



**A GIRLS' EDUCATION AND  
PREVENTION BOOKLET**

# BULLYING. SO NOT OK.

A SUPRÉ FOUNDATION AND HEADSPACE INITIATIVE  
WRITTEN BY THE TELETHON KIDS INSTITUTE





# SUPRÉ FOUNDATION

**The Supré Foundation exists because we believe in providing a supportive world where girls are empowered.**

Our dream is to foster a world where all girls can achieve their dreams, where globally this generation and future generations of girls have access to all they need to fulfil their potential.

We are committed to ensuring girls have access to mental health support programs. We believe in helping girls build strength, confidence and resilience, making sure they feel safe and allowing them to thrive.

# HELP US SPREAD THE MESSAGE THAT BULLYING IS SO NOT OK!

**Every girl hopes bullying won't happen to her or to someone she knows and cares about. But bullying does happen to some people and lots of others will see it happening around them. Even if you have never been bullied yourself, you may be worried about the effects of bullying on your friends.**

We would like to encourage girls to take a stand against bullying. Make a positive change and let those affected by bullying know that you're there for them.

## YOU HAVE THE POWER TO MAKE A POSITIVE IMPACT

**This partnership between Supré Foundation, headspace and the Telethon Kids Institute aims to help girls recognise different types of bullying behaviour and provide encouragement to recognise the impact bullying has on their peers.**

*"Bullying is an issue that affects our girls and it is an important issue to us. Our team is passionate about supporting this cause, and with the help of headspace and the Telethon Kids Institute, we have the power to create meaningful change." – Elle Roseby, Supré General Manager*

*"It's a great feeling to know we are playing a part in our store to help shift negative behaviour among girls and highlight that bullying is so not OK. By raising awareness and support for Supré Foundation we know we can help make a change. – Supré Store Team*

**DID YOU KNOW, 100% OF PROCEEDS FROM SUPRÉ FOUNDATION PRODUCTS GO DIRECTLY TO THEIR PARTNERSHIPS?**



# SUPER

**The most important part of research into any area effecting young people is to ask young people themselves to tell us what they think. Throughout this booklet you will see examples of comments and advice from young people.**

We call the girls who contributed ***Super Girls***, because they all have one thing in common - they all agree that bullying is so not ok!

As you read the Super Girls' comments, you will see that some of these girls have had their own problems and possibly made some mistakes in the past, but they have really good advice for others because of their experiences.



# GIRLS



"ALL THE ADULTS WANTED OUR OPINION AND HELP.

I WAS REALLY HAPPY TO FIND OUT HOW USEFUL WE WERE AND THAT WE HAD ACTUALLY MADE A DIFFERENCE."

"WE ARE THE TECHNOLOGICAL GENERATION. WE ARE THE ONES WHO NEED TO TEACH AND LEARN FROM OTHERS ABOUT PREVENTING AND REDUCING CYBERBULLYING."

"SOME ADULTS SAY WE ARE THE 'ME' GENERATION BECAUSE WE LOOK AT OUR PHONES ALL THE TIME AND POST SELFIES, BUT I THINK THAT WE ARE THE 'WE' GENERATION BECAUSE WE LIKE TO BE CONNECTED TO OUR FRIENDS AND WE WANT TO HAVE A SAY ABOUT OUR WORLD."

— SUPER GIRLS





## IMPORTANT MESSAGE

**As you read through this booklet, remember, there is one message that was loud and clear from young people:**

*"We don't like bullying, we don't want it in our schools and we want to stop it from happening to others. When bullying is happening to our peers or friends, we usually know it is going on. If you know, go and tell someone. You can do it privately so no one knows if you are worried, because by telling an adult you could be saving someone from much pain, fear and humiliation".*

*"We all agree that bullying is so not ok, and we have the power and responsibility to do something about it".*

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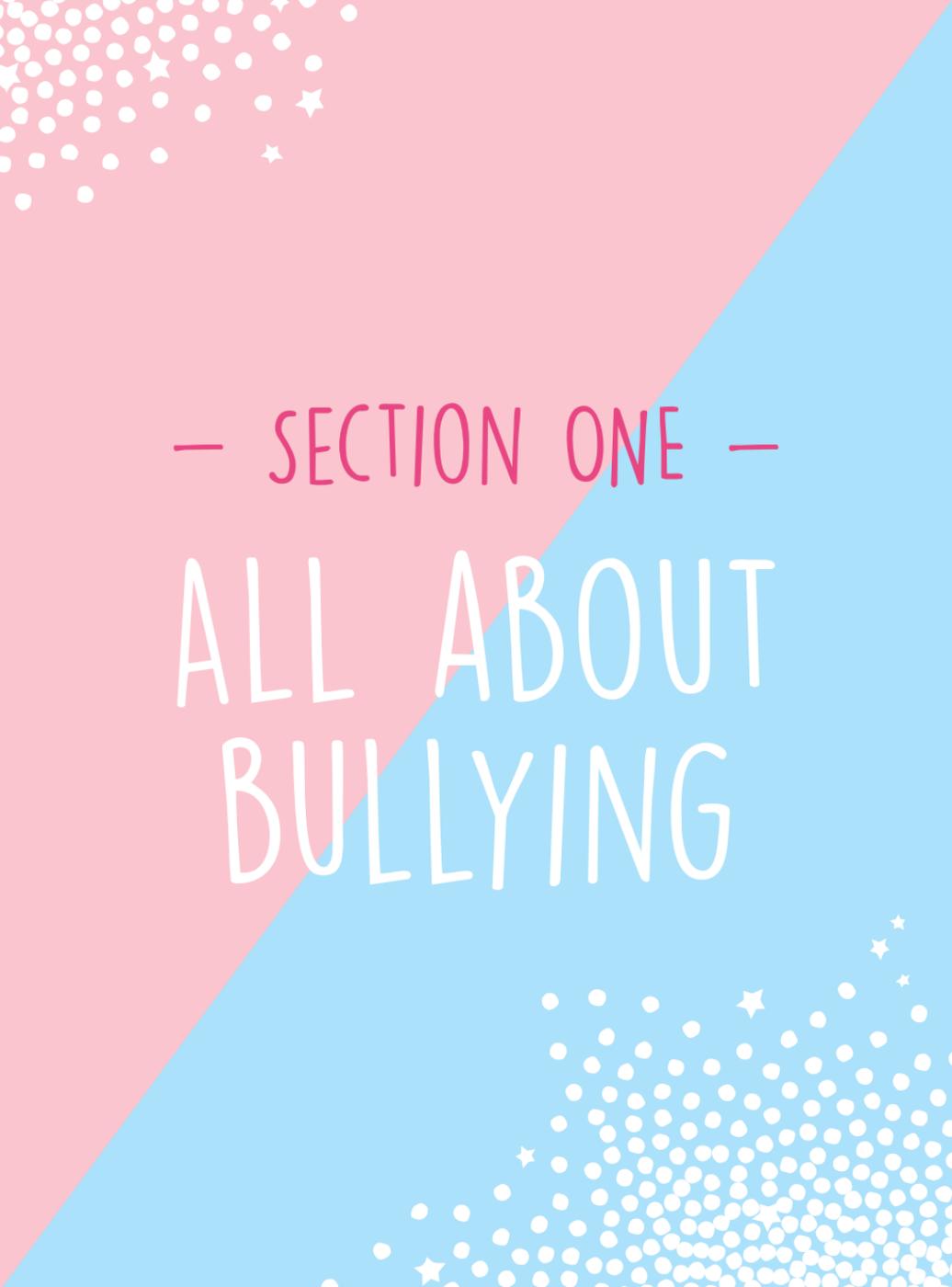
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— SECTION ONE —

