

Dove Self-Esteem Project Confident Me Content Map

Born in 2004, the Dove Self-Esteem Project’s mission was to empower young people to embrace their uniqueness and think critically about media influences. **Confident Me**, for ages 10–16, provides flexible and comprehensive resources to achieve this. Within a school setting, teachers can use the **Confident Me** 5 lesson bundle or incorporate the learning into a single lesson. There are also tasks to complete at home; the Dove Confidence Kit and mini lessons.



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Confident Me Lesson Bundle

Appearance Ideals	Media Messages	Confront Comparisons	Banish Body Talk	Be the Change
50 minutes	50 minutes	50 minutes	50 minutes	50 minutes

Resources: Teacher notes, PPT, activity sheets

Students explore the concept of appearance ideals and where the pressure to achieve them comes from in society. They examine how this can affect their everyday lives and behaviours. Students identify and celebrate those personal qualities they admire in themselves.



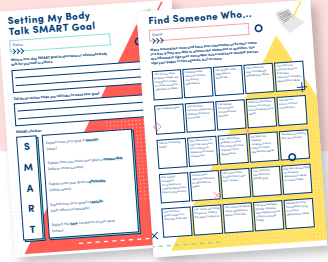
Students develop their media literacy skills by exploring the ways images and messages, from advertising to movies and social media, are often manipulations of the truth. They explore media images and films, reflecting on how they often promote appearance ideals in order to sell people products and services. Students set a SMART goal to challenge and reject these images and messages.

Students explore the very human and automatic nature of comparing looks to individuals and media images. Students identify the ways this has negative consequences for themselves and their friends. They analyse the impact of comparing themselves to others and explore ways to respond to comparison situations that will result in a positive outcome.



Students explore what is meant by ‘body talk’ and why people engage in conversations (including internalised conversations) about appearance, identifying the problems this can cause. They develop strategies for addressing negative body talk and identify unique aspects of themselves. Students set a SMART goal to increase positive body talk and decrease negative body talk with themselves or friends.

Students review concepts they have learned in the programme and reflect on the strategies and goals they have explored and set. Students discuss ways they are already being advocates for body confidence and ways they can continue to champion this



Single Lesson

40 minutes

Resources: Teacher notes, PPT, activity sheets

In this lesson, students will learn about appearance ideals and the influence of the media. They will learn strategies to counteract their impact and become champions for change.

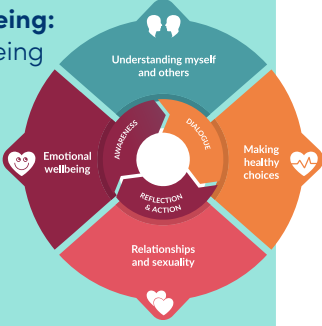


Junior Cycle SPHE Learning Outcomes

Strand 1: Understanding myself and others: Developing self-awareness and self-esteem and building some of the foundational skills and dispositions needed for healthy relationships and to thrive in life, including communicating and negotiating.

Strand 2: Making healthy choices: Opportunities for students to consider how they can make healthy choices to support their wellbeing.

Strand 4: Emotional wellbeing: Nurturing emotional wellbeing and promoting positive mental health. It helps students develop problem solving and coping skills for dealing with the emotional ups and downs of life, explores how they can support themselves and others in challenging times and discusses where/how to find support, if needed.



Resources to send home

Dove Confidence Kit

Resources: Activity pack

The Dove Confidence Kit contains advice and activities for adults to support children to become more comfortable and confident with their bodies. The kit tackles some tricky topics with the aim to help everyone feel more confident communicating with each other. Topics include appreciating your own body, social media, bullying, a communication tool, body functionality and celebrating individuality.

3 Mini Lessons

(recommended for 11-14 year olds)

Mini Lesson 1	Mini Lesson 2	Mini Lesson 3
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Resources: Teacher/parent guide

In this mini lesson, students will be discussing appearance pressures, self-esteem and body confidence.



In this mini lesson, students will look at the ways the media and advertising manipulate images and how to challenge these.



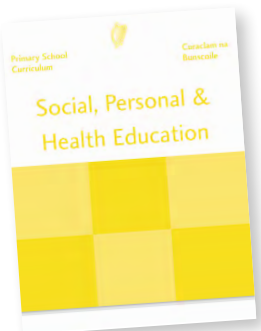
In this mini lesson, students will learn about appearance ideals and their impact. They will also learn strategies to overcome these.



Curriculum links:

All our sessions link into these aspects of the Social, Personal, and Health Education curriculum:

Fifth and Sixth Class



Myself

Self Identity:

- Self Awareness:** accept his/her own body image and explore some of the factors that affect his/her self image and beliefs about himself/herself peer pressure, advertising, idols and heroes
- Developing self-confidence:** develop further the ability to express personal opinions, thoughts and ideas and listen to, respect, think about and comment critically and con-structively on the views of others

Taking Care of My Body:

- Health & Wellbeing:** recognise and examine behaviour that is conducive to health and that which is harmful to health
- Knowing about my body:** recognise the importance of treating his/her body and that of others with dignity and respect