

BUTTERFLY EDUCATION SERVICES

SUPPORTING BODY CONFIDENCE
AND HEALTHY RELATIONSHIPS WITH
FOOD AND EXERCISE.

thebutterflyfoundation.org.au/education



Butterfly Education

The pressures young people face around weight and shape are ever increasing. Body image issues and eating disorders are on the rise while diet talk, food shaming and appearance based bullying have become common practice.

People working with young people witness first-hand the impact body dissatisfaction has on emotional wellbeing, concentration levels, attendance, participation in co-curricular activities and ultimately achievement. Body dissatisfaction is a pre-cursor to dieting, disordered eating and for some, the development of an eating disorder.



EDUCATION AND PREVENTION PROGRAMS

The Butterfly Foundation is Australia's leading not-for-profit for eating disorders and body image concerns. We are trusted and reputable leaders in prevention with over 10 years' experience working with schools, sporting bodies, local councils and community organisations. Our work adheres to safe practice mental health and eating disorders guidelines to ensure a 'do-no-harm' approach.

Our specialised **workshops, presentations** and **resources** focus on:

- **Creating awareness**
- **Developing resilience**
- **Encouraging help seeking**
- **Building self and body confidence**
- **Reducing stigma**
- **Modifiable risk and protective factors**

Our programs are delivered by passionate advocates for mental health, with backgrounds in psychology, education and health-related disciplines.

Prevention works best when delivered by confident educators and where messages are reinforced in the home and community. Our services therefore target young people, professionals, parents and community members.



YOUNG PEOPLE (8 – 25 YEARS)

Our workshops and presentations for young people are mapped to the Australian Curriculum and explore a range of age and developmentally appropriate themes, including:

- Challenging cultural beauty ideals and language around appearance
- Using media and social media positively to inspire rather than trigger
- Deciphering unhelpful and potentially harmful health related messaging
- Managing pressures and combating the inner critic
- Encouraging help seeking for self and others
- Debunking myths around eating disorders (for older and tertiary students)

A Butterfly session can be a great introduction to or useful summation of a unit of work, incorporated into a wellbeing day or as part of an excursion.



PROFESSIONAL DEVELOPMENT

Butterfly Education offers prevention focused professional development to help your school or organisation implement awareness and prevention strategies and provide basic early intervention and referral support for young people experiencing body image concerns and eating disorders.

Suitable for staff who want to introduce new ideas and tools into existing programs or to increase their understanding of the issues.



PARENT AND COMMUNITY

With so many confusing messages around weight and health and with many adults struggling with their own body esteem, it can be difficult for parents/carers to know how to support their child as they move through the teenage years.

Delivered in a relaxed yet informative way, Butterfly's parent and community seminars for primary, secondary or sporting groups cover:

- Why positive body esteem, non-dieting approaches and a healthy relationship with food and exercise can reduce the risk of an eating disorder
- The power of positive role modelling,
- How to respond to your child's body image concerns

- The importance of early intervention, and
- What to do if you have concerns

When young people and parent sessions are delivered in combination they encourage dialogue within families and help reinforce young people's learning.



EDUCATION RESOURCES

Free to Be: A Body Esteem Resource has been developed by Butterfly for use within existing curriculum frameworks and includes lesson plans and activities for students in Years 3 to 12 across 4 key themes - resilience, media, peers and healthy bodies.

Fact sheets, digital clips and education resources can also be downloaded from – thebutterflyfoundation.org.au and from Butterfly's Education partner, the Dove Self-Esteem Project selfesteem.mydove.com.au

Our professional training supports staff to utilise these resources.



WIDER SUPPORT

Butterfly's National Helpline, ED HOPE and support and treatment services are also available to all Australians when more serious issues develop.

For further information on our awareness and fundraising campaigns including details of Love Your Body Week for schools and youth organisations, every September visit: thebutterflyfoundation.org.au

Contact us today to discover more about how we can support your school, community or organisation.

Email: education@thebutterflyfoundation.org.au

Telephone: 02 8456 3908

National Helpline: 1800 EDHOPE (1800 33 4673)

visit: thebutterflyfoundation.org.au

e: support@thebutterflyfoundation.org.au

All fees help to sustain Butterfly services.



Butterfly
Foundation for Eating Disorders

TIPS TO SUPPORT BODY CONFIDENCE



Butterfly Education for the prevention and early intervention of negative body image and eating disorders.

Email: education@thebutterflyfoundation.org.au Call: 02 8456 3908 thebutterflyfoundation.org.au



Butterfly Education