# ALL ABOUT BULLYING



## — PART ONE — UNDERSTANDING BULLYING

**While bullying is often talked about and can be really hurtful and upsetting when it occurs, it is important to understand that most young people don't bully others.**

Some of the reasons why most young people do not bully others:

- They have good social skills and can make friends and be happy without bullying.
- They think bullying is wrong. Most people believe they would feel ashamed of themselves and their parents and families would be really upset with them if they bullied.
- They don't feel they need to bully. People who feel good about themselves and enjoy school say they don't need to bully.
- They are too busy to think about it. Young people who are involved in activities and are enjoying what they are doing are usually not interested in bullying.
- They have strong, supportive friendship groups. People who have positive and supportive friends are far less likely to bully or be bullied.
- They believe that bullying isn't worth it. Some people may sometimes feel like bullying but don't because of the consequences.

**"BULLYING IS A CHOICE. IF YOU CHOOSE TO HURT ANOTHER PERSON TO MAKE YOURSELF FEEL BETTER IN SOME WAY, YOU REALLY NEED TO GET SOME HELP."** —SUPER GIRLS



## WHAT IS BULLYING?

**Bullying is an intentional and repeated behaviour, it's not accidental.**

It may be physical, verbal, and/or psychological and where there is intent to cause fear, distress, or harm to another; that is conducted by a more powerful person or group, against a less powerful person or group of people who is/are unable to stop this from happening

## TYPES OF BULLYING

**Bullying can happen in different ways including direct and covert or hidden behaviours.**

A person might bully using:

### **Direct : Face-to-face bullying**

Young people tell us this is:

- Actions like name-calling, teasing and insulting others
- Physical actions such as punching or kicking

Or

### **Covert : 'Hidden' bullying**

Young people tell us this is:

- Stuff behind your back
- Rumours, lies and gossip
- A secret way to make you feel bad and/or left out
- Just as painful
- Not easily seen by others

## SECTION ONE : ALL ABOUT BULLYING



### **Cyberbullying : is also hidden bullying**

Young people tell us this:

- Happens through electronic communication including mobile phones and the Internet, like text messages, websites, social networking sites and apps, emails, chat rooms or forums and instant messages
- Can be anonymous, reach a wide audience, and sent or uploaded material can be difficult to remove

### **What is the most common type of bullying to watch out for?**

Nasty teasing and name-calling are the most common bullying behaviours experienced by young people, followed by having hurtful lies told about them.

### **Do different people bully online to those who bully offline?**

Most people who cyberbully also bully offline.

People who decide to bully others will use different ways to gain the power they want over another person.



## WHAT DOES BULLYING LOOK LIKE?



### **Emotional bullying:**

Telling lies or spreading nasty rumours about someone to try to make others not like them



### **Verbal bullying:**

Cruel teasing, name-calling, and being made fun of and teased in a hurtful way



### **Exclusion:**

Being left out or not allowed to join in with a group



### **Physical bullying:**

Being hit, kicked or punched or pushed around



## WHAT DOES BULLYING LOOK LIKE?



**Threatening:**  
Made afraid of getting  
hurt, embarrassed  
or upset



**Property abuse:**  
Having money or  
other things broken  
or taken away



**Cyber bullying:**  
Being sent mean and  
hurtful messages using the  
internet or mobile phone



## WHY IS BULLYING HARMFUL?

**Some people think bullying is just a part of growing up and a way for young people to learn to stick up for themselves; but bullying can make us feel lonely, unhappy and frightened.**

It is not just the people being bullied who are affected.

Young people have reported they don't like seeing bullying, and that it makes them feel worried and uncomfortable. Those who bully others are also affected by engaging in this behaviour too.

Young people told us cyberbullying could be even worse than face-to-face bullying because:

- You can be bullied anytime you are online or using your phone.
- Images and content can be sent or viewed over and over again by many different people over time.
- They often don't know who is doing the bullying.
- People who cyberbully tend to be much nastier when they bully online compared to offline.

