

International Day of the Girl 2023

ENCOURAGE



ENCOURAGE (verb)

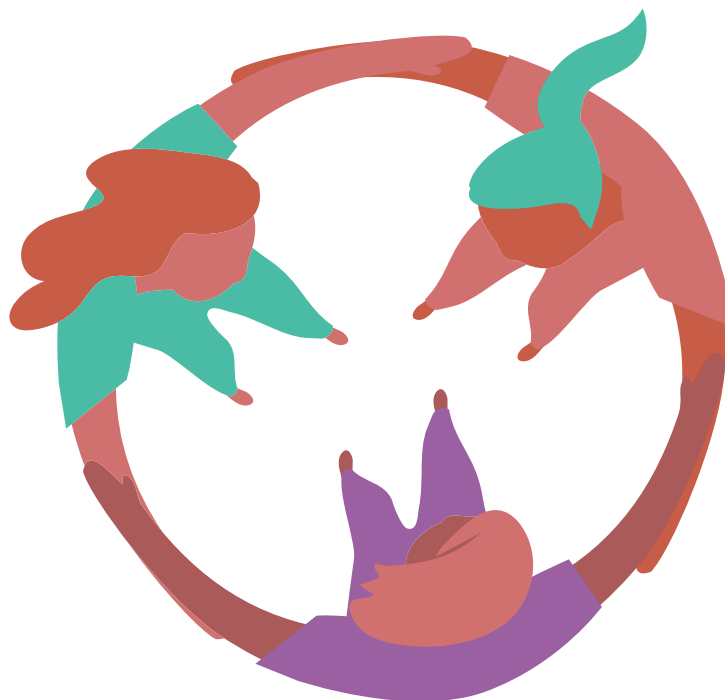
to give support, confidence or hope to someone

Every year, International Day of the Girl is celebrated on 11th October worldwide. Its purpose is to promote the rights and empowerment of girls, as well as to highlight the challenges and inequalities they face.

To celebrate this year's International Day of the Girl, we've put together these bespoke activities centred around the theme of 'Encourage' - one of our three core values. By taking on these challenges, we hope young women will feel encouraged to build a new perspective on both the world around them and on themselves.

Join Inspire Cheshire this year and help us to...

[#EncourageTheGirl](#)



Ways to do it...

These challenges are all about expressing yourself and finding ways that work for YOU.

You might enjoy getting creative, or maybe you work in a more logical way. You may even just want to jot things down in the notes app of your phone.

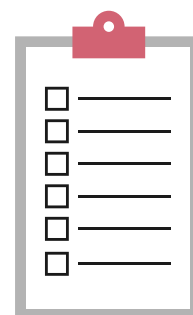
Here are some ideas on how you can make a record of the challenges you do...



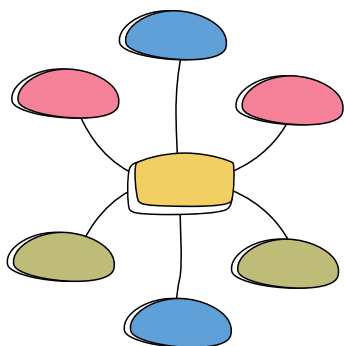
Draw, colour or paint



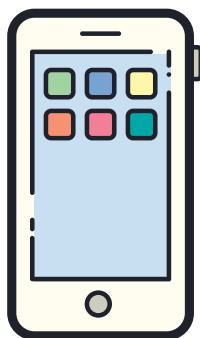
Create a digital graphic



Make a list



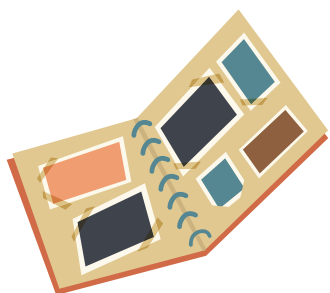
Create a mindmap



Keep notes on your phone



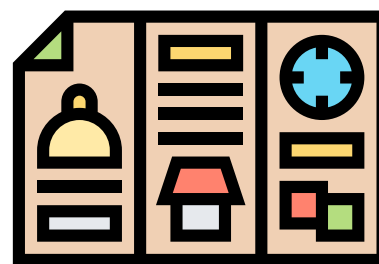
Make a Pinterest board



Make a scrapbook or collage



Create a Powerpoint



Make a poster or leaflet

The Media and Me



We consume a lot of media - but do we take the time to think about the messages communicated to us? This challenge encourages you to look at the media through a more critical lens.

Stage 1 - Inspirational Characters

Pick a character you really like. They can be from a TV show, a film, a game, a comic - any piece of media you enjoy. Use the prompts below to make some notes about why this character appeals to you - this can be presented however you like!

- What do you like about them?
- Do you relate to them?
- What are their values?
- What are their flaws?



Stage 2 - Constructive Critique

Now pick a piece of media you don't or no longer like. Perhaps it's something you really tried to get into, but you just couldn't. Or maybe it's something you used to like, but as time has passed you've gone off it. Using the questions below, write a short critique about this piece of media. Remember, a good critique isn't solely negative - it gives points for improvement as well.

- What don't you like about it? (e.g. plot, characters, themes)
- Why don't you like these aspects?
- How could these aspects be improved?



