

THE GORGEOUSNESS PROGRAMME

# PRIMARY

## Key Stage 2



Empowering young people  
with high self esteem  
and positive body image

## FACTS

Over 60% of girls avoid certain activities because they feel bad about their looks.

19 % won't try out for a team or club.

23 % won't go to the beach or pool.

13 % won't give an opinion.

15 % won't go to school.

- *Dove Real Beauty Campaign*

Children as young as five are talking about diets, and now the government has responded, saying body image classes should be taught in primary schools.

- *Katie Razzall / Channel 4 News*

Girls today see more images of "ideal" beauty through the visual media in one day, than their great grandmother's did in a life time.

- *Dove Real Beauty Campaign*

The average young person watches between 20,000 and 40,000  
adverts a year.

- *Body Image in the Primary School / Nicky Hutchinson and Chris Calland*

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[www.thegorgeousnessprogramme.com](http://www.thegorgeousnessprogramme.com)

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## FICTION

Bombarded with unattainable images of beauty that impact their self-esteem, the pressure on young girls to be physically perfect is becoming increasingly destructive at a much younger age.

Girls as young as ten years old are starting to focus on their flaws, belittle themselves and take destructive action to “perfect” their bodies.

Research shows that the girls and young women who develop low self-esteem from hang-ups about their looks often fail to reach their full potential in life.

The Gorgeousness Programme has been designed to educate young people to recognize the damaging effects of narrow beauty ideals and help them to base their own self esteem on factors other than physical appearance.

As a result schools can provide a powerful intervention, equipping pupils with renewed resilience as well a higher aptitude for success.



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# The Cost Of Low Self Esteem

Low self-esteem is the feeling of being worth less than others. This often leads on to a feeling of helplessness and creates resentment towards others. Pupils with low self esteem are unlikely to achieve their potential. Research has shown that low self esteem leads on to a variety of challenges for the individual, such as:

Substance abuse/ addiction

Low aspiration / no goals

Chaotic relationships

Inability to know who and when to trust

Sexual dysfunction

Critical of self and others

No ambition

Depression

Poor self image

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# The Benefits Of High Self Esteem

High self esteem is a feeling of being comfortable with who you are. It is a combination of how much you value yourself (self worth); your attitude towards yourself; your ability to manage and steer through challenges; your confidence in your abilities; how you compare yourself to others; how you perceive yourself within the community in which you live. People with high self esteem are shown to experience:

Raised confidence

Successful outcomes

Creativity

Increased well being

Positive self image

High levels of resilience

Self motivated goals and ambition

Healthy relationships

Self belief

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“The Gorgeousness Programme provides a unique combination of activities and techniques that encourage conversation around the increasingly difficult subject of body confidence.

As young people grow up surrounded by unattainable beauty standards, this programme offers a pathway towards significantly impacting the self image of Key Stage 2 pupils, as well as providing positive adult role models at a time when they are needed most.” - *Bethan Christopher, author of **Grow Your Own Gorgeousness** and creator of the **Gorgeousness Programme***



The Gorgeousness Programme positively impacts body image and self esteem by helping pupils to:

- Recognise how self esteem and body image affect their thoughts, feelings and actions
- Develop confidence in who they are
- Raise aspiration and challenge stereotypes
- Participate in designing, creating and empowering others with a new beauty ideal
- Tackle negative self esteem and resulting issues such as eating disorders, self harm, depression and cyber bullying
- Gain greater clarity about what makes them unique and special
- Value themselves and their bodies, resulting in healthier habits and choices

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## KEY STAGE 2 PACKAGE

The Key Stage 2 Gorgeousness Programme is a unique, preventative package that has been developed to combat the issue of low self esteem caused by body image.

Utilising sound principles of NLP (Neuro Linguistic Programming), CBT (Cognitive Behavioural Therapy) and accelerated learning, the programme empowers children with the skills and knowledge to shift their inner narrative and develop self esteem and confidence in who they are as opposed to how they look.

There are two Key Stage 2 Gorgeousness packages available.

### PACKAGE ONE:

- **STUDENT PROGRAMME:**

- 1 x full day Gorgeousness workshop

- 5 x 120 minute weekly workshops

- 1 x award event steered by participants

- **PARENT PROGRAMME:**

- 1 x 120 minute Gorgeousness workshop to raise parent's awareness around their own self esteem and tackle negative body narrative.

- Access to the 6 week Gorgeousness Online e-course.

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# THE GORGEOUSNESS PROGRAMME

## PACKAGE TWO:

- **STUDENT PROGRAMME:**

1 x full day Gorgeousness workshop

5 x 120 minute weekly workshops

1 x award event steered by participants

- **PARENT PROGRAMME:**

1 x 120 minute Gorgeousness workshop to raise parent's awareness around their own self esteem and tackle negative body narrative.

Access to the 6 week Gorgeousness Online e-course.

- **TEACHER WORKSHOP:**

1 x 120 minute Gorgeousness workshop for in-house staff who are interested in shifting their negative body and learning how to better support students in raising self esteem.

Access to the 6 week Gorgeousness Online e-course.

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## BOLT ON OPTIONS:

### STUDENT 1-1 COACHING:

Extra 1-1 sessions can be provided for those pupils who are facing specific challenges around self esteem and body image, eg. cyber bullying, anxiety etc

### GORGEOUSNESS PROGRAMME TRAIN-THE-TRAINER:

Training for in-house staff member/s to become practitioners of the Key Stage 2 Gorgeousness Programme.

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**If you think that the Key Stage 2 Gorgeousness Programme would benefit pupils at your school or would like more information please email:**

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