### **How do other young people feel about bullying?**

When surveyed, young people told us:

- 67% feel angry when they see bullying.
- 74% feel uncomfortable watching bullying.
- 82% like it when someone stands up for themselves when they are bullied.
- 92% like it when someone stands up for someone who is being bullied.



## — PART TWO — WHAT TO DO ABOUT BULLYING

**While bullying is often talked about and can be really hurtful and upsetting when it occurs, it is important to understand that most young people don't bully others.**

### **What to do if you are bullied**

We know how awful bullying can be and how hard it can be to talk about it. We also know there are things you can do to help make it stop.

The first thing to know is that asking for help or support is always okay if you feel you can't deal with the situation yourself.

### **I am being bullied now**

At the time you are being bullied it can be hard to know what to do, especially if you are feeling threatened or afraid and fear that trying to deal with it yourself might make it worse or you might get hurt.



## ADVICE FOR GIRLS

### What should I do if I am being bullied face to face?

When the bullying is happening and you feel you can't do anything to stop it, follow these steps:

- Stay calm and try not to get upset or angry. This is probably what the person bullying wants you to do.
- Don't fight back. If you fight back you can make the situation worse, get hurt, or be blamed for starting the trouble.
- Try to ignore the bullying by calmly turning and walking away.
- If the person bullying tries to stop or block you, be firm and clear – look them in the eye and tell them to stop.
- Get away from the situation as quickly as possible.
- Tell a trusted adult what has happened straight away.

**"GIVE THEM NOTHING. THEY WILL THINK THEY ARE NOT HAVING THE EFFECT THEY WANT. JUST BLOCK THEM AND DELETE THEM ON ALL YOUR SITES AND GET YOUR FRIENDS TO DO THE SAME." –SUPER GIRLS**



### ADVICE FOR GIRLS

#### **What can I do to cope with ongoing cyberbullying?**

- Don't respond to the people cyberbullying.  
They want to see you are upset.
- Talk to your parents, carer, teacher or another trusted adult.  
Tell them what is happening. Do not keep it to yourself.
- Talk to your friends to get support and advice.  
Let them know it is hurting or frightening you and you need their support.
- Keep everything that is sent to you such as emails, texts, instant messages and comments on Facebook or Instagram.  
Give these to someone you trust – don't keep them for yourself.
- Block the person or people from being able to contact you and keep blocking them if they try to contact you.
- Delete your current online account, such as on a social networking site, and start a new account. Only give your new details to a small list of trusted friends.
- Report any bullying to the site where it is occurring.  
Sites such as Facebook have a report button you can use.
- Don't think that everyone agrees with the person bullying or is going along with them if they don't say something to support you.  
They may be afraid of getting involved or are ignoring the person bullying as a way of not joining in.
- If the bullying continues and you are feeling afraid or threatened, seek help to report the bullying from the Police or eSafety Commissioner.



### What if the girl bullying me is my friend?

With girls' bullying it is quite possible that the person bullying you is a friend or is part of your friendship or peer group.

This can make it difficult to deal with the bullying. It is important to remember that in a bullying situation, even if it is a group bullying you, there is usually one person driving the bullying.

This person usually encourages others in the group to join them in the bullying. They can even get others to do the bullying for them.

### 💬 ADVICE FOR GIRLS 💬

If you are being bullied by a friend or someone in your friend group:

- Speak to someone you trust and talk through some ideas for dealing with the situation and to assess your friendship with this group.
- Think about your friendship with this group and especially the person who is creating the bullying situation. Good friends don't bully their friends.

Ask yourself:

- Are these girls really my friends?
- Is there one girl creating the drama and the bullying?
- Are all the girls in the group involved?
- Are some of the girls joining in because they are being pressured or are afraid?
- Do you really want to be in this group or do you think you would be better off mixing with other people and finding other friends?



### 💬 ADVICE FOR GIRLS 💬

#### **How can I deal with hurtful teasing?**

When you are being teased it is how you react that is important.

- Try to keep your cool. Stand up straight, speak clearly and look confident even if you aren't. Make the girls teasing think they are not bothering you and they are wasting their time trying to tease you.
- Stay calm and nice. Be in control and don't get nasty. If you are nasty to them, you will be doing what they are doing to you and this will only make matters worse. By being nice, you are not responding the way they want you to, and this may make them think twice about saying anything back.
- Speak and move on. Keep your words brief. Say your piece then walk away. The person teasing you will want to have the last word. Don't allow this. Move away and ignore any other comments.
- Know when to walk away. If you find you are getting upset or scared, then it is better to say nothing and simply walk away. This way the person will not see any reaction from you and you can ask a trusted adult or friend for help or advice.

**"TALK TO THEM. SOMETIMES, FRIENDS CAN BE HARSH AND NOT EVEN REALISE IT, BUT IF THEY DON'T STOP AFTER TALKING TO THEM, I PERSONALLY WOULDN'T CALL THEM FRIENDS."** —SUPER GIRLS



## AM I BULLYING?

**You may have found yourself caught up in bullying.  
Perhaps you are upset with a person or feeling  
strong emotions like jealousy.**

If you feel you have been behaving in this way ask yourself:

- Are my actions or words hurting someone else's feelings?
- Are my actions hurting someone else physically?
- Are my actions or words making someone else feel afraid?
- Am I trying to control someone else?
- Am I unfairly taking out my feelings of anger or frustration on someone else?
- Would I feel bad if someone did this to me again and again?
- If you answered yes to some of these questions, you might be bullying.

