

# Primary Content Map

The Dove Self Esteem Project is a series of lessons for ages 8–11 that aim to create an open conversation around body positivity and celebrate individuality while building good mental health, self-esteem, and motivation in young people. The programme includes five, 45-minute Body Confidence sessions and five, 45-minute Bullying and Teasing sessions. All sessions link into the **personal, social, health, wellbeing and citizenship curriculums** for England, Scotland, Wales and Northern Ireland. Additionally, they cover literacy objectives across these nations.



Scan me to register!

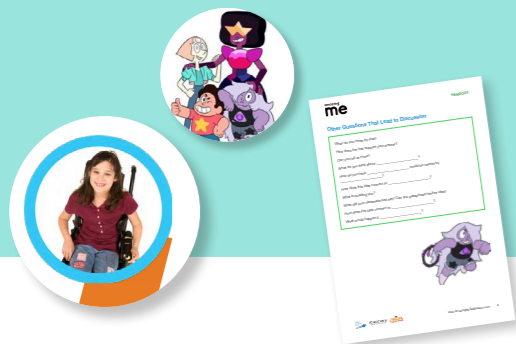


## Amazing Me: Body Confidence All five lessons can also be accessed as a bundle

Appearance Ideals	Body Talk	Competing and Comparing Looks	Let's Talk About Something Else	Positive Thoughts
45 minutes	45 minutes	45 minutes	45 minutes	45 minutes

Resources: Teacher notes, PPT, activity sheets

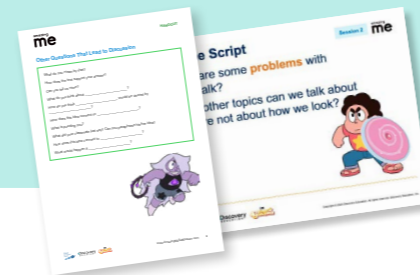
Pupils explore the ways that the media depicts 'appearance ideals' and share strategies for lessening the impact of this on their lives.



Pupils explore the positive and negative impacts of physical compliments. They identify strategies to stop body talk, focusing instead on nonphysical qualities.



Pupils discuss how often body talk is part of everyday conversations and the impact this has. They explore interesting and alternative topics of conversation that do not relate to physical appearance, through role play.



Pupils explore the concept of body dissatisfaction and try out positive self-talk as an effective strategy to improve body confidence. They collaboratively create cards using positive thoughts to boost body confidence.



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



## Amazing Me: Bullying & Teasing All five lessons can also be accessed as a bundle

What's Your Function?	Weight-Based Bullying	Media—What's The Influence?	Bullying In Our Schools	Dealing With Bullying
45 minutes	45 minutes	45 minutes	45 minutes	45 minutes

Resources: Teacher notes, PPT, activity sheets

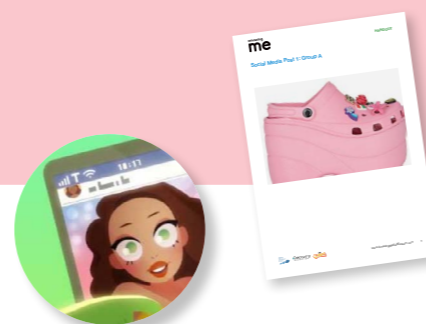
Pupils explore the various things their body can do and celebrate the everyday activities their body enables them to enjoy, connecting body appreciation to body confidence. They write a letter to their body, thanking it for all the things it does for them.



Pupils read and answer questions on an informational text on weight-based bullying and teasing. They then share strategies to use when either they are bullied, or they witness bullying.



Pupils explore the concept of the 'herding effect' by taking part in a data collecting activity, exploring social media posts. They discuss the connection between social media usage and bullying and teasing.



Pupils explore how bullying and teasing based on appearance/ weight has a negative impact on body confidence. They look at the school's anti-bullying policy and suggest possible changes that would make it more inclusive and effective.



Pupils use role play to practise using strategies to deal with bullying. They reflect on those strategies they are likely to use in the future.

