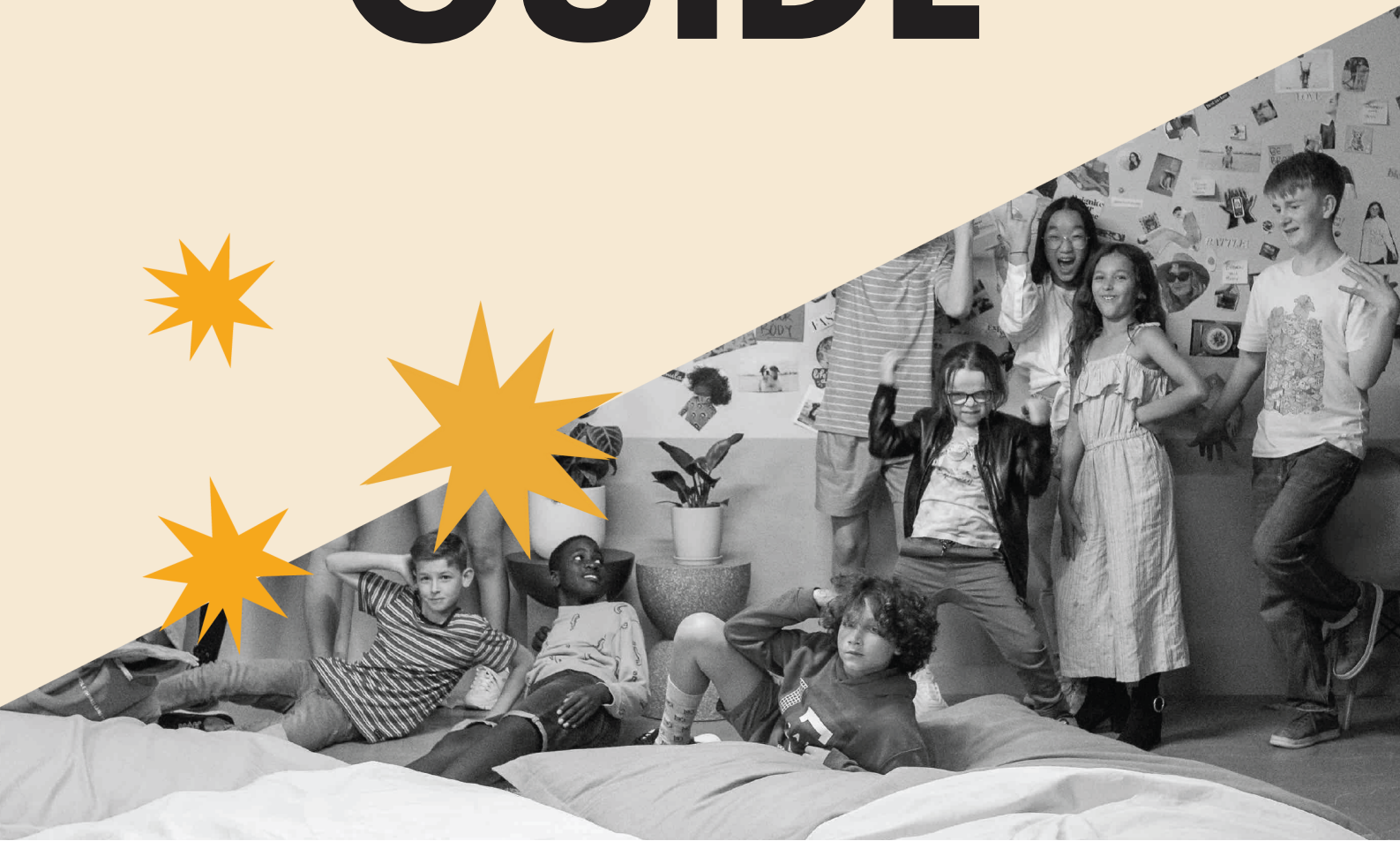




Embrace Kids

SCREENING GUIDE





A MESSAGE FROM TARYN

Hi There!

First of all - thank you from the bottom of my heart for bringing Embrace Kids to the young people your school.