"I LOOK BACK AT HOW I HAD ACTED AND FEEL REALLY BAD.  
I WAS THAT 'MEAN GIRL'. I CAUSED SO MUCH DRAMA IN MY GROUP  
BECAUSE I WAS SO WORRIED I WOULDN'T BE POPULAR.  
NOW I KNOW I WAS MAKING PEOPLE 'NOT LIKE ME'. I AM SO GLAD  
I GREW OUT OF THAT PHASE. I HAVE GOOD FRIENDS NOW  
WHO ACTUALLY LIKE ME." —SUPER GIRLS

## SECTION ONE : ALL ABOUT BULLYING



### **What can I do to stop myself bullying?**

If you think you may be bullying other people, there are some things you can do:

- Ask someone for help. Make sure it is someone you can trust, like a parent or teacher. Take a friend with you for support if it will make you feel better.
- Think about why you are behaving like this. If you have a difficult problem in your life, ask for help from someone you trust.
- Apologise to the people you have upset.
- Join out-of-school clubs where you can meet new friends who don't know how you behaved and have a fresh start.

### **How can I earn respect without bullying?**

Young people say that what they most want is respect. Everyone wants the right to be respected and none of us wants to be abused or picked on.  
We just want others to be fair to us.

If you have low self-esteem, you may think bullying others is the only way to earn their respect. However, people who try to earn respect by frightening others or being cruel to them end up being disliked. Fear is the opposite of respect. To earn respect we must show it to others.

You can help others to respect you by:

- Being fair and honest
- Treating all people with respect
- Supporting your peers
- Not accepting or being involved in bullying behaviour
- Standing up for yourself and others when you know it is right



## WHAT IF MY FRIEND IS BULLYING OTHERS?

### 💬 ADVICE FOR GIRLS 💬

Girls suggested you could follow these steps to discourage a friend from bullying:

- Tell the friend what they are doing is bullying.
- Talk to your friend and see if there is something bothering them.
- Let them know they don't need to do this to the person.
- Suggest you go and do something else together.

*For example: "Hey, you are bullying. You don't need to do that. Why don't you just leave them alone and hang out with me and do something else."*



## WHAT IF MY FRIEND WANTS ME TO BULLY TOO?

### 💬 ADVICE FOR GIRLS 💬

Here are some tips to keep in mind when dealing with friends who want you to bully:

- Politely refuse. A simple, firm 'No, I don't want to be involved' will usually be enough.
- Don't over-explain your response. If your peers are doing something you really don't want to do, just say 'I don't want to' and leave it at that.
- Don't put yourself at risk. If the situation is way out of control, try to walk away to get help.
- If it is really bothering you, talk to your parents or another adult.





## COMEBACKS

**It helps to have some good responses ready if you think you might get caught in a sticky situation. Here are some suggestions to get you started, add some of your own and then practise them at home until you are comfortable and confident using them.**

### **General**

- "I don't want to be involved."
- "I don't see the point."

### **Cyber**

- "If I got caught, I'd lose my mobile phone, it's just not worth it."
- "Nah, once you post it you can't get it back."

### **Leaving someone out**

- "Why not just let him/her join in."
- "What's the big deal? Why can't s/he just hang out with us?"

### **Teasing**

- "It's not fair to tease someone about that."
- "Calling people names isn't great."

### **Threatening**

- "I can't help you take someone else's belongings."
- "I don't want to do this, I've got enough to worry about."

### **Gossip/Rumours**

- "How do you know this story is true?"
- "That's probably just gossip."

### **Physical**

- "I've got something else on at that time."
- "I'm not going to do your dirty work."



## BYSTANDERS TO BULLYING

**Have you ever known about someone being bullied, but you weren't sure what you could do? Bullying involves more people than those who are bullied and those who bully.**

A bystander is someone who sees the bullying but is not the person being bullied or bullying others.

### **Contributors**

Contributors are bystanders who give more power to the person bullying.

- Active contributors join in the bullying behaviours to support the person bullying.
- Passive contributors encourage the person bullying by cheering them on or gathering around them and doing nothing to help the target.

The target or person being bullied sometimes has supporters who don't like the bullying.

### **Supporters**

Supporters dislike the bullying and are worried for the person being bullied.

- Active supporters may try to help the person being bullied.
- Passive supporters usually want to help but are too afraid or find it difficult to do anything.

## SECTION ONE : ALL ABOUT BULLYING



### **Why don't more bystanders step in to stop bullying?**

When some young people were asked what stops them from helping other students who are bullied, the most common answers were 'It's none of my business' and 'I didn't want to get involved'. If people know bullying is going on and they don't do anything, the person bullying often thinks this means that everyone is okay with the bullying.

When asked if they wanted to stop the bullying, the same young people said, 'Yes, I don't like to see people being bullied'. These students don't like the bullying but are not sure if they should help or what they can do to help the person being bullied.

Bullying can be made worse if people don't do anything. Everyone needs to take responsibility and respond to bullying behaviour by not remaining silent. Knowing bullying is happening can be stressful for all students. Bullying can create a really negative school culture, and this impacts everyone in the wider school community.

### **As bystanders, you can either support bullying or help to stop bullying.**

Research shows that when young people do take action, the bullying can be stopped within ten seconds. Don't stand and watch bullying.



## WHAT CAN I DO IF I WITNESS BULLYING?

### 💬 ADVICE FOR GIRLS 💬

If you see someone being bullied:

- Let the person bullying know what they are doing is bullying and that it is wrong.
- Refuse to join in with their bullying and walk away.
- Ask a teacher or support person for help.

There are also actions you can take after you see bullying to support the person being bullied:

- Encourage the person being bullied to talk to a trusted adult – this may be a teacher or a parent.
- Encourage the person being bullied to talk to you about what is happening.
- Offer to speak to an adult on behalf of the person being bullied.
- Let the students bullying know that you know what is going on.
- Ask the person being bullied to come and sit with your friendship group so they feel supported.



## IS IT SAFE TO TRY AND STOP BULLYING?

**Some young people say they are worried that if they try to help someone who is being bullied they might end up being bullied or hurt themselves.**

It is important to assess the situation to identify the risks and the best course of action. Always consider your safety and the safety of others before you act by asking yourself the following questions:

- Is it safe?
- Is it fair to all involved?
- How does it make me feel?
- How does it make others feel?
- Does it solve the problem without creating more problems?
- Do I need to talk to someone in my support group?