Stage 3 - Put to the Test

Lastly, choose a piece of media you enjoy. We recommend a film for this stage, but anything can be used. Go through that piece of media and analyse it using at least one of the following tests, which can be found on the next page.

- The Bechdel Test - female representation
- The Russo Test - LGBTQIA+ representation
- The DuVernay Test - race and ethnicity representation



Recommended timings:

- Stage 1: 20-30 minutes
- Stage 2: 20-30 minutes
- Stage 3: 1-2 hours

Date completed: _____

Signed: _____

Representation Tests



The Bechdel Test

The Bechdel Test is used to gauge female representation in a piece of media, and can be done with three simple questions:

1. Does the piece of media have at least two female characters?
2. Do those characters talk to each other?
3. Do they talk about something other than a man?

The Russo Test

The Russo Test looks at LGBTQIA+ representation in the media. Use these three criteria to guide you when analysing:

1. The piece of media contains a character that is identifiably LGBTQIA+.
2. That character must not be solely or predominantly defined by their sexual orientation or gender identity (i.e. the character is made up of the same sort of unique character traits commonly used to differentiate straight characters from one another).
3. The LGBTQIA+ character must be tied into the plot in such a way that their removal would have a significant effect. Meaning they are not there to simply provide colourful commentary, paint urban authenticity, or (perhaps most commonly) set up a punch line; the character should matter.

The DuVernay Test

The DuVernay Test analyses the media through a BAME (Black, Asian and Minority Ethnic) lens. There are five questions to think about when using this test:

1. Are any characters of colour whitewashed, or played by actors of a different ethnicity?
2. Do the characters of colour pursue their own goals independently of the white characters?
3. Do the characters of colour primarily talk about race?
4. Do the characters of colour fulfil harmful, simplistic or down-right racist stereotypes?
5. Is the director, writer, and/or creator representative of the story's culture?

Body Image



Throughout history, different body types have been promoted as 'ideal' but the ideal is always changing. This challenge encourages you to consider, and challenge, the messages we receive about body image.

Stage 1 - Media Manipulator

The media we consume shapes our perspective of what the 'ideal body type' is - but the ideal body type has changed throughout the eras. For example;

- During the Han Dynasty, small feet were considered the height of beauty
- During the Italian Renaissance, the 'ideal woman' had a round tummy, wide hips and large boobs
- In the 1920s, slim, angular and androgynous body types were the fashion
- In the 1950s, curvy body types were idealised, like Marilyn Monroe
- In the 1980s, beauty standards revolved around fitness and athleticism

Re-design a modern day piece of media (whether that's a newspaper article, magazine cover, TikTok video, or something else!) through the lens of one of the beauty standards of the past.

Stage 2 - Shifting the goal posts

Now that you've re-created a piece of media to promote historical beauty standards, consider these questions:

How would you feel seeing your piece of media next to modern examples? What can we learn from the fact that beauty standards for women are always changing? Can you think of any celebrities or people in your own life who choose to consciously reject modern 'beauty standards'? How and why might they do that?

Stage 3 - Put to the Test

Create a piece of art or writing that celebrates bodies in all their glorious forms. You could imagine creating it for someone who is struggling with their body image - what messages would you want to get across to them?

Recommended timings:

- Stage 1: 30-60 minutes
- Stage 2: 20-30 minutes
- Stage 3: 30-60 minutes

Date completed: _____

Signed: _____

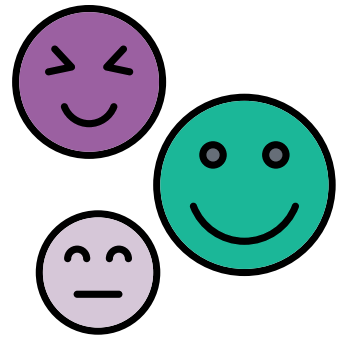
Physical Activity

Getting active is known to boost both our physical and mental wellbeing. In this challenge encourages you to get your heart racing and consider the benefits and challenges of getting active.



Stage 1 - It's about more than just your physical fitness

Working up a sweat is good for our mind, not just our body. We know that physical activity can boost endorphins making us feel happier and more resilient. Keep a log of your moods for one week (or longer if you like!) and identify whether physical activity improves your mood.



Stage 2 - Overcoming obstacles

Identify obstacles that some young people might face in getting active such as money, time or confidence.

Brainstorm ways in which people might be able to still be active, despite those obstacles. If you were designing a physical fitness program for young people, what might be especially important to consider?

Stage 3 - Get active!

The NHS recommends young people get active for 60 minutes per week. Identify a form of physical activity you enjoy, whether that's yoga, team sports, running or something else and schedule time in to prioritise raising your heart rate and getting a sweat on. Commit to your goal for one month.

You may wish to keep a log of the way you feel, physically and mentally over this month.



Recommended timings:

- Stage 1: 5 minutes daily
- Stage 2: 20-30 minutes
- Stage 3: 60 minutes per week

Date completed: _____

Signed: _____

Want to learn more?

The Inspire Project was created by Motherwell Cheshire to support local young women and girls age 13-25 with their mental health and wellbeing.

We offer one-to-one counselling, training and workshops, and a variety of wellbeing activities. These are all aimed at increasing confidence, improving relationships and fostering mental health and wellbeing.

If you'd like to find out more about us, check us out on our website, Facebook, Instagram and Tik Tok!

 <http://www.inspire-motherwell.co.uk>



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