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| 5.1.5 | Celebrating our bodies |

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| Big question:   * Do looks really matter? |  | Key vocabulary:   * self-respect, disability, transgender, body image, campaign |
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| Skills:   * Empathy and compassion (including impact on decision-making and behaviour) * Respect for others’ right to their own beliefs, values and opinions |  | Resources:   * PowerPoint 5.1.5 * Access to internet, word processing or publisher software |

*This lesson aims to bring together what the pupils have learnt so far in this topic – about the importance of having a positive body image (including following a healthy lifestyle to support that), as well as recognising the harm that can be done by society’s presentation of the ‘perfect body’, which tempts us always to compare ourselves with others in a negative light. Pupils will work on a campaign to promote a positive body image on an individual level and demonstrate that we need to work with others to counter the ideal image so often presented to us.*

Introduction (10 mins)

* Look at **Slide 1** and answer the questions as a class. Share ideas on a graffiti wall about times when they have seen adverts such as those for a ‘bikini-ready’ diet and for a muscle-building programme in magazines, on TV or on social media.

Activities (30 mins)

* Look at **Slide 2**. Pupils work in groups to discuss the ways in which we promote positive body image. Allow time for discussion within groups before asking for feedback and sharing as a class.
* There are inspirational videos available on YouTube about Paralympians, highlighting some of the things their bodies have achieved. Watch a suitable video if possible and encourage pupils to think about the incredible achievements of these athletes, despite not having what advertising deems the ‘perfect body’.
* Pupils can either work in groups or as a whole class on this. Show **Slide 3** and tell them that they are going to work on a campaign to promote the need for a positive body image. First they need to decide what medium or media they are going to use. It could be a PowerPoint to use in assembly, a twitter hashtag and promotional material, a newsletter or leaflet to publish on the school website, or they could write letters to government or advertising agencies. The possibilities are endless!
* Encourage pupils to be as creative as possible and to come up with their own ideas as well. Perhaps they could use the before and after pictures they created in the previous lesson?

Plenary (5 mins)

* As a class, plan the ways you will use the resources made to promote the body image campaign to a wider audience. Some suggestions could be: to publish in a school newsletter; to write an article for a local newspaper; to produce leaflets or posters for local businesses and stores or the local doctors or health surgery. If the school has a social media account, pupils could prepare campaign materials that could be posted there, tagging in advertising agencies, clothing stores or labels, etc.

Assessment Opportunities

* Whichever promotion media are used, their campaign materials can be used as an assessment tool to assess the unit as a whole.