Remember: if the situation doesn't feel safe, the best thing you can do is get help from a trusted adult.



BE A  
PINEAPPLE

STAND TALL,  
AND BE SWEET

WEAR A CROWN  
ON THE INSIDE!



— SECTION TWO —  
FRIENDSHIPS



## HEALTHY FRIENDSHIPS

Healthy friendships make you feel good about yourself.

In a healthy friendship:

- You don't feel pressure to do things or be a certain way. Your friend likes you for who you are.
- There is a good balance of effort put into the relationship by each person.
- You each feel you can talk to each other freely.
- You like to spend time together but enjoy and are free to do things apart without it affecting your friendship.
- You feel safe and trust your friend and know they feel this way about you too.
- It is easy and comfortable to just be yourself.
- You respect each other's opinion.
- You each listen to the other's point of view even if you don't agree.

## UNHEALTHY FRIENDSHIPS

In an unhealthy friendship:

- You don't feel trust.
- You don't feel safe to talk and share.
- You feel pressure to spend time with the friend and made to feel guilty if you want to spend time with someone else.
- You feel pressure to do things that you aren't comfortable doing.
- There is no respect for your opinion.



## TRUE FRIENDS

**No matter how you became friends or what sort of friendship you have, true friends really care about you and how you feel.**

True friends:

- Want you to be happy and are happy for you when you succeed.
- Listen to and care about what you have to say.
- Encourage and support you.
- Accept and like you for who you are.
- Apologise to you if they make a mistake.
- Provide advice when you need it in a thoughtful and caring way.
- Keep your secrets or personal things to themselves.

## BUILDING YOUR POSITIVE POWER

**You don't have to be super confident or the most popular girl in school to have a positive influence on others.**

You can develop your positive power by supporting others and helping them to feel good about themselves.

Supporting others feels good for both you and the person you are supporting, and creates positive power around you.



### ADVICE FOR GIRLS

You can influence others in a positive way by:

- Sincerely saying positive things.
- Encouraging others to try.
- Accepting people's differences.
- Caring about the feelings of others.
- Caring about the safety of others.
- Encouraging people to ask for help from parents, carers or teachers if they need more help, support or advice.



True

FRIENDS

CARE

+ how you

about you

feel





— SECTION THREE —

I AM A GIRL



# — PART ONE — GIRLS AND ADOLESCENCE

**Adolescence is a time of significant growth and development, with many physical, mental, emotional and social changes occurring.**

The brain, in particular, begins and continues to change throughout adolescence and into early adulthood, influencing decision-making, impulses and emotions.

## EMOTIONAL CHANGES

Some of the emotional changes experienced during adolescence can include:

- Feeling strong and intense emotions at different times and sensitivity to the emotions of others.
- Going through moods that make you feel like you are on an emotional rollercoaster. Your brain developing and hormonal changes through puberty usually cause these feelings.
- Feeling more self-conscious, especially related to physical appearance and changes. For many teenagers, self-esteem is strongly affected by appearance. They focus on how they think they look and may compare themselves to others. Girls are particularly concerned with the feedback they receive from others on how they look.



## SOCIAL CHANGES

Some of the social changes experienced during adolescence include:

### **Finding out about yourself and your identity**

It is normal to be busy working out who you are and where you fit in the world during adolescence. This also occurs in the online environment through social media, where you will be exploring your identity through your social media profiles including your posts, selfies and photos.

### **Trying out new experiences**

As you find out more about yourself and the things that are important to you, you will begin to try new things and experiences. With your brain undergoing changes during this time, you may take risks that you wouldn't normally take.

### **Exploring relationships**

New friendships are explored as you make the transition to secondary school and interact with a new peer group. You might make new friends and also maintain your existing friendships. This is also a time when romantic relationships are explored.

### **Communicating in different ways**

You will be using different ways of communication including via social media and your mobile phone to stay in contact with your friends and to meet new people. This is a time when you will be aware of the unwritten rules and values of your peer group around positive and appropriate communication online.



### **Wanting more independence**

You are taking more responsibility for yourself, your behaviour, belongings, and learning at school and home. You may want to spend more time alone and with your friends to do things yourself without the help of your parents or carers.

### **Working out your own values and morals**

You are now working out what is really important to you. You will be more aware of what you believe is right and wrong, and expected to take responsibility for your own actions, decisions and consequences.

### **Being influenced by peers**

Friendships are really important during adolescence and as you find out more about yourself and your own identity, you will begin to consider how you fit in with your peer group. This can mean peers more easily influence you as you seek their approval, validation and acceptance.

## 💬 ADVICE FOR GIRLS 💬

You don't have to deal with these emotional changes on your own. Many young people need support during this time.

If you are not coping with these emotions or moods, and feel they are really getting to you, please ask for help from a trusted adult or from a group like headspace.

See our links to places that can help at the back of this booklet.



## — PART TWO — WHO AM I ?

### **When people say, “Just be yourself” what does that mean?**

Being a teenage girl is all about discovering what you like, what you don't like, who you want to spend time with and how you want to be seen by others. Working this out is a fantastic journey of discovery. As you explore yourself and your life during this time you may change your mind about what's important to you, what you like and how you want to be seen. It's a natural and healthy time to ask the question, 'Who am I?'

*For example, when you are 17 you may look back at a picture of when you were 12 and look at the way you looked and think, 'What was I thinking?' Yet at the time you were perfectly happy with your image, who you were and how you fitted in with your friends. In other words, you had healthy self-esteem at this stage of your life.*

Whether you are a teenager or an adult, it is natural to think about the following things:

- Who am I?
- What sort of person am I?
- What is important to me?
- Where do I fit?

We will continue to ask these questions of our self-image and ourselves as we grow older, develop and change.



