

MESSAGE FOR LEADERS/VOLUNTEERS

Try this brand new 30 minute activity with 7-14 year olds. Explore the varying meanings of beauty around the world and help girls and boys grow in confidence in who they are as they start defining what beauty means for them personally.

In January 2014, the World Association of Girl Guides and Girl Scouts (WAGGGS) and Dove, will be launching *Free Being Me*, a worldwide badge focused on helping girls better understand global definitions of beauty, define beauty for themselves and boost their self-confidence.

Images in the media are of great interest to boys and girls today. *Free Being Me* will help girls understand from a global perspective that there are infinite ways to be beautiful and a confident leader in the community – and give them the opportunity to take action to promote this positive message to their friends, their community and the wider world.

This preview activity gives you a chance to find out what the badge will be like!

A taste of *Free Being Me*

Through playing the game and taking part in discussions, children and young people will begin to see that there is no single form of beauty everyone should be aiming for.

How to use this *Free Being Me* preview with girls:

- Allow 30+ minutes to run the activity with groups.
- Ask participants to cut out and play the FLAW-LESS matching card game together in small groups. Spread the cards out, and match the pictures with the descriptions. Then turn the cards over and see who was right!
- Now ask small groups to talk through the questions on the sheet. Check in with them to keep their discussions on track. Ensure everyone is joining in, and beginning to discover that the world is an exciting place, where everyone can define beauty for themselves.
- Challenge everyone to take the game home and play it with friends or family or try the longer online version at www.free-being-me.com

For even more fun:

- Ask participants to swap groups to find out what other people think!
- Ask participants to make their own cards to share with others!

For more information and background to *Free Being Me*, go to www.free-being-me.com