills, by helping them to deconstruct and challenge the messages and images they hear and see.

For more information on how to help your child have a positive experience with media read the RESILIENT tip sheet at www.butterflybodybright.org.au/resources

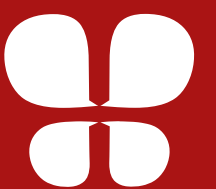
For more information about the program visit www.butterflybodybright.org.au



What can you do at home?

Ensure your child is viewing content that is age appropriate (including social media) and do your best to role model positive and kind language around appearance and body shape/size when viewing media yourself.

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Butterfly

is for
**INCLU-
SIVE!**

Butterfly Body Bright has 6 themes. Each theme targets an important factor that contributes to the development of children's body image. The third theme is INCLUSIVE of all bodies.

Attitudes and beliefs about body shape, weight and appearance develop early. When these attitudes and beliefs are stereotypical or negative, it can reinforce weight stigma. Studies have shown that weight stigma in children can present as positive attitudes towards people with thinner bodies (e.g., that they are kind and clever) and negative attitudes towards people with larger bodies (e.g., that they are mean or have no friends). Such attitudes have been linked to body dissatisfaction and appearance-related teasing in children.

Butterfly Body Bright helps children to be INCLUSIVE of all bodies and know that bodies looking and functioning differently is something to celebrate - so that everyone feels like they belong in the world and our school community.

For more information on how to help your child to be INCLUSIVE of all bodies check out the INCLUSIVE tip sheet at www.butterflybodybright.org.au/resources

For more information about the program visit www.butterflybodybright.org.au

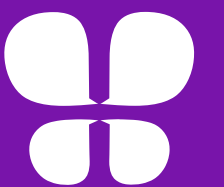
Butterfly Body Bright

What can you do at home?

Encourage your child to see all bodies as valuable and deserving of respect, no matter their shape, size or any aspect of appearance.

Remind your child that bodies grow, develop and change and that this is natural, necessary and OK, and that healthy and good bodies come in all different shapes and sizes.

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Butterfly Body Bright has 6 themes. Each theme targets an important factor that contributes to the development of children's body image. The fourth theme is GRATEFUL for their bodies.

Promoting body confidence, acceptance and appreciation from childhood can help to set up a positive lifelong relationship with the body, with the hope to reduce or avoid significant body dissatisfaction, disordered eating, and clinical eating disorders in life.

Butterfly Body Bright helps children to be GRATEFUL for their body, focusing on the things it can do and appreciating themselves for their inner qualities and strengths so that they can see their worth and value, beyond their body shape and appearance.

For more information on how to help your child to be GRATEFUL for their body checkout the GRATEFUL tip sheet at www.butterflybodybright.org.au/resources

For more information about the program visit www.butterflybodybright.org.au

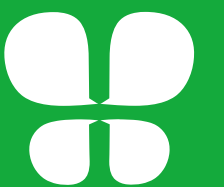


What can you do at home?

Encourage your child to show self-compassion and kindness to themselves and their bodies as they grow and develop.

Celebrate who they are and all the amazing things their (and your) body can do.

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Butterfly Body Bright has 6 themes. Each theme targets an important factor that contributes to the development of children's body image. The fifth theme is HAPPY from joyful movement.

We know that there are many physical and mental health benefits to be gained by engaging in physical activity. It is important that children are supported to develop a healthy and balanced relationship with movement, as their interests and bodies change and develop. Doing too little, or too much, physical activity can impact health negatively, so it's important to help children find movement and activities that bring them joy and that help them to feel good in their body.

Butterfly Body Bright aims to help children to be HAPPY in their bodies by engaging in fun and joyful movement, regularly.

For more information on helping your child to be HAPPY through joyful movement check out the HAPPY tip sheet at www.butterflybodybright.org.au/resources

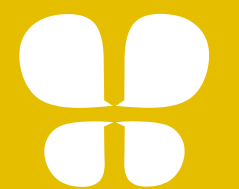
For more information about the program visit www.butterflybodybright.org.au



What can you do at home?

Explore ways to move that are non-competitive and fun for your child and help your whole family feel good in their body. Celebrating how bodies function, rather than how they look can help build a positive body image.

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T

is for
THOUGHTFUL!

Butterfly Body Bright has 6 themes. Each theme targets an important factor that contributes to the development of children's body image. The sixth theme is THOUGHTFUL with their eating.

We know that messaging around health and nutrition can be incredibly confusing. We also know that establishing positive and balanced attitudes towards eating can be a protective factor, reducing the risk of developing disordered eating and more serious eating issues. There is an enormous focus on 'what to eat', but sadly, children are not always supported on 'how to eat'.

Butterfly Body Bright helps children to be THOUGHTFUL with their eating by helping children to learn to listen to their body cues, be mindful when eating, and to be curious and non-judgemental towards foods. These approaches can help to build a positive relationship with food and eating.

For more information on helping your child develop a positive relationship with food read the THOUGHTFUL tip sheet at www.butterflybodybright.org.au/resources

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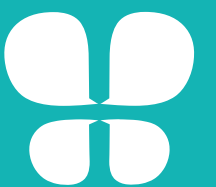
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What can you do at home?

Avoid shaming foods or food groups and strive to speak in a neutral way about food. Label food by its name (e.g., 'fruit and vegetables' rather than 'healthy foods' or 'lollies', rather than 'sugary treats').

This can help reduce shame, guilt and anxiety around certain foods and support a balanced and positive relationship towards eating.

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**Are you
worried your
child is
struggling with
their body image
or eating?**

Butterfly Body Bright is a prevention focused program that helps to foster positive attitudes and behaviours towards the body, eating and physical activity. Unfortunately, children can and do develop more serious eating and body image issues. Through the online Body Bright Staff Training, staff have been supported to better understand how to identify more serious

eating and body image issues and how to intervene if they are noticing a child who may be struggling. This would of course involve speaking with parents/guardians and families.

If you are concerned about your child (of any gender) it is important to trust your instincts and seek further information and support. The FAMILIES section of the Butterfly Body Bright website has more information to support families to be Body Bright, including information around what to do if you are Concerned About A Child. We also encourage you to speak with school staff to share any concerns and let us know how we may be able to help.

For more support information visit www.butterflybodybright.org.au/concerned

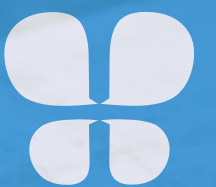
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