From the moment the first Embrace film hit the cinemas, people have been saying "I wish we had been told this earlier", and "I wish this would be taught in schools"... and now, with your help, it will be!

In all of the work that I do in schools, it breaks my heart to see young people being held back by their beliefs about their bodies, and the way they look. With an onslaught of messages from social media and the world around them, too many kids are feeling like they need to change their appearance to belong and succeed. More and more, it's become clearer that there is an urgent need to remind kids that our bodies are not ornaments, they are the vehicles to our dreams.

In this film, we meet 18 incredible young people, who join me on my mission to help young people Embrace their bodies. Their contribution, and the stories of others in the film, help us go on a journey to realise that this complex problem is something we can turn around when we all come together to create change.

You are a critical champion for this change. This screening pack will help you to get the most out of seeing the film. To guide the conversations, discussion, activities, and action that will expand the impact of this film out into the world.

Warm Regards

Taryn Brumfitt
Director and Producer
Embrace, and Embrace Kids
Founder of the Body Image Movement

**"Your body
is not an
ornament, it
is the vehicle
to your
dreams"**

TARYN BRUMFITT

A FILM BY TARYN BRUMFITT, CREATOR OF *EMBRACE*

LOVE
YOUR
BODY



JUDGE
LESS
LOVE
MORE

move
nourish
respect
enjoy

Embrace Kids

I AM
ENOUGH

be
real
not perfect

YOUR BODY
is NOT an
ORNAMENT



ERIN
PHILLIPS

CELESTE
BARBER

FEATURING
JAMEELA
JAMIL

AMY
SHEPPARD

ELECTRIC
FIELDS

THE FIRST STEP IN CHANGING THE WORLD IS CHANGING YOUR MIND

SCREEN AUSTRALIA PRESENTS IN ASSOCIATION WITH SOUTH AUSTRALIAN FILM CORPORATION A BODY IMAGE MOVEMENT AND SLA FILMS PRODUCTION "EMBRACE KIDS"
COMPOSER BENJAMIN SPEED CINEMATOGRAPHER BENJAMIN DOWIE EDITOR DAVID SCARBOROUGH EXECUTIVE PRODUCERS CELESTE BARBER TERESA PALMER NATASHA STOTT DESPOJA ANDREW MACKIE RICHARD PAYTEN
PRODUCED BY BONNIE MCBRIDE TARYN BRUMFITT ANNA VINCENT WRITTEN AND DIRECTED BY TARYN BRUMFITT



TheEmbraceHub.com



Embrace Kids

ABOUT THE EMBRACE KIDS FILM

Embrace Kids is an uplifting film by Taryn Brumfitt (EMBRACE 2016) which brings together a vibrant collection of stories from young people and famous friends alike, who share their experiences about body image, bullying, gender identity, advocacy, representation and more.


This film aims to improve the body image of young people across Australia and the world. Aimed at an audience of 9-14 year olds, but equally engaging for adolescents, teachers, and parents, this film inspires, educates, and advocates for a world where we are not held back by the thoughts we have about the way we look. Instead, young people are encouraged to figure out what makes them unique and special, and use that to spark change.

The four central themes of the film and resources include:

- Celebrating diversity of appearance, including diversity in relation to gender expression, ability, cultural background, and size.
- Appreciating the functionality of what our bodies can do more than what they look like.
- Being kind to ourselves and others.
- Focusing on real role models.

At the end of the film, there is a strong call to action, for young people to come together to change the world- for themselves and for future generations. This advocacy approach, combined with content aligning to the core themes outlined above, aligns with best practice, research, and theoretical frameworks regarding effective approaches for improving body image in young people.

RUNNING TIME: 79 MIN



Body image is defined as the thoughts and feelings that people have about their bodies, and the behaviours they engage in as a result.

Body image isn't what you look like, it's how you feel about what you think you look like

BACKGROUND INFORMATION- BODY IMAGE

77%

of Australian adolescents report body image distress [1]

Body image concerns are common and have severe and wide-reaching negative implications for physical and mental health outcomes for young people.

Young people today have to navigate a global epidemic of body shaming, in person and online, that spreads the distorted belief that our bodies are not good enough as they are.

