

Butterfly Body Bright launched in July 2021 and is now available to all Australian primary schools. The whole of school program:

- Is a strength-based, evidence-informed prevention program designed to support children's mental health by promoting positive body image and healthy attitudes and behaviours towards the body, eating and physical activity.
- Aims to strengthen protective factors in children, improve mental and physical health outcomes and reduce serious body image and eating issues from developing during late childhood and adolescence.
- Adopts a whole school approach, recognising that all aspects of the primary school community can, and need to, work together to positively impact children's body image.
- Includes school culture guidelines, online staff training, curriculum-aligned age-appropriate lessons, and resources for families.

Butterfly Body Bright strongly aligns with the 4 focus areas of the National Children's Mental Health Strategy.

Focus Area 1: Family and Community

- The Body Bright Families resource hub is freely available to all parents and caregivers of children (5-12 years) and aims to increase knowledge of key risk and protective factors that influence children's body image, eating and physical activity.
- Included are a range of evidence-based resources to apply in the home environment, these resources will be expanded over time and translation of the tip sheets to a number of languages is underway.
- Early identification and intervention resources are included to equip families with skills and information if they are concerned about a child's eating, physical activity, body image or mental health.

Focus Area 2: The Service System

Butterfly Body Bright provides free information to support schools and families to identify when support may be required for a child, and where to seek it, as knowing when and how to intervene and seek support for body image or eating concerns can be challenging for families and schools.

- Schools and families are linked to Butterfly's National Helpline for support and referral information, as well as the additional resources within the Butterfly Foundation website.
- An important inclusion of the online Staff Training is the module on identification and early intervention of disordered eating and eating disorders and how to discuss concerns with families.
- The Staff Training also includes information about the role of the school when a student has been diagnosed with an eating disorder.

Focus Area 3: Education Settings

Butterfly Body Bright understands the powerful role that education settings play in fostering children's mental health and wellbeing. It has been designed to support the development of a wellbeing culture within primary schools that promotes positive body image and healthy attitudes and behaviours towards the body, eating and physical activity, to prevent the later development of serious mental health concerns.

- School Culture Guidelines, which have been endorsed by sector experts and educators, provide schools with policies and procedures to implement to work towards achieving this goal.

- Online Staff Training provides comprehensive professional development to support school staff's knowledge in relation to body image in children and empowering them in their role as an educator.

Focus Area 4: Evidence and Evaluation

- Butterfly Body Bright has undergone a pilot evaluation to assess the feasibility and acceptability of delivering curriculum content in the classroom, and the initial impact that has on students (formal report available soon).
- A trial of the Staff Training has also been conducted to ensure the scope of content is appropriate, useful and effective.
- An evaluation framework is in development to continue to understand the impact of the various components of the program through ongoing formal evaluation.

How Butterfly Body Bright supports the 8 principles of the Children's Strategy

Child-centred

The foundations for body image are formed during childhood. Children with a positive body image are more likely to thrive mentally, physically, socially and academically. Butterfly Body Bright will help all children aged 5-12 achieve this.

Strengths-based

Butterfly Body Bright is designed to empower school communities (i.e., students, staff & families) to create an environment for all children to develop positive body image. Curriculum content and family resources are strength-based and adopt a 'do no harm' approach.

Prevention-focused

Evidence shows that waiting until adolescence to promote positive body image is too late! Butterfly Body Bright is a universal prevention program that aims to reduce the risk of children developing serious body dissatisfaction, disordered eating and eating disorders as they grow.

Equity and access

Butterfly Body Bright is available online to *every* primary school in Australia. It is free to schools until 30 June 2022. Beyond the current funded period, Butterfly is committed to ensuring that any financial contribution required by schools is minimal. This will ensure it continues to be accessible to all schools. Family resources are free to access via the website.

Universal system

In conjunction with content experts and Australian educators, Butterfly Body Bright has been designed to deliver developmentally appropriate curriculum-aligned lessons. The content is culturally sensitive and inclusive of all children's bodies, backgrounds and family contexts.

Evidence-informed best practice and continuous quality evaluation

Butterfly Body Bright has been informed by scientific literature on the risk and protective factors that underpin children's body image, and adopts effective intervention principles. A framework for its ongoing evaluation is being established.

Early intervention

The online Staff Training includes a module on the early identification and need for early intervention for children's body and/or eating concerns. Free resources are also available for families to encourage early intervention and avenues of support.

Needs based, not diagnosis driven

As Butterfly Body Bright is a universal prevention program, it is designed to benefit all children no matter where they are on their eating/body image journey. The program fills the significant gap in prevention in this area to support children's mental health and teachers' needs for this content.