

Free Being Me

Creating a world free from appearance-related anxieties and discrimination.

Created with world leading body confidence experts, and in partnership with Dove Self Esteem Project, Free Being Me has already supported more than **6.5 million young people** to improve their body confidence and self-esteem since 2013 and is set to impact a further 3 million by 2026. Our FBM Phase II evaluation results showed that:

85%

report feeling better about themselves and their bodies

80%

of participants felt the programme positively impacts their community

76%

believe they can take action to create a more body confident world

What is Free Being Me?

Free Being Me (FBM) is an educational programme that promotes body confidence and a world free from appearance-related anxiety. Through relevant, exciting, accessible and learner-led activities, young people learn that body confidence and self-esteem come from valuing their bodies, challenging beauty stereotypes and advocating for a healthy body image in their friends, and communities.



Why is this work important?

Low body confidence is not only a public health issue but also a gender and social equality issue. Up to 80% of girls avoid important life activities because they feel bad about their looks (Dove Global Girls Beauty and Confidence Report, 2017).

Recent researches found that higher body dissatisfaction is associated with a poorer quality of life and psychological distress, a higher likelihood of depression symptoms and the risk of unhealthy eating behaviours and eating disorders. Conversely, body satisfaction and appreciation have been linked to better overall wellbeing and fewer unhealthy dieting behaviours (Mental Health Foundation, 2019).




Who can take part?

Any Girl Guide/Girl Scout group (girl-only and boys and girls mixed), aged 7-10, 11-14, and 15 and above.

How can we take part in FBM?

Be trained as a Free Being Me Trainer and apply for funding to deliver Free Being Me and Action on Body Confidence.

Learn more about Free Being Me and Action on Body Confidence!

 <https://free-being-me.com/>
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