This concern about weight and appearance can lead to increased engagement in risk taking behaviours like smoking, alcohol use, suicide and self harm, as well as the development of depression, anxiety, and eating disorders [2-15]. Young people who are dissatisfied with their bodies are 24 times more likely to experience depression [4]. This is a serious issue.

Body image is consistently ranked in the top three issues of personal concern in the mission Australia Survey of Young people [3]. The Covid-19 pandemic has brought challenges for body image and there has been an almost 50% average increase in hospital admissions for eating disorders during the pandemic [16]. This is a time where young people need education to improve their wellbeing.

This is a big, complex, scary problem- but one that we can work towards addressing, together.

The Embrace Kids Film focuses on enhancing protective factors that have a broad spectrum effect on promoting mental wellbeing. The approaches focussed around enhancing self-compassion, promoting movement and physical activity and increasing appreciation of body functionality are known to be effective for young people who are not yet at-risk for body image concerns and eating disorders. These approaches are known to enhance body appreciation, self esteem, resilience, and positive affect (depression/anxiety).

KEY MESSAGES

KEY THEMES

- **CELEBRATE DIVERSITY**
- **APPRECIATE WHAT YOUR BODY CAN DO**
- **BE KIND TO YOURSELF AND OTHERS**
- **FOCUS ON REAL ROLE MODELS**



Focus	Key Messages	Film Content
Body Image	<ul style="list-style-type: none">• Every body is different- we are all different shapes and sizes, and that is what makes the world an interesting place to be in.• Different bodies have different skills and strengths.• Focus on what your body can do rather than what it looks like. Right now, your body is automatically helping you to regulate your temperature, digesting your food, fighting off illness, and managing your growth. Bodies let us experience the world through our five senses, and help us interact with others.	<ul style="list-style-type: none">-Taryn's Intro-Dr Scott Griffiths-EK HQ chats-Cattle Dog vs sausage dog
Social Media	<ul style="list-style-type: none">• We see so many more images of people now than ever before.• When we see images of other people, our brain makes automatic comparisons.• We can't stop ourselves from comparing, but we can influence our thoughts, feelings and actions as a result of these comparisons.• It is important that we don't try to change ourselves and our bodies based on what we see online - particularly as the images we see aren't often a real reflection of that person, let alone what is healthy for you and your body.• Focus on finding your special gift and your power.• Let's all take action to make social media a safer place for all of us to be.	<ul style="list-style-type: none">-Insdogram- Chico's social media comparisons-Celeste Barber's Social Media Spoofs-Amy Sheppard's experiences of filters-Taryn filtered and unfiltered

Focus	Key Messages	
Body Shaming	<ul style="list-style-type: none"> • Commenting on other people’s appearance is common, but it’s not ok - ever. • Understanding more about others can help us to empathise, and treat ourselves and others with compassion. • We can all play a part in reducing bullying and body shaming in person, and online. 	<p>Special Books by Special Kids Jameela Jamil, Amy Sheppard, Sadaf’s story</p>
Stereotyping	<ul style="list-style-type: none"> • Stereotypes are the automated assumptions we make about people based on their appearance or social group. • Stereotyping often leads to making generic assumptions that are unhelpful, and not true for all. • By learning more about individuals, we can move away from putting people in boxes, and see everyone for the vibrant and complex humans that they are. • Let’s see people for who they are and what they can do, not what they look like. 	<p>Gender Stereotypes</p> <ul style="list-style-type: none"> • Scott and ‘My shadow is pink’ • Audrey Mason-Hyde • Erin Phillips AFLW <p>Ability Stereotypes</p> <ul style="list-style-type: none"> • Chloe Hayden • Special Books by Special Kids • Alex Noble

CURRICULUM LINKS



The Embrace Kids film can be integrated into many curriculum areas to support student learning and wellbeing at your school.

LEARNING AREAS: HEALTH AND PHYSICAL EDUCATION

The Embrace Kids Film aligns with the Mental Health and Wellbeing Focus area of the HPE Curriculum, that requires students to learn about "Body image and self worth and their impact on mental health and wellbeing". The Embrace Kids film aligns with the propositions of the Australian Curriculum: HPE by taking a strengths-based approach, valuing movement, developing health literacy, and including a critical inquiry approach.

