

#FREEFROMDIETS

ROUND TABLE 1: OUTCOMES

Inside

Discussion points from the first #FreeFromDiets campaign round table

Proposed immediate actionable solutions

What happens next



WHAT HAPPENED?



DISCUSSION POINTS:

1.

Schools need revenue from renting out space for diet clubs. What guidelines could we encourage them to sign up to if they are forced to hire out their hall to host a group?

2.

Many community halls and Scouts huts double up as venues for diet clubs. What can we do to counteract the diet marketing that appears in these spaces, while we work to get the ASA to change the rules completely?

3.

Diet conversation is common among parents and teachers. What could we do to help spread that knowledge that these types of conversations are damaging for kids to hear? How could we work to counteract the diet marketing on school gates and promote positive conversations amongst parents and staff in front of children?

WHERE: X & Why in Whitechapel

WHEN: Weds 27th Nov 2019

WHO WAS THERE:

Campaign founder Molly Forbes

Campaign manager Chelsea Cox (Well Defined)

Campaign ambassadors Laura Phelan (Phelan Well) & Becky Young (Anti-Diet Riot Club)

Dr Tosin Sotubo

Girl Guiding UK (including Girl Guiding UK's Research Officer Leah Widdicombe)

Campaign supporter Denise Sanderson-Estcourt

SUGGESTED ACTIONS:

1. FOR SCHOOLS.....

PROPOSAL 1: CREATE A RESOURCES DOCUMENT FOR HEADTEACHERS

The leaflet should include:

- “Red flag” words and phrases to look out for on posters and marketing material that may be triggering / damaging

- The recommendation that A-boards / signs directing members to the diet club are only displayed one hour before the club starts, instead of permanently being displayed outside the school for pupils to see.

- Detailed information and academic research between diet culture marketing and poor body image, and the link between poor body image and decreased attendance in school and lowered performance and engagement in class. ie. Getting rid of diet marketing around schools could have a direct impact on pupil attendance and performance – both key areas that OFSTED take into consideration when inspecting schools.

PROPOSAL 2: CREATE ALTERNATIVE POSTERS TO COUNTERACT THE MESSAGES

Create a series of free alternative posters and leaflets to counteract the diet messaging.

Recommend that schools who display diet club banners and allow leaflets to be handed out ALSO display the alternative posters and hand out the alternative leaflets.

Alternative material should include body positive messaging that is in direct contrast to the “thin = happy / better / more worthwhile etc” messaging on diet ads.

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2. FOR COMMUNITY HALLS...

PROPOSAL 1: RESOURCES DOCUMENT FOR CHILDREN'S GROUPS THAT USE THESE SPACES

Create a free resources document to distribute to all children's clubs that use these spaces, including Girl Guiding UK.

The leaflet should include:

- A guide for club leaders on what to say if children ask what the diet marketing material says, and some useful, simple tips on ways to manage these conversations.

- Simple things club leaders can do to minimise children's exposure to the diet material, eg. Take down any posters in the space before the club starts, move any leaflets that may be on tables outside entrances etc.

PROPOSAL 2: CREATE A POSTER LEADERS CAN PLACE OVER THE TOP OF THE DIET MATERIAL

Create a free poster that can be placed over the top of the diet marketing posters during the duration of the children's club in the venue.

3. FOR DIET CHAT...

PROPOSAL 1. CREATE A POSTER FOR STAFF ROOMS

Create a free poster for schools to display in the staffroom reminding teachers of the safeguarding policy around children. "Keep it in the classroom not the staffroom". Include a link to the #FreeFromDiets website.

PROPOSAL 2.: CREATE A WORKSHOP FOR TEACHERS

Create a series of workshops for teachers and youth club leaders that focus on how to create positive body image and build diet culture resilience amongst children.

Offer the workshops as part of CPD activity for schools.

WHAT HAPPENS NEXT?

We will put these proposals to the community via a Survey Monkey form and series of polls on social media.

We will then work to action one proposal per talking point.

There will be more round table discussions for 2020, along with a series of higher profile public facing campaign events to raise awareness and support of the #FreeFromDiet movement.



Complete the survey:

<https://www.surveymonkey.co.uk/r/Z8XBLWR>