A young woman with long braids and a young man are looking at a tablet together. The woman is pointing at the screen. The background is a bright, outdoor setting with a warm, golden light.

# Free to Be

TALKS

**Free To Be** is a research-based positive body image program for youth in grades six to eight. Free To Be empowers boys and girls to reach their full potential by developing media literacy awareness, cultivating individual strengths, building resilience to social pressures that impact body image, and nurturing a positive social environment.

**Powered by Raw Beauty Talks**

Developed by Renae Regehr, Rhea Owens, & Hillary McBride



## *Our Mission*

To remove imposed distractions that negatively impact body image so that youth can develop into leaders that will positively impact their communities and families.

## *Sessions*

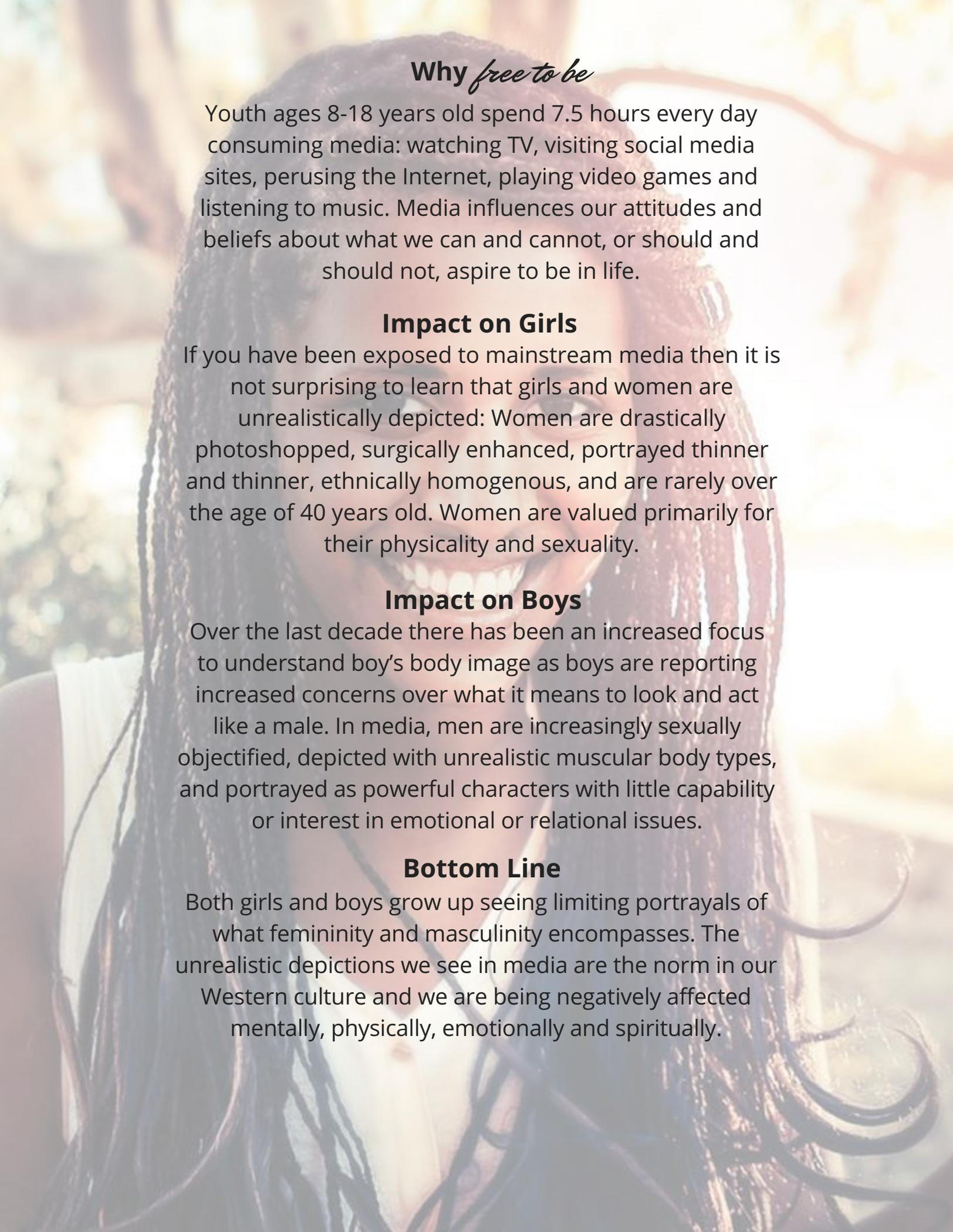
The Free To Be program is a total of 6 sessions with each 1 hour session being interactive and including small and large group discussions, role-playing, brainstorming, sharing, and positive activism activities.