Relevant Content Descriptors include:

GRADE 5&6

- ACPPS051- Examine how identities are influenced by people and places
- ACPPS057- Recognise how media and important people in the community influence personal attitudes, beliefs, decisions and behaviours
- ACPPS060- Identify how valuing diversity positively influences the wellbeing of the community


GRADE 7&8

- ACPPS070- Investigate the impact of transition and change on identities
- ACPPS075- Analyse factors that influence emotions , and develop strategies to demonstrate empathy and sensitivity
- ACPPS079- Investigate the benefits to individuals and communities of valuing diversity and promoting inclusivity

GENERAL CAPABILITIES: PERSONAL AND SOCIAL CAPABILITY

- The Embrace Kids film may facilitate discussion and prompt social and emotional learning, relevant to the development of elements of the personal and social capability including: self awareness, self management, social awareness, and social management.

The Embrace Kids film can also be a part of Student Wellbeing and Pastoral Care Programs.



OUR VISION:

FOR A WORLD WHERE NO ONE IS HELD BACK BY THEIR BELIEFS ABOUT THEIR BODIES



MEET THE EMBRACE KIDS DOCO TEAM



**BODY IMAGE
ADVOCATE,
AUTHOR, DIRECTOR**

**TARYN
BRUMFITT**



**BODY IMAGE EXPERT,
AUTHOR, ADVOCATE**

**DR ZALI
YAGER**



CELESTE BARBER
Embrace Kids - Executive
Producer



TERESA PALMER
Embrace Kids - Executive
Producer



NATASHA STOTT DESPOJA AO
Embrace Kids - Executive
Producer

FEATURING IN EMBRACE KIDS



**JAMEELA
JAMIL**



**CELESTE
BARBER**



**ELECTRIC
FIELDS**



**AMY
SHEPPARD**



**AMELIA
MOSELEY**



**ERIN
PHILLIPS**



**CHLOE
HAYDEN**



**ALEX
NOBLE**



**SCOTT
STUART**



**AUDREY
MASON-
HYDE**



**DR SCOTT
GRIFFITHS**

DISCUSSION QUESTIONS



OVERALL QUESTIONS:

- What does it mean to 'Embrace'?
- What are the key messages of the film?
- How does this film make you feel?
- What facts and information are presented in this film?
- What else would you like to know more about, after seeing this film?

COMPARISONS

- Amelia Moseley from Behind the News talks a lot about making comparisons to others- and we see Chico experience this on Insdogram.
 - We can't stop our brain making comparisons, but we can control how this makes us think and feel as a result - what are some of the things we need to remember so that these comparisons don't affect us as much?

MEDIA

- Dr Scott Griffiths talks through the representation of hyper-muscular male characters and action figures.
 - What sort of pressure has this put on young people? And what are some of the things that they might do because of this pressure?

BEAUTY

- Amelia Moseley says " In every single era, there's been an idealised idea of what, in particular, a female body should look like. The Embrace Kids HQ Kids talk about 'before and after' photos, makeup, filters, and influencers
 - Why do you think there is all of this content and pressure around the way women 'should' look? How can we reduce this pressure for ourselves, and for the world?

REAL ROLE MODELS

- Amy Sheppard says: "Rather than focussing on models and what people looked like, I started to focus on what people did and what they could offer me and in terms of what I could learn from them, and that really shifted my perspective on what I valued in people and what I valued in myself. "
 - What do you value in yourself, your friends, and the people you look up to?
 - How can you ensure that these people have a greater influence on your life?

CULTURE

In the film, and in the world, we saw such an incredible diversity of bodies. It is important to understand how culture and traditions may impact how you think and feel about your body.

- What culture/traditions can you think of that may affect (positive or negative) an individual's body image?

STEREOTYPES:

- In the film, we meet Hamish, who is passionate about Dance. He says: “I got a lot of hate for it- because ‘ballet is for girls’... I nearly quit... I stuck with dancing and I’m so glad that I did, because if I got bullied out of it, I wouldn’t be the same, I don’t think”
 - How do gender stereotypes hold boys or girls back from doing what they want to do? What other issues could this lead to?

