

# The Dove Self-Esteem Project Calendar

This thirty-one day calendar is designed to help build body confidence and self-esteem by increasing student knowledge and skills related to health and wellness through the lens of body image and acceptance. Under the guidance of educators, parents, or adult caregivers, we encourage you to use this calendar as a tool to engage students in conversations about confidence and self-esteem as activities within their daily learning.

For more information on the Dove Self-Esteem Project please visit [Dove.com/selfesteem](https://Dove.com/selfesteem).



## DAY 1

Find pieces of paper you can cut and tape around your home. Write at least two notes on the paper encouraging a positive self-esteem message to yourself and your family.

## DAY 2

Watch this [video](#). With an adult, explain if this is really a realistic "selfie" photo and if not, why?

## DAY 3

Find a song you like that is about being proud of who you are and doesn't mention body talk or appearance at all. Write it down and share with a family member.

## DAY 4

Stick 5 post-it notes or paper notes on mirrors at your home that share a positive message unrelated to body-talk/appearances.

## DAY 5

External Influence is images and ideas we observe from people, media and the world around us that impacts our views and opinions. List two external influence examples that are positive.

## DAY 6

Internal influence: are thoughts, ideas and judgments about ourselves and our accomplishments. List two internal influence examples that are positive.

## DAY 7

Write down 4 self-affirmations (positive self-talk) unrelated to body image/physical appearance. Post them somewhere you see them every day!

## DAY 8

Tweet or text someone explaining how negative appearance pressure might impact young people.

## DAY 9

Set a goal around sharing one positive message you'll tell yourself each day over the next week.

## DAY 10

Create a catchy slogan that promotes positive self-esteem for you and your peers.

## DAY 11

Explain to someone in your family how being proud of who you are (unrelated to physical appearance) is important to your self-esteem.

## DAY 12

Encourage a family member to write down 4 self-affirmations and hang them somewhere that they will see them every day.

## DAY 13

Share with someone how it would feel to have your physical appearance changed or manipulated in a photo to fit someone else's standards.

## DAY 14

Watch this [video](#) on conversations between friends. One girl gives another an appearance compliment, but it doesn't seem to make her feel good. Can you explain why not?

## DAY 15

Time Yourself: Take 1 minute to think about yourself and write down every thought that pops in your head. When the minute is up, put a + next to all positive statements and a - next to negative statements.

## DAY 16

Draw a poster or show photos to a teacher or family member that explain the difference between professional media and social media.

## DAY 17

Watch tv ads or YouTube ads for 4 minutes. Count how many times body image and appearance come up. Re-write the ad to minimize body-talk/appearances.

## DAY 18

Draw or write down three different appearance pressures you face. How do external influences tell you you're supposed to look?

## DAY 19

Watch this [video](#). Discuss with a family member or write down how many times a day you think you receive messages about your appearance.

## DAY 20

What is the impact of people talking about their appearance all of the time? Text a friend about the harmful effects of this.

## DAY 21

Write a blog, text, tweet, or in your journal about how apps and filters change people's faces. Why might this be a negative external influence on others?

## DAY 22

Share three ways adults in your life could be body-confidence role models.

## DAY 23

External Influence is images and ideas we observe from people, media and the world around us that impacts our views and opinions. List two external influence examples that are negative. How can you minimize their impact?

## DAY 24

Watch this [video](#). What does it tell you about what young people want? Share with a family member a skill that you're proud of.

## DAY 25

What does it mean to compare your appearance with others? Why can it be harmful?

## DAY 26

Select an advertisement trying to sell you something related to appearance and discuss with a friend or family member how it can impact people positively and negatively.

## DAY 27

Share two ways you can be a body-confidence role model.

## DAY 28

Watch this [video](#). How can you re-write the script to be positive when you're looking at yourself in the mirror? Don't include any body talk.

## DAY 29

Internal influence is when we have thoughts, ideas and judgments about ourselves and our accomplishments. List two self-talk examples that are negative and how can you shift the self-talk to be more positive?

## DAY 30

Discuss with a friend or family member what we can do instead of comparing ourselves with others.

## DAY 31

Print the Be the Change Activity Sheet found in [Lesson 5](#) (pdf download) of the Confident Me curriculum. See how many of these boxes you can complete on page 1, either alone, with a friend via a device or with a family member.