### **Self-Image (My ideas and beliefs about myself)**

Self-image is the collection of thoughts we have about who we are and what we can do. We build our self-image by discovering as much about ourselves as possible. We gather this information by looking at our features and abilities in certain areas including:

- Physical appearance (What do I look like?)
- Social acceptance (How do I get along with others? Am I a good friend?)
- Family connection (How I feel within my family)
- Physical ability (What are my physical skills and abilities? Am I good at sport?)
- Creative abilities (What am I good at creatively? Am I good at music, art, dance?)
- Academic ability (Do I try my best at school? Am I better or more interested in certain subjects at school?)
- Behaviour (How do I behave or act?)

### **Feedback from Others**

Another way we explore our self-image is through feedback received from other people who are important to us. We all have people in our lives who are important to us.





## — PART THREE — MY SELF-ESTEEM

**Self-esteem is the way we feel about ourselves.**

A healthy self-esteem is about accepting yourself for who you are and feeling comfortable with yourself.

### **The self-esteem equation**

We compare how we see ourselves in all areas of our life with what is important to us.

When there is a good balance between how we see ourselves and the importance we place on this particular area, we feel good about ourselves.

#### **Self-image**

What can I do?  
What am I like?  
What am I good at?

#### **Feedback from others**

What do others think I am like?  
What do others think I am good at?

#### **Importance**

What is important to me?  
What do I really care about?

#### **Self-Esteem**

How I feel about myself



## SECTION THREE : I AM A GIRL



### The self-image scale

*As an example, Academic area: This girl feels she is quite good at schoolwork and she feels that schoolwork is of average importance to her, so the scale is balanced. Therefore, she would feel okay about the academic area of her life and have good self-esteem about her academic progress.*

#### ACADEMIC ABILITY RATING

**Self Rating:**  
Average

**Importance:**  
Average



When the scales are reasonably even, this usually results in feeling okay about yourself and having good self-esteem. The scales don't have to be exactly even, but the more even they are the better a person will feel.

Even if the person rates themselves low in an area they can still feel good about themselves because it may not be important to them to be really good in this area.

*For example, a girl might rate herself as pretty bad at sport, but she is much more interested in music so sport is not that important to her. If she feels good about how she is going with her music, she will feel pretty good.*

#### PHYSICAL ABILITY RATING

**Self Rating:**  
Low

**Importance:**  
Low





## BODY IMAGE

**Body image is how you think and feel about your body. When you have a positive body image, you feel happy and comfortable with your body and accept your appearance.**

When you have a negative body image, you feel unhappy or uncomfortable with your body, not liking the way you look and wishing you looked different.

People with negative body image may have a picture of their body in their mind that doesn't align with their actual body shape and size. Their ideal image does not match their actual image of themselves. For girls, body image in the teenage years can have a strong connection to self-esteem and how happy they are within themselves.

### **Ideal image and body image**

There are many different influences on body image. These include thoughts about fitting in with peers and friends and what's in fashion for other girls your age. Social media can also influence body image through the images you post and the images you see posted by others. There are many different images that shape the way we think about how we should look. There can be pressure to look and act a certain way just to fit in.

### **Body image and peer pressure**

One of the most common reasons for girls to be worried and unhappy about how they look is belonging to a friendship or peer group that focus on looks and appearance. Some girl groups can be very controlling and judgemental about what they think girls should wear and how they should look.

## SECTION THREE : I AM A GIRL



If your friendship group pressures you into wearing particular labels, outfits or looks, then this can be a sign of an unhealthy friendship group. Girls who are in healthy friendships and groups will not pressure you into wearing a certain style or label. They will support your choices and how you want to appear.

### **Clothes, make-up and body image**

Exploring yourself and your appearance with different clothes and make-up styles is a normal and fun part of growing up. Your tastes and styles will change as you grow into adulthood as you explore and express yourself in different ways. The teenage years are a wonderful time to experiment with different looks, fashions and hairstyles with your friends. Girls who feel comfortable with themselves are more likely to try being creative with their styles and create different looks of their own.

Girls who are in healthy friendships and groups are much more likely to have fun and enjoy trying out new fashion and make-up ideas without feeling pressured to wear clothes or make-up they are uncomfortable with.

**"WHEN I WAS 16 I WENT TO A FRIEND'S PLACE TO GET READY FOR A PARTY. I DIDN'T KNOW WHAT TO WEAR. MY FRIEND PUT ME IN REALLY SHORT SHORTS AND A TOP THAT SHE SAID WAS 'COOL'. WHEN I GOT THERE, I JUST FELT DUMB. IT'S JUST CLOTHES. I KNOW, BUT I JUST DIDN'T FEEL LIKE 'ME' EVEN THOUGH I DIDN'T REALLY KNOW WHAT THAT WAS." —SUPER GIRLS**

We all do this sometimes and it is all part of working out who we are and how we fit in. You may have some of those "what was I thinking moments" throughout your life as you look back on some of the choices you made but trying out different looks and styles is all part of learning about and becoming comfortable with who you are and what you like.



### **Media and body image**

The media can influence people, and females in particular, to compare themselves to others such as celebrities, and wish they looked like them. When we see images of these people in the media they appear to look perfect.

We admire people for many reasons but often focus more heavily on the way people look and what we see in media images than what is real. People who are successful in life and achieve their goals have many different qualities.

Every one of us is different and unique. Even the most confident people have things they can't change and need to accept as being part of their differences from others. It might be their height, eye colour or even their shoe size.

There is more awareness within the media about people who appear to be perfect and how this is often achieved through surgical enhancements, airbrushing and editing, with many famous women now fighting back against false images in the media. These are women who feel they shouldn't have their appearance changed to fit an image set by others about how they should look.

When you have a positive body image, you accept yourself as you are, even if you don't fit the appearance ideals portrayed in the media. You focus on what is realistic and healthy, not how others expect you to look.





