

# ATTENTION ALL PRIMARY SCHOOLS!



## Support student body image and wellbeing

### Butterfly Body Bright: because every child deserves to feel bright in their body.

Supporting student wellbeing and body image has never been more important. Research shows that 50% of 8-11 year old girls report wanting to be thinner and increasingly young boys report wanting more muscular bodies. Body dissatisfaction can impact a child socially, mentally and physically, and can reduce their engagement at school.

Aligns with the National Children's Mental Health and Wellbeing Strategy

Butterfly Body Bright can make a difference! After receiving just one Body Bright lesson, **54% of students have reported an immediate improvement in body image.** Developed by Butterfly Foundation, Butterfly Body Bright is a strength-based, evidence-informed whole of primary school program, designed to help children develop a positive body image and healthy attitudes and behaviours towards the body, eating and physical activity, so they can thrive at school and in life.

Helping children to be Body Bright is about helping them to be:

#### BRAVE

to stand up against appearance-teasing for themselves and others, and be kind to others no matter their appearance

#### RESILIENT

to unhelpful media messages about appearance are in the body they have

#### INCLUSIVE

of all bodies, so that everyone feels like they belong in the world

#### GRATEFUL

for what their amazing bodies allow them to do and celebrate who they

#### HAPPY

from moving their bodies in ways that feel good for both their minds and bodies

#### THOUGHTFUL

with their eating to develop a positive and healthy relationship with food and eating

83% of staff have agreed the Body Bright Staff Training filled an important gap in their professional development.

Annual program registration is \$375(+GST) for 12 months of online access to:

**Professional development for all school staff:** up to 4 hours of online self-paced learning + fact sheets (NESA & TQI accredited)

**Age and developmentally appropriate curriculum-aligned lesson plans:** Foundation to Year 6 across 6 Body Bright themes, which align with the Australian PDHPE Curriculum

**Expert & educator endorsed school culture guidelines:** to help foster a positive and inclusive community

**Resources to share with families:** including content for school newsletters

PLUS a Body Bright School Pack with posters, bookmarks, stickers and more!

Register today and help every child feel BRIGHT in their body. To find out more, visit [butterflybodybright.org.au](http://butterflybodybright.org.au)

Scan to find out how your primary school can become Body Bright.

