

We are Team S.L.A.Y, a team of high school girls from diverse backgrounds who care about the wellbeing of our community. S.L.A.Y stands for Self Love and Acceptance for Youth. We are working together to try to challenge the unrealistic body ideals presented by the media and society, that are damaging the self esteem of our young men and women. Statistics have shown that the ideal body type portrayed in media is only possessed naturally for only 5% of females in the US (infogram).

Team S.L.A.Y feels that our immediate community is influenced by Hollywood and show business due to our location. Teens and young adults often experience low self esteem and depression because they cannot meet the ideals of the images they see on TV, social media, movies, magazines, billboards, etc. Insecurities can start as early as the age of 13, as 53% of 13 year old girls are unhappy about what they look like. Low self esteem does not affect only girls but can also be seen in boys. 1 in 4 boys feel the need to “bulk up”, an obsession that has become recognized as “reverse anorexia.” Also, according to a nine-year study of 870 boys in the Journal of Child and Adolescent Substance Abuse, there is a direct correlation between self esteem and drug abuse and addiction.

Our goal is to encourage self love and acceptance by using positive images, sayings, poems, videos on our social media account, website, and throughout our high school campus and our neighboring middle school.

### **Project Timeline:**

- September: Team S.L.A.Y instagram created: @slay.cchs
  - Posts positive reinforcements daily
- November-December 12th: Poem and Logo Design Contest
  - Held a contest to see who had the best poem for our video and the runner ups will be presenting their poem at the spirit week. The chosen logo will be for our merchandise.
- March 13th-17th: Spirit Week of activities on campus
  - Hang up mirror clings in high school and middle school bathrooms
  - Monday: Performance of all girls student Band, Damnsels, at lunch performing our song
  - Monday/Tuesday: In-class presentations with powerpoint consisting of our research and our goal.
  - Tuesday:
    - Wednesday: Photo booth and popcorn during brunch/ Finger painting the banner to make pledge for our campaign
  - Thursday: “Slay the Runway” at lunch/ wear what you’re most comfortable in
  - Friday: Poem slam in front of the entire school with speaker/guest judges. Social media challenge #my3slays
- March 20th-31st: Finalization
  - Evaluation of the project, analysis on collected data.

**Anticipated Outcomes:**

Our main priority in the short term is to reach out to our current middle and high school students and community and teach them about being mindful of their well being and happiness. To encourage others to keep a positive mind, we will be consistent in reminding ourselves and others to practice pushing through our institutionalized beliefs. In doing this, we are able to diminish individuals negative mindsets about how they perceive themselves. As for the long term effect, by spreading positive messages surrounding self image, our students will not only alter their perception about themselves but also support other's confidence.