### Self-esteem boosters

1. Try not to compare yourself with other people.  
There will always be people who have more than you and some who have less. Love yourself for who you are.
2. Use positive talk. Don't put yourself down. You can't feel good about yourself if you are constantly saying negative things in your head.
3. Recognise your body is your own, no matter what size or shape and that everyone has a body that is different in some way.
4. Understand there are some things you can realistically change about how you look and some things you can't.
5. Find positive stories and messages to read and watch on TV, the internet and in movies. Don't get caught up in the media trap.
6. Be positive to people around you.
7. Don't be afraid to try different things. Look for the good in every situation and have a go at new things.
8. Don't worry about making mistakes. Everyone makes mistakes and it is important to learn and move on from these.
9. Love your body, treat it well and it will reward you with good feelings, lots of energy and a healthy glow.

Although

no

two girls

are the

same,

we're all equally  
fabulous.





— SECTION FOUR —

# GIRLS ONLINE



# THE SOCIAL NETWORK

**We know that both boys and girls see the online environment as an important means of communicating and keeping in contact with their friends.**

Girls and boys use the online environment in different ways, with girls more likely to connect with their current friends, and boys more likely to connect with new people.

## **Me and my selfie**

Lots of people love to take selfies, especially girls your age on social media. Even though this is a totally different world to when your parents were growing up and selfies and social media are sometimes seen as risky behaviour, many young people say they feel social media helps them to explore themselves online. Many girls feel that seeing their pictures online actually boosts their self-esteem and feelings of self-worth. Girls like to have control over the image of themselves they show online and feel this is all part of growing up and discovering who they are and what is important to them.

**"I THINK GIRLS SHARE STUFF THAT TELLS SOMETHING ABOUT THEMSELVES. SOMETHING THAT SAYS 'THIS IS ABOUT ME, THIS IS THE TYPE OF PERSON I AM, OR THIS IS WHO I WANT TO BE,' AND THERE'S NOTHING WRONG WITH THAT." –SUPER GIRLS**



### ADVICE FOR GIRLS

- Remember selfies can be copied and shared. Others can also alter a selfie to make it look bad or to make it send a different message and damage a person's reputation.
- Keep all your selfies private. Make sure you use the privacy settings to avoid people who may target you with mean behaviour or bullying.
- It is important to consider when you are posting a picture to think about what you are doing. Every picture sends a message about who you are and what you are like. Think about what the picture says about you before you post it.
- Consider who is seeing your posts. Remember that even though you may have a few people in mind when you are posting the picture, there will most often be many other people who will see it.
- Be careful that you don't give private information in your posts. There might be street names or your school name on your shirt or other information that increase your risk of being targeted by predators or cyberstalkers or others who might want to use this information in a negative way.
- Photos taken with smartphones may include geotagging which means that geographical information is embedded within the photo. This means that the exact location is saved with a photograph of where a picture was taken.



### About Sexting

Sexting is sending sexually explicit photographs, messages, and video by phone or online devices. Some girls say they felt pressure to sext, despite most saying it was wrong. Most girls said they thought it was unacceptable for someone to ask for a naked photo. If you are in a relationship and thinking about sexting it is important that you consider potentially negative consequences:

- Damage to your reputation
- Damage to your relationships
- Damage to your self-esteem
- Sexually explicit photographs being spread to other people
- Problems getting a job

35% of employers have not hired a job candidate because of content they found of them online.

Remember – the minute you send that picture, it belongs to the person on the other end of the phone, or computer. They can do anything they want with it, including sending it to everyone they know.

88% of sexually explicit images & videos uploaded by a person themselves are uploaded onto other sites.

Did you know: In Australia, the law bans sexting for anyone under 18 years?

When sexting involves someone under 18, it is 'child pornography', an 'indecent act' or an 'indecent recording' according to the law.

The maximum penalties for child pornography can be up to 15 years in jail and being placed on the sex offender register.

## SECTION FOUR : GIRLS ONLINE



You can be charged with possessing or sharing sexual / nude images even if the image is of yourself.

In Australia recently, a 13 year old girl sent sexy images of herself to a friend and two boys. Police found out about the images, and the girl and her friends were cautioned. They were lucky; they could have been charged with the creation and distribution of child pornography.

### ADVICE FOR GIRLS

#### Selfie Safety

- Do you have any photos or videos of yourself in your phone or on one of your profiles you wouldn't want your parents, teachers or strangers to see?
- Do you have any photos or videos of anyone else that could be seen as sexual or are embarrassing and you would not want anyone else to see?
- If you are under 18 and have naked or semi-naked photos of yourself or someone else on your profile, you are at risk and have broken the law. Delete these photos today!
- Don't send potentially embarrassing images of yourself or other people - you don't have any control over who could see them.
- Let your partner know about the laws and advice around sexting as they may not realise the risks. You are protecting them from the risks and if they really care about you, they will understand and not pressure you.
- If someone is making you feel uncomfortable and pressuring you into sending risky pictures, block them.



### ADVICE FOR GIRLS

#### **Cyber Safety**

Travelling around online is a little like travelling around offline. You need to think about your online safety.

- Monitor and manage your digital reputation by regularly searching your name in search engines online. For a more specific search, you can type your name in 'inverted commas'.
- Change your passwords regularly and never share these with anyone.
- Social networking sites like Facebook, Instagram and Tumblr have privacy settings that let you choose who can see what you post. Familiarise yourself with these and use them to protect your privacy online.
- If you are using social networking sites on a computer in a public place such as the library, make sure you log out before you walk away.
- Treat others how you would like them to treat you, both online and offline.
- What you post online stays there FOREVER so think carefully before you post.
- Remember that people can pretend to be someone else online and can be a completely different person offline. For this reason, it is best to have friends on your social networking accounts that you also know offline.



