



## ABOUT THE BE REAL CAMPAIGN

The Be Real Campaign was formed in response to the Reflections on Body Image report from the All-Party Parliamentary Group on Body Image.

The Be Real Campaign focuses on three areas in which it strives to bring about real change.

- **Real Education:** We want to give children and young people a body confident start to life.
- **Real Health:** We want healthy living and general wellbeing to be prioritised over just appearance and weight.
- **Real Diversity:** We want the advertising, fashion, music and media industries to positively reflect what we really look like.

## The Body Confident Christmas Guide is part of the Be Real Campaign's aim to address body image anxiety across the nation.

Body image worries start young and can have damaging effects on people's health and wellbeing. Our research shows that more than half of young people regularly worry about the way they look and almost a third withdraw and isolate themselves from activities because they are worried about their appearance.

The lead up to Christmas and the start of the New Year is filled with additional pressure to conform to society's unrealistic beauty ideals. From countless features in the media on 'how to drop a dress size in time for the Christmas party', to the 'new year, new me' diet craze, the festive season can feel overwhelming and lead to increased body image anxiety for some.

The Be Real Campaign's Body Confident Christmas Guide includes top tips to boost positive body image so that everyone can enjoy the festive season without worrying about their appearance.

# YMCA

 @bereal\_campaign  @BeRealBodyConfidence  @be\_real\_campaign



### **CAPTURE THE CHRISTMAS SPIRIT**

Don't worry about capturing yourself from the 'perfect' angle, but focus instead on capturing the moment and spirit of Christmas. After all, it's a time to create memories not filter them.



### **CHRISTMAS IS A TIME FOR GIVING**

Take advantage of those 2 for 1 offers on spa breaks and give the gift of pampering to yourself and a friend. There's no better way to feel good about your body than when you're relaxed and being Zen.



### **PUT YOUR ELF ON A HEALTH**

Working out is not about burning off the 'excess' Christmas pounds, but a way for you to keep your mind and body healthy. So take up a new class or give new exercises a try that make your body feel good. Those endorphins can work wonders when trying to get through the cold and dark winter months.



### **STOCKING FILLERS**

What a year it has been for body confident stories. When thinking about those Secret Santa presents or stocking fillers, why not give the gift of positivity by sharing some of the inspiring books that have been published this year.



### **EAT, DRINK AND BE MERRY**

Don't beat yourself up for 'overindulging'. If Santa can have a mince pie at every house across the globe, you can have some too.



### **MAKE A LIST, UNFOLLOW IT TWICE**

Put those social media accounts that make you feel bad about yourself on the 'naughty list'. Christmas is a time to be happy and there's really no point having all that negativity in your life.



### **TREES COME IN ALL SHAPES AND SIZES**

Stop stressing about finding the perfect festive outfit, like Christmas trees, bodies come in all shapes and sizes. So throw on something sparkly, add a little tinsel and live your best life.



### **LET IT GLOW, LET IT GLOW, LET IT GLOW**

Real beauty comes from within, so when you're putting up those Christmas lights don't forget to let your inner self shine. Put those negative thoughts on ice and switch on the positivity.



### **ON THE FIRST DAY OF CHRISTMAS MY TRUE-SELF GAVE TO ME...**

Underneath the mistletoe isn't the only place to find love this Christmas. Create a self-love advent calendar and write yourself 24 compliments, opening one each day in the run up to Christmas.



### **NEW YEAR, NEW...**

Rather than struggling to choose a New Year's resolution, we've got one for you. Sign the Be Real Campaign's Pledge and make a commitment to improve your body confidence in 2019.