ABILITY

- In ‘Special Books for Special Kids’, a little girl explains that people bully her.
 - Why do you think people body shame others on the basis of appearance? And what could we do about it?

SHIFTS OVER TIME

- Erin Phillips says “People said ‘Girls can’t play Football’ and look at us now”. Having a Women’s Professional AFL Competition is something that people might not have imagined to be possible 10 years ago.
 - What changes would you like to see in the world in 10 years time?

‘THE INDUSTRY’

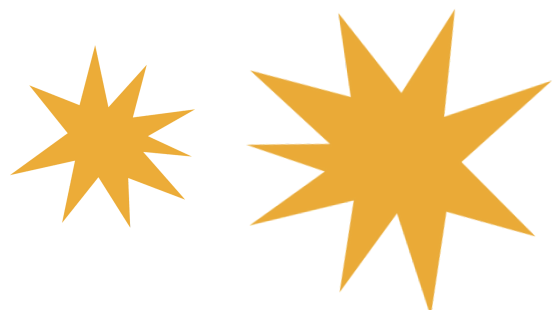
- Celeste Barber says: “Don’t hate the player, hate the game. It’s the industry that wants us to hate ourselves. They make money off us hating ourselves”
 - What ‘industry’ is Celeste referring to- what do we know about how companies, marketing, and these industries work?
 - Jameela Jamil also gives us some insights on the ‘industry’ and powerful forces at play. Can we draw up a map or flow chart?
 - Have you noticed any of this influencing you? What do you need to remember the next time you notice this?

UNIQUENESS

- Electric Fields - “We’re all extremely different, but we are way more similar than we are different. That’s how we connect. That’s why we connect. We need the variety to make the world go round”
 - What are some of the things that people might be teased about in primary school that turn out to be their magic later in life?

ACTION

- Jameela Jamil says:- “Everyone has the power to change something. You could change just one person’s life and that’s enough. Or you could go on and change millions”
 - If you were in charge of the world, what top three things would you change in order to help kids to Embrace their bodies?



ACTIVITIES

WHAT MAKES A REAL ROLE MODEL?

Create a profile piece on a role model that inspires you.

EMBRACE TED TALK

Everyone has the power to make change happen.

Write and present a two minute speech inspiring younger kids to Embrace their bodies.

Bonus points: Actually deliver this to younger kids.

WRITE A LETTER TO A YOUNG PERSON

What do you know now, about bodies, appearance, and health, that you could communicate to someone two years younger than you that could help them to be happier and healthier?

HOW DID YOU GO?
LET US KNOW!
SUBMIT STORIES AND
VIDEOS TO THE EMBRACE
HUB
www.theembracehub.com

#FILTERFREE

Write a persuasive piece that convinces the audience why filters should not be used on social media.

BECOMING AN EMBRACE CHAMPION FOR CHANGE

The Embrace Kids Film is all about empowering young people to take action to change the world.

We would love your students to become Embrace Kids Champions for Change, and create their own change project for your school.

Could your students form small groups to take action, or engage in a class project?



SOME IDEAS:

- Create a social media hashtag or campaign, or body confident TikTok content
- Create posters for the school that encourage kids to embrace their bodies
- Start a #filterfreefriday with your friends or peers
- Start a campaign to make it illegal to sell weight gain powders to people under 18
- Create positive affirmations, quotes and slogans about body image for others to read on the school bathroom mirrors
- Design and sell products that help kids Embrace their bodies
- Create a petition to your sports club to change the sports uniforms
- Create a program to stop body shaming and bullying
- Create a story book for younger students at your school that encourages them to embrace their bodies.

**CAPTURE YOUR PROJECT AND SEND IT TO US
TO FEATURE ON THE EMBRACE HUB**
www.theembracehub.com

ABOUT THE DIRECTOR



Taryn Brumfitt is the fiercely passionate Founder and thought leader behind the Body Image Movement, and the Director of the inspiring documentary Embrace.