LET YOUR SMILE  
CHANGE THE WORLD

BUT DON'T LET THE WORLD  
CHANGE YOUR SMILE



— SECTION FIVE —

# BEING A SUPER GIRL





## WHAT IS A SUPER GIRL?

**We used the name 'Super Girl' to talk about the girls who have helped us to understand what it is like to be a teenage girl today.**

Each one of these girls was super to us because they are all different, have their own ideas and opinions, and they really care about their friends, families and peers.

These girls helped us to define what it means to be a Super Girl.

### **They said a Super Girl:**

- Feels good about herself
- Is always learning about herself and challenging herself
- Is aware of her strengths and weaknesses
- Is comfortable in her own skin
- Knows it is ok to make mistakes
- Values her friends and family
- Respects her peers
- Doesn't feel the need to do things she knows are wrong just to please others
- Has courage to believe in herself

Super Girls don't have to be the loudest or the most confident, they are just comfortable with the way they are.



One of the most powerful messages Super Girls gave us was that they want to make positive and meaningful changes to the world around them. They want to have the opportunity to be positive role models and voices for change to support other girls.

## HOW YOU CAN HELP

Help us spread the message that *'Bullying is so not okay'*.

We would like to encourage all girls to use their positive support to take a stand against bullying. We want girls to know that we are all there for each other, that we care and that we want to help.

When someone is being bullied, feeling alone or just needing to talk, friends can make all the difference. Everyone has the power to make a positive impact on another person simply by being there for them. With your help, we can make the message of *Always By Your Side* a movement.

### **What are some ways that you can work towards reducing bullying around you?**

- **Start with yourself.** Make a commitment not to support bullying in any way. Do not harass, tease, or spread negative gossip about others. Respect others, value differences, and try to broaden your social circle to include others who are different from you.
- **Choose your friends wisely.** Make it clear to your friends that you will not put up with bullying. Refuse to spend time with people who continue to be mean to others.

## SECTION FIVE : BEING A SUPER GIRL



- **Share the responsibility.** Everyone has a responsibility to help stop bullying. Spread the word that bullying isn't okay.
- **Learn to recognise bullying.** Bullying comes in many different forms – all equally painful and wrong. Whether it's hitting or pushing; teasing or name calling; ignoring or spreading nasty rumours, we don't put up with bullying in our school or community. It makes everyone feel bad.
- **Keep track of 'hot spots'.** Work with friends to take note of places where bullying occurs. We call these 'hot spots'. Pass this information on to a trusted adult.
- **Speak up.** Make it known to your peer group that you and your friends don't like bullying. When someone is bullying someone else, speak up and tell them bullying is wrong. If it doesn't feel safe, get help.
- **Walk away.** If you don't feel you can speak up, walk away and show that you don't support the bullying and then go to get help. By standing and watching bullying, you're encouraging it.
- **Help the person being bullied.** Make an effort to get to know a person who is picked on, left out or might be at risk of being bullied because they are alone. If they seem sad or worried tell them there is help. Support them to speak with a parent, teacher or another trusted adult.
- **Students who bully need help too.** Be firm that bullying is wrong but don't be mean to the person bullying. Remember – two wrongs don't make a right and often people who bully have other problems.
- **Be a leader.** Take steps to stop bullying in your school. Talk to your teacher or principal and ask for help in setting up a 'Say No to Bullying' or 'Student Support' campaign.



# EMPOWER OTHERS

When you provide positive support you help other people to:

- Have the confidence to share interests
- Feel like they belong and are valued among their peers
- Have feelings of safety because they know they have people who care about them
- Feel safe to have-a-go and try out new ideas
- Learn to accept each other, work together and get along with others
- Feel they can have their say about issues they think are important
- Get involved in positive activity in their school and community

### **How can I encourage others to join in?**

- Start a peer support group. You could join an existing group promoting anti-bullying messages at your school, or launch your own.
- Set up a forum for students to talk about school bullying and to brainstorm possible strategies to stop bullying in your school.
- Start a drama group to develop productions with anti-bullying themes, such as peaceful conflict resolution, respect for diversity and tolerance.
- Plan an anti-bullying rally or an online campaign and encourage other students to make a commitment to avoiding conflicts.



you'll  
GOT  
this





## HELP AND LINKS

- **headspace** ([www.headspace.org.au](http://www.headspace.org.au))  
**headspace** is National Youth Mental Health Foundation for 12 to 25 year olds. Information and support is available to young people online, on the phone and at **headspace** centres nationwide.
- **Kids Helpline** ([www.kidshelpline.com.au](http://www.kidshelpline.com.au))  
Provide free and confidential online and phone counselling, information and support for young people aged 5 to 25 years.  
Phone: 1800 55 1800
- **Youth Beyond Blue** ([www.youthbeyondblue.com](http://www.youthbeyondblue.com))  
Provide free and confidential online and phone counselling, information and support for young people aged 12 to 25 years.  
Phone: 1300 22 4636
- **Reach Out** (<http://au.reachout.com>)  
Online mental health organisation for young people, their parents and carers, providing practical support and online tools.
- **The Inspire Foundation** ([www.inspire.org.au](http://www.inspire.org.au))  
Online programs that prevent youth suicide and improve young people's mental health and wellbeing.
- **Bullying NoWay!** ([www.bullyingnoway.com.au](http://www.bullyingnoway.com.au))  
Resources for parents, students, and teachers. Includes information about what to do if a child is bullying or has been bullied, and how to respond to bullying behaviour.
- **Counsellors, psychologists and psychiatrists**  
For information on practitioners in your local area, call the beyondblue info line, on 1300 22 4636.



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# ALWAYS BY YOUR SIDE

*supré* FOUNDATION

**The Supré Foundation exists because  
we believe in providing a supportive world  
where girls are empowered.**

Our dream is to foster a world where all girls can achieve their dreams, where globally this generation and future generations of girls have access to all they need to fulfil their potential.

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