



EVERY BODY **FOR** EVERYBODY

HERTFORDSHIRE SCHOOLS POSITIVE BODY IMAGE TOOLKIT

“Be happy with yourself
don’t worry about what
other people think”





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Introduction/Campaign Overview:

Just Talk want Hertfordshire’s young people to celebrate that we all have different bodies, by launching ‘Real Bodies in Herts’. This county-wide positive body image campaign features students from Hertfordshire speaking about their own views and experiences around body image.

Through the promotion of self-help tools and positive affirmations, the campaign aims to inspire young people to build skills and confidence to celebrate their own unique qualities as individuals. ‘Real Bodies in Herts’ provides information on effective strategies to help young people develop healthier, more positive attitudes towards the way they look. The campaign will also ensure that young people know where to go to find advice and support with body image concerns.

Promoting ‘Real Bodies in Herts’ around your school

Just Talk have coproduced some promotional materials with Hertfordshire students to help raise awareness of the ‘Real Bodies in Herts’ key messages. These posters are designed in line with the campaign, with the intention to be attention-grabbing and clear to understand. Just Talk also have some positive affirmation posters which include real quotes from students encouraging others to feel more positively about



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their body. All posters are available for schools to download and display throughout their school setting.

We encourage schools to think carefully about where to display the posters, where are they most likely to be seen, and where will they have the most impact e.g. places like changing rooms, next to mirrors in toilets, and PE locations.

To download these materials, please visit www.justtalkherts.org/realbodies

And if you require high-resolution versions of the posters, please email JustTalk@hertfordshire.gov.uk.

Promoting via your School website

School websites are a useful place to help promote and show your school's support for the 'Real Bodies in Herts' campaign, as well as the wider Just Talk programme.

Please consider sharing the below text and image on your school's website for students and parents/carers to read:

[Name of school] is proud to be supporting Just Talk's 'Real Bodies in Herts' campaign, encouraging Hertfordshire's young people to celebrate that everyone has a different body. Diversity across all bodies should be celebrated and Just Talk want to give young people the tools to feel better about the way they look. Helpful information and advice on how to better navigate social media to protect their body image, is available on www.justtalkherts.org/realbodies .

In addition, First Steps ED's friendly team are available to answer any questions as well as offer advice and guidance around eating difficulties and eating disorders - just call 0808 1962228 Monday to Friday from 9am-5pm. Any voicemails received outside of working hours will be responded to the next working day.

Young people and parents/carers can follow @JustTalkHerts on Instagram, Facebook and Twitter for mental health and emotional wellbeing advice.

Parent/Carer newsletters

Another channel to help show support for the 'Real Bodies in Herts' campaign is to include content in any parent/carer newsletters your school distributes.

Please see below for suggested copy to be included in parent/carer newsletter.

Positive body image campaign 'Real Bodies in Herts' has been launched by Just Talk

Is your child worried about the way they look? If so, they aren't alone. Almost half of Hertfordshire secondary school students report being worried about their appearance.

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To address this, the multi-agency mental health programme *Just Talk*, co-ordinated by Hertfordshire County Council's Public Health team, has developed the 'Real Bodies in Herts' campaign; encouraging Hertfordshire's young people to celebrate diversity across **all** bodies.

The campaign has been coproduced with Hertfordshire students and provides advice for young people on how to feel better about the way they look. Uplifting advice from young people will be shared throughout the campaign, as well as information on improving body image and tips on navigating the pressures of social media.

In addition, First Steps ED are providing a FREE dedicated body image helpline for Hertfordshire young people, parents/carers and professionals to contact and learn more about support and services available throughout the county. First Steps ED's friendly team are available to answer any questions as well as offer advice and guidance around eating difficulties and eating disorders - just call 0808 196 2228 Monday to Friday from 9am-5pm. Any voicemails received outside of working hours will be responded to the next working day.

Parents/carers of young people in Hertfordshire can also sign up to a Free online Parent/carer workshop on Body Image to provide information, gain some top tips and useful guidance to help support your child with their body image.

For more information, please visit www.justtalkherts.org/realbodies. Young people and their parents/carers can follow @JustTalkHerts on Instagram, Facebook and Twitter, for mental health and emotional wellbeing advice all year round.

Webinars for parents/carers - to register:



<https://www.eventbrite.co.uk/e/parent-workshop-body-image-tickets-528279426987>



<https://www.eventbrite.co.uk/e/parent-workshop-body-image-tickets-537725660927>



Assemblies

If your school would like to run an assembly on body image and the 'Real Bodies in Herts' campaign, Just Talk have developed a deck of PowerPoint slides to be presented to students.