## *Supporting Research*

Preliminary data analyses have shown that Free To Be **increases positive body image, positive body image coping strategies, and decreases body dissatisfaction in both boys and girls.**

It has been implemented with **over 1000 students** with very positive feedback from teachers, students, and parents!





## *Why free to be*

Youth ages 8-18 years old spend 7.5 hours every day consuming media: watching TV, visiting social media sites, perusing the Internet, playing video games and listening to music. Media influences our attitudes and beliefs about what we can and cannot, or should and should not, aspire to be in life.

### **Impact on Girls**

If you have been exposed to mainstream media then it is not surprising to learn that girls and women are unrealistically depicted: Women are drastically photoshopped, surgically enhanced, portrayed thinner and thinner, ethnically homogenous, and are rarely over the age of 40 years old. Women are valued primarily for their physicality and sexuality.

### **Impact on Boys**

Over the last decade there has been an increased focus to understand boy's body image as boys are reporting increased concerns over what it means to look and act like a male. In media, men are increasingly sexually objectified, depicted with unrealistic muscular body types, and portrayed as powerful characters with little capability or interest in emotional or relational issues.

### **Bottom Line**

Both girls and boys grow up seeing limiting portrayals of what femininity and masculinity encompasses. The unrealistic depictions we see in media are the norm in our Western culture and we are being negatively affected mentally, physically, emotionally and spiritually.

## *Aligned with BC curriculum goals and competencies*

Using **enquiry-based learning** students are able to develop abilities under **all 6 core competencies** within BC's new curriculum of:

- Communication
- Creative Thinking
- Critical Thinking
- Positive Personal & Social Identity
- Personal Awareness & Responsibility
- Social Responsibility

Each student is provided with a 25 comprehensive Student Activity Booklet where students **self-reflect and engage in positive activism projects** on topics related to:

- Identifying and understanding appearance pressures
- Exploring media images & of media messages in traditional and personal media
- Identifying strengths (in oneself & others)
- Nurturing gratitude
- Understanding & countering constraining stereotypes
- Describing one's best possible
- Creating positive social environments outside the classroom



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*FTB was an incredibly relevant and engaging program that closely tied in with our BC curriculum. My students were able to grapple with mature topics in a very age-appropriate way, and I noticed that it led to deeper questions about the topics we had discussed.*

Lindsay - Head Teacher - Burnaby

## We have *free to be* options for you:



### Host a FTB trained facilitator

Our Free To Be facilitator's are engaging, kind, and very capable people who have successfully completed the training and are able to effectively facilitate the program in your school or organization.

\*Please note that this is only available for schools in the Lower Mainland and Vancouver

### Become a Trained Facilitator

License the program so you can teach the information all year, on your schedule.

Attend our 3-4 hour in-person or online video training and learn:

- Current body image research and related topics that support the program
- How to successfully facilitate 6 sessions of Free To Be
- In-depth knowledge of program goals and objectives
- And much more supporting information.



### Workshops & Professional Development

Free To Be's material is highly relevant to kids, teens and adults, and can be adapted accordingly.

We offer a visually-stimulating and interactive presentation for students, parents, and for professional development.



A photograph of two young girls blowing bubbles. The girl on the left is wearing a white and grey plaid shirt and is blowing a bubble with a red ring. The girl on the right is wearing a white tank top and is also blowing a bubble with a red ring. The background is a soft-focus green and white bokeh, suggesting an outdoor setting with trees and flowers. A large, semi-transparent white circle is overlaid on the center of the image, containing text.

**To bring *free to be* in your school  
or learn more information:**

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Believe the same thing we do?  
Join us in empowering the next generation.

*"Never doubt that a small group of thoughtful,  
committed citizens can change the world;  
indeed, it's the only thing that ever has."*

Margaret Mead

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