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is for
RESILIENT!

Butterfly Body Bright has 6 themes. Each theme targets an important factor that contributes to the development of children's body image. The second theme is RESILIENT to unhelpful media messages.

The images and messages children are exposed to in media can be taken on board and influence their thoughts and attitudes, particularly when it comes to body and appearance stereotypes and ideals. Research shows that the more a child is exposed to media that presents appearance ideals (such as thin for girls and muscular for boys), the more likely they are to use these ideals to judge their own appearance and make negative comparisons, which can increase body dissatisfaction.

Butterfly Body Bright helps children to be RESILIENT by strengthening their media literacy skills, by helping them to deconstruct and challenge the messages and images they hear and see.

For more information on how to help your child have a positive experience with media read the RESILIENT tip sheet at www.butterflybodybright.org.au/resources

For more information about the program visit www.butterflybodybright.org.au

Butterfly Body Bright

What can you do at home?

Ensure your child is viewing content that is age appropriate (including social media) and do your best to role model positive and kind language around appearance and body shape/size when viewing media yourself.

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