The Butterfly Foundation
Prevention Services

Body Esteem Project for Males

This exciting project will develop an innovative and engaging school prevention focused education resource that aims to raise awareness about the modifiable risk and protective factors that underpin body dissatisfaction and eating disorders in males. This project hopes to encourage help seeking by reducing stigma around these issues.

Danni Rowlands
National Manager, Prevention Services
T: 03 9040-1594
E: danni@thebutterflyfoundation.org.au

What is the ‘Body Esteem Project for Males’ about?

Purpose of the project:
Butterfly has been offering prevention focused education services around Australia since 2006, in community and school settings to young people, professionals and parents. While our school services are available to males, we know that connecting the topic of body dissatisfaction to males is tricky. Stigma and lack of understanding that these are increasingly significant issues for male is a barrier to many male groups and schools. As a result many males do not ask for help or know where to turn when serious issues develop; impacting their mental and physical health.

Body dissatisfaction, disordered eating and eating disorders affect males too. However there are modifiable risk and protective factors that we can address and through this project we hope to do just that.

This exciting project will develop an evidence based, innovative and engaging digital resource, with an accompany guide for teachers to be used in classroom or youth settings with adolescent males. The educational resource will explore topics such as body image/body esteem, masculinity, peer and media
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influences, the consequences of negative body esteem on mental and physical health and will help males to understand what asking for help for these issues may look like.

Participants involved in this positive project will be supporting Butterfly’s Prevention Services to better support adolescent males around Australia by raising awareness about these topics, challenging stigma and encouraging help seeking.

How will this project fill gaps in knowledge?
It is our understanding that there are currently no prevention focused, evidence based school programs that address body dissatisfaction and other risk factors of eating disorders in males. With this project we hope to support educational settings to start the important conversations about these topics in classrooms around Australia.

Has anyone else been involved in the development of this project?
This project has been developed with the support of an expert working group. This has ensured that the learning tool developed will adhere to safe and best practice guidelines and will connect this important topic to males, in the most effective and impactful way.

Dr Simon Rice (Orygen Youth), Kerrie Buhagiar (ReachOut), Johnothan Dutton (Entertain Think Inspire/Cranky Fish), Scott Griffiths (Melbourne University), Anna Flego and Prof. Don McCreary (Movember Foundation), Stuart Spiers (Silver Lining Insights), Robert Coleman (The Books Creative) Mitchel Doyle and George Skoufis (Lived Experience with an Eating Disorder)

Who has funded this project?
The Butterfly Foundation is grateful to John T Reid Charitable Trusts for funding this project.

What does participation involve?
We hope to capture diversity beyond body shape and appearance; we encourage participants to have a range of hobbies, interests and life experiences to apply.

You do not need to have had a lived experience with body dissatisfaction, an eating disorder or other mental health problems to be involved.

Participants: 13 young people to be involved in this project.
Age: 14-18 years old.
Gender: 10 people who identify as male.
2-3 people who identify as female.
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Please note: To ensure in the safety of all participants we cannot accept applications from people currently engaged in treatment or recovering from their lived experience. If you would like to understand further, please contact Danni Rowlands who can talk through any questions you may have.

What will the participant have to do?

- Prior to filming, participants will be required to meet (either in person or over the phone) with a member of the team. This will allow for any questions to be answered prior to the interview.
- Participants will be interviewed on camera, in a studio setting. Parents may attend the interviews, but we would prefer interviews to be conducted without parents in the studio.
- The interview questions will explore their personal opinions about; appearance, the ideal male, food and exercise behaviours, their peers and help seeking.
- Participant’s surnames will not be used and first names may be changed.
- Participants may decline to answer questions at any stage of the interview.
- Interviews will last between 35-45 mins.
- Involvement is a one-off experience (i.e. there is no ongoing involvement required).
- All interviews will be conducted over one day in Melbourne. Location and date TBC (January-February 2018). The interviews may occur on a weekday or a weekend.
- Once recruitment has been completed, participants will be allocated their interview time.
- Participants will be required at the studio 30 mins before their allocated time.

Please note:

- We will also be conducting interviews with key experts to provide evidence based information to support the learning outcomes of the project.
- A suitably qualified support person will be present during all the interviews for the 14-18 year olds.
- Interview questions are designed to help expose the reality that body dissatisfaction is real for males and that behaviours can manifest as a result. We hope that by helping males to be aware of this, encourages help seeking earlier before more serious problems develop. This type of questioning may cause discomfort.
- While the interview will involve a range of questions, personal responses and opinions are required. It is important that participants understand that they aren’t anonymous and they may be recognisable and that their own opinions and responses will be used for educational purposes.
- If a participant experiences distress during the filming of the interview, support will be provided and they may wish to withdraw from being involved within 7 days from filming.
- The Butterfly Foundation adopts a ‘Do No Harm’ approach and prevention services adhere to safe guidelines that exist for communicating eating disorders and mental health in the community.

What happens with the filmed interviews?

Young people and also experts will be interviewed and filmed. Once all the interviews have been conducted, the creative team will then edit the work to create the learning tool/resource.

The filmed interviews will be stored securely with the creative team and will only be used for the purpose of the project.
How will information be used now and in the future?
- The information will be used to create the innovative and engaging digital educational resource, for school and youth settings.
- The educational resource will be hosted online (securely) and will only be able to be downloaded by professionals through a secure login.
- The resource is designed for secondary school and youth settings and may be used with male or co-ed groups but may also be used in female only settings.
- A teacher guide will be developed to accompany the learning tool. This will provide support for safe, positive and effective implementation.

