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, sunny outdoor setting.

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

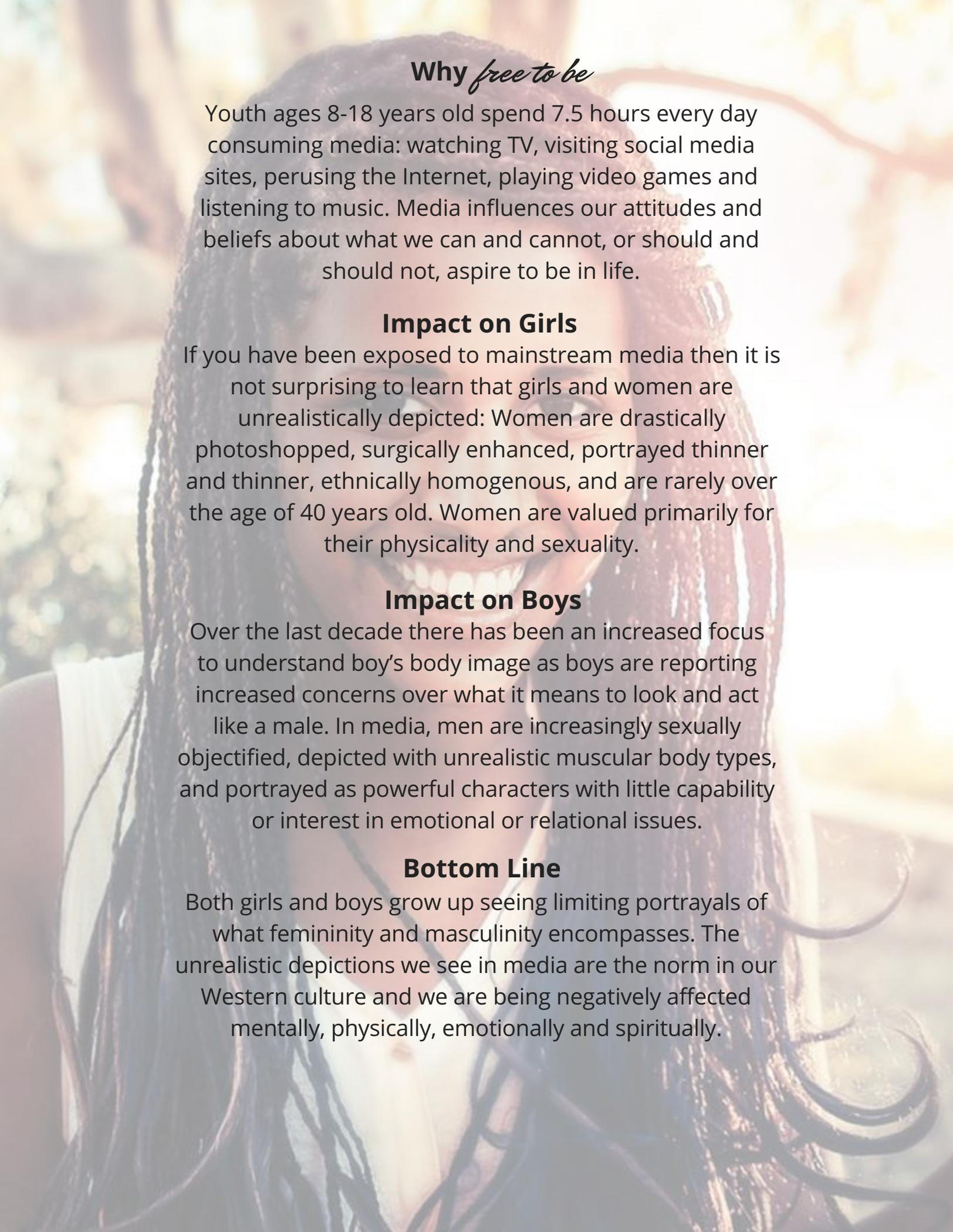
The Free To Be program is a total of 6 sessions with each 1 hour session being interactive and including small and large group discussions, role-playing, brainstorming, sharing, and positive activism activities.

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.

Learning outcomes of *free to be*

- Understand and explain the impact of appearance pressures
- Identify messages that reinforce and maintain appearance pressures
- Reflect on personal experiences where happiness and confidence was not contingent on appearance
- Understand the extent to which images in traditional and social media are changed
- Identify problems that arise from viewing manipulated images
- Describe and develop healthy coping strategies for bad body image days
- Demonstrate body image flexibility by identifying multiple ways, different bodies have positive and diverse capabilities
- Identify strengths and internal characteristics students like about themselves
- Identify activities and values, not based on appearance, that are important to them
- Formulate plans of how to encourage a positive body image with their peers
- Explain and identify common stereotypes
- Understand the negative impact of constraining stereotypes
- Develop counter-narratives to common stereotypes
- Identify creative ways to respond to stereotypes in social situations
- Develop and create a plan for social change related to body image and material covered in program
- Identify a future version of themselves, which they admire, not based on appearance



“*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

Due to generous corporate sponsorship we are able to offer a reduced rate on licensing the *free to be* program.

Attend our 3-4 online video training and become equipped to help youth reach their full potential.

- Current body image research and related topics (e.g. social media, technology usage, strengths and gratitude practices) that support the program
- How to successfully facilitate 6 sessions of Free To Be
- In-depth knowledge of program goals and objectives
- Practical tips for developmental considerations
- Understanding of group dynamics
- How to answer FAQs made by youth



Email us for different Free To Be program school license options available

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 plaid shirt and holding a blue bubble wand. The girl on the right is wearing a white tank top and holding a red bubble wand. The background is a soft-focus outdoor setting with green foliage. 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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