A three-times bestselling author, internationally recognised speaker, and Australian of the Year finalist, Taryn was named alongside Emma Watson and Beyonce in Germany's Woman of the Year Awards.

Taryn's fire in the belly has seen her bump Baby Shark off the iTunes number 1 song, direct a film that has been viewed by millions across the globe and her work has been recognised by United Nations Women, Amy Poehler's Smart Girls, the Geena David Institute and Ashton Kutcher who famously praised her activism as "good for the world".

Voted as General Electric's highest rated speaker, Taryn has reached over 200 million people and is a sought-after impact producer for creative organisations and individuals. She is known for her ridiculous amounts of energy and making the impossible - possible.

ABOUT THE Embrace. hub



The Embrace Hub is the place to go for all things body image resources.

A partnership between the Body Image Movement and the Body Confident Collective, The Embrace hub is a dedicated website that will provide free resources for key stakeholders to use in promoting body confidence with children and young people.

These creative, interactive and engaging online resources are for:

- Young people
- Parents and carers
- School teachers and support staff
- Sports coaches and community leaders

We leverage scientific knowledge to create engaging resources that are informed by the evidence base. These resources are the first in the world to bring the approaches of promoting appreciation of body functionality, compassion for self and others, media literacy, and advocacy approaches together for young people.

POWERING THE EMBRACE HUB



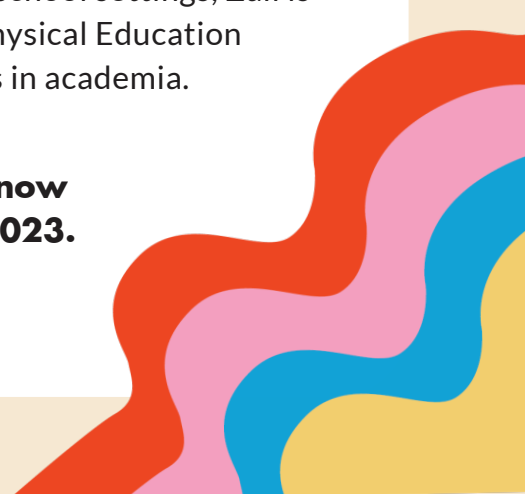
The Body Image Movement [BIM] are world leaders in creating social impact and using film as a catalyst for change. The original Embrace Documentary (2016) has been seen by millions of people across 190 countries, and BIM has a social media reach of over 500 000 followers.




The Body Confident Collective are a social enterprise dedicated to producing evidence-based body image resources and informing advocacy for impact. Led by Dr Zali Yager, who literally wrote the scientific paper on “What Works” to prevent body image concerns in school settings, Zali is bringing her research expertise, and Health and Physical Education background to this project after spending 15 years in academia.

Visit the hub and enter your email to be the first to know about the Embrace Kids School program, coming in 2023.

www.theembracehub.com





These resources were designed for education purposes.

With input from a team of people including:

- Leah French, Primary School Teacher
- Emma Grant, Secondary School Teacher
- Taryn Brumfitt, Body Image Movement
- Dr Zali Yager, Body Confident Collective
- Emily Savage, The Embrace Hub

CONCERNED ABOUT A STUDENT?

The Embrace Kids film, and the activities and discussion questions provided in this resource have been designed by researchers and experts in the prevention of body image and eating disorders, and are based on the best scientific research and evidence.

However, individual students may have a variety of reactions to this content, depending on their own physical and mental health contexts.

Students should always have the option to be able to opt out of viewing a film that they think might contain content that could be problematic for them. If you notice changes in behaviour during the film or discussion, this is a good sign to continue observing the student, and perhaps provide further information, resources, or referral as indicated below.

WHERE TO GO FOR HELP

More information for teachers and parents:

The Mental Health First Aid Guidelines for Eating disorders provide more information about what to look out for and practical suggestions for approaching someone who may have an eating disorder.

To ask questions for yourself, or for a friend:

Students, teachers, and parents are encouraged to utilise the Butterfly Foundation hotline to seek support for themselves or others.

- Butterfly Hotline 1800 33 46 73
- Butterfly Foundation – Online Chat with KIT

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