How do I apply to participate?
Please note that this IS NOT a competition. Participants will be selected to ensure diversity of young people are included in the project; age, culture, background and interests. Participants will need to be proficient in the English language to participate.

Please complete and return the following (post or email):
- Complete and return the consent form
- A short cover letter (½ A4 page) from the participant sharing why they would like to be involved in this project (page 7)
- 1 minute digital/video clip (mobile phone) of the applicant introducing themselves
  
  Please include: your name, age and favourite activity/hobby.

Applications must be received by 10th January 2018

Please send applications to:

Danni Rowlands
National Manager, Prevention Services
The Butterfly Foundation
PO Box 7026
Glen Iris VIC 3146
E: danni@thebutterflyfoundation.org.au
T: 03 9040-1594

All applicants will be advised of the outcome of their application within a week of the application close date. Digital files from unsuccessful applicants will be destroyed on this date.
Important Information

- Participation in this project is voluntary. Participants are welcome from around Australia, however involvement (i.e. travel and related expenses) are at the cost of the participant.

- The project will require the participant to be proficient in the English language.

- Butterfly is a not for profit organisation, any fees collected from the developed educational resource will be used to support and sustain the work of the Butterfly Foundation.

- This project involves the disclosure of personal information and may be personally identifying. The participant’s information will only be used for the purpose of this project and it will only be disclosed as detailed in this information sheet and consent form, except as required by law. While all information will be handled in accordance with the relevant Australian privacy legislation, the nature of this project means that it is likely participants could be identified, or have their information shared, during the project and in to the future.

- You have the right to request access to the information collected about you, or your child. You also have the right to request that any information with which you disagree be corrected. For more information or to raise concerns about your privacy please contact Danni Rowlands.

- Please note that this is a prevention focused initiative and does not involve story telling of a lived experience. However the interviews will encourage personal opinion and responses.

- If you wish to withdraw from the project you must advise in writing, within 7 days of your initial interview. If you withdraw your information will not be included in any final production or promotion. Once final products have been developed, your information will be included as per the consent form and model release and will not be able to be withdrawn. You can withdraw in writing from the project by notifying Danni Rowlands.

- A suitably qualified support person will be available during and immediately after all participants’ interview process. If participants experience unforeseen distress as a result of being part of this project, please contact Danni Rowlands as soon as possible who will refer you to additional support services.

- Participants under 18 years old will need parental consent to participate. The project team may consider approving participation by those aged 16-17 without parental consent in special circumstances. If you feel these special circumstances might be apply to you, please contact Danni Rowlands.
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PARENTAL CONSENT FORM AND MODEL RELEASE FOR CHILD PARTICIPATION IN BUTTERFLY BODY ESTEEM PROJECT FOR MALES (Parental consent – Participants U18)

I ..............................................................................................................................................................................
being over the age of 18 years hereby consent to my child (the participant)
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participating in the Butterfly Body Esteem Project for Males in Melbourne (Date TBC)

1. I have read the information provided.
2. Details of participation and any risks have been explained to my satisfaction
3. I agree to audio/video recording of my child’s information and participation in all aspects of the project.
4. I am aware that I should retain a copy of the Information Sheet and Consent Form for future reference.
5. I understand that:
   5.1. My child may not directly benefit from taking part in this project.
   5.2. My child is free to withdraw from the project within 7 days of the interview being conducted and is free to decline to answer particular questions.
   5.3. My child may be identifiable in final publications, documentation and promotional materials
   5.4. Whether my child participates or not, or withdraws after participating, will have no effect on any service provided to them by the organisations conducting the project.
   5.5. My child may ask that the recording/observation be stopped at any time, and he/she may withdraw at any time from the session without disadvantage.

Participant’s signature……………………………………Date…………………

6. I, the participant whose signature appears below, will review the visual recording generated as part of my child’s participation in the project and agree to its use as explained in the participant information sheet provided to me prior to the project’s commencement.

7. As the legal guardian of the child named in this consent and release form, I agree to grant The Butterfly Foundation and its agents, the irrevocable and unrestricted right and permission to use any images or video of my child produced as part of the Body Esteem Project for Males project conducted in 2017-2018 for the purpose stated in the project information sheet and any other similar purpose as defined by The Butterfly Foundation in the future. I hereby waive any right or claim that either I or my child may have to inspect or approve any products or copy used in connection with these images and/or video. This release shall be binding upon me and my heirs, legal representatives, and assigns, and the heirs, legal representatives, and assigns of the child named in this release. I have read the above release prior to its execution, and I am fully familiar with its contents.

Participant’s signature……………………………………Date…………………
APPLICATION FORM – BODY ESTEEM PROJECT FOR MALES

First Name: ___________________________ Last Name: _______________________________

Date of Birth: ________________________ Gender: ________________________________

Details of Adult who consents to participation:

First Name: ___________________________ Last Name: _______________________________

Address: _____________________________________________ P/C: ___________

Email: ________________________________________________________________________

Telephone: _______________________________ Mobile: ____________________________

Unsuccessful applicants will be notified by email.

PLEASE SHARE WHY YOU’D LIKE TO BE INVOLVED IN THIS PROJECT:

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☐ I have sent my 1 minute digital/video clip introducing myself and sharing my favourite activity/hobby.

☐ I have attached my consent form

Please send completed applications to:
Danni Rowlands, National Manager Prevention Services,
The Butterfly Foundation, PO BOX 7026 Glen Iris VIC 3126
Email: danni@thebutterflyfoundation.org.au (for files larger than 2MB send via Dropbox/Google Drive)