This presentation can be adapted and personalised to each school and are designed to be delivered in classrooms or assemblies.

Assemblies can also be delivered by students and Just Talk have provided some scripts as a guide.

To download this presentation please visit www.justtalkherts.org/realbodies

You can also contact us if you want to request for someone from the Just Talk network to come into your school and talk about the campaign

Social media

Just Talk have developed a toolkit to help your school promote the campaign across its social media channels as easily as possible.

Each toolkit has parent/carer and young person-focused messages and graphics designed to inform your followers about how they can access the campaign resources.

Note: Please check your school's policy on using social media before sharing messages to students. Many social media sites do not allow young people aged under 13 to join, therefore you'll also need to use other promotional materials, such as our posters, to reach younger students.

To download the social media toolkit, please visit www.justtalkherts.org/realbodies

Top tips for young people using social media

'Real Bodies in Herts' aims to encourage young people to be responsible in their social media usage and challenge online ideas that individuals need to look a certain way. Just Talk have developed a top tips document to help young people navigate social media whilst protecting their body image and mental health. This leaflet can also be downloaded from www.justtalkherts.org/realbodies

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Getting Support:

One of Just Talk's partners www.firststepped.co.uk are supporting 'Real Bodies in Herts' by providing a FREE helpline 08081962228

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First Steps
Hertfordshire Eating Disorders

DEDICATED BODY IMAGE HELPLINE:
08081962228

JUST TALK

This helpline is for Hertfordshire young people, parents/carers and professionals to contact and learn more about support and services available throughout the county.

Young people might want to ask...

- I think I might have an eating disorder but nervous about speaking to my GP...
- I'm worried about a friend but not sure what to say?
- What services are available to me in Hertfordshire?
- I'm struggling to communicate with my parents, what services are available to me and my parents?



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- I'm currently on a wait list for Eating Disorder services but not sure what I can do now?

Other people can use the helpline too!

- What services are available to me in Hertfordshire as a parent?
- I'm worried about a loved one, but they don't see a problem - is there something I can do?
- Are there any resources or training I get involved with as a teacher?

First Steps ED's friendly team are available to answer any questions as well as offer advice and guidance around eating difficulties and eating disorders - just call 08081962228 Monday to Friday from 9am-5pm. Any voicemails received outside of working hours will be responded to the next working day.

Teaching about Body Image in School

Alternatively, the following sources of support are recommended by the PSHE

Association as alternative quality assured resources and guidance around Body Image.

Copies of all documents are available to download and print from www.justtalkerts.org/realbodies

Students Q&A

As part of the 'Real Bodies in Herts' campaign, Hertfordshire students told Just Talk they would benefit from an event/forum where young people can have their questions and concerns answered. In response to this, Just Talk will be hosting and filming a Positive Body Image Q&A event and releasing this as a video. Young people can submit their questions to a panel of professionals to discuss/answer, as well as learn about local support and self-help strategies to reduce pressures about the way they look.

To help plan this event, Just Talk would be grateful if you could promote this event to student and encourage them to submit any questions, they may have around body image.

Please then complete and email the form in the appendices, with up to ten of your selected questions and return it to us via email to: justtalk@hertfordshire.gov.uk no later than 1 March 2023 to allow the team time to plan content accordingly.

Information on how young people can access the event will be circulated in due course.

See Q&A promotional poster for displaying in school at www.justtalk.org/realbodies



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Setting up a body image group in school

Young people told us that they feel an effective way to tackle the issue of body image would be to set up a body image group in all schools. One of the most effective ways to start establishing a positive body image group is to identify some champions - ideally consisting of a professional/s within the school, and some pupils. It's important to include pupils in this as a campaign or project run by students is likely to have a greater impact on other students than one run only by teachers. To make this easier, we have developed some useful guidance around setting groups up. This can be downloaded here:

Classroom/PSHE activities

Staff can also use a range of activities and worksheets provided within the campaign toolkit. In addition, Just Talk have developed a 'peer advice' display poster, on which students can write positive messages and stick them to a display board for their peers to read.

Copies of all documents are available to download and print from www.justtalkerts.org/realbodies

NOTE:

Please note that although 'Real Bodies in Herts' will be promoted in spring 2023, the resources will remain on the Just Talk website and can be accessed at any point in the academic year, should your school want to run its own campaign at a later date.

Thank you!

All 'Real Bodies in Herts' campaign resources have been co-produced with young people from across Hertfordshire. Just Talk wants to extend a thank you to the Stevenage secondary schools and North Herts College that have worked with the Public Health team so closely on this, as well as our partners; BeeZee Bodies, Services for Young People, Stevenage FC and Stevenage Young People's Healthy Hub.