

How to Plan a Fat Talk Free Event

*Change the Conversation. **End Fat Talk.***



Table of Contents

Introduction	1
What is Fat Talk Free Week?	2
Help Us Advance the Cause	4
Event Planning & Implementation	6
Event Ideas	12
Fat Talk Free Zone	12
Fat Talk Jar	14
Video Competition	15
Fat Talk Free Meal	16
Ties That Bind	17
Inspiration Station	18
Conclusion	20
Contact Information	21

Introduction to Planning a Fat Talk Free® Event

The Succeed Foundation thanks and congratulates you for your interest in hosting a Fat Talk Free® event. Lending your voice to the discussion will encourage more individuals to declare their commitment to End Fat Talk. Together we can Change the Conversation.

This Fat Talk Free Week Event Planning Guide has been designed to aid anyone interested in beginning the discussion to End Fat Talk to where they are; in their office, university or community. All the events and tools detailed within the guide can be adapted to a broader audience.

Objectives of this guide:

We aim to provide any organisation, group or community outside of The Succeed Foundation with ideas and suggestions to share Fat Talk Free Week with others.

What is Fat Talk and Why Fat Talk Free® Week?

Fat Talk describes all of the statements made in everyday conversations that reinforce unrealistic beauty ideals and contribute to women and men's dissatisfaction with their bodies. Examples of fat talk may include: "I'm so fat," "Did you see his beer gut?" "He needs to hit the gym" and "They are way too fat to be wearing that swimsuit."

Statements that are considered fat talk don't necessarily have to be negative; they can seem positive yet also reinforce the need to be thin - "You look great! Have you lost weight?"

Research shows that a mere **3-5 minutes of listening to, or engaging in, fat talk can lead some women to feel bad about their appearance and experience heightened levels of body dissatisfaction.** The Succeed Foundations' partnership with Dr. Carolyn Becker and Tri-Delta has positioned the organisation as a leader in the discussion, changing the conversation to create a more positive body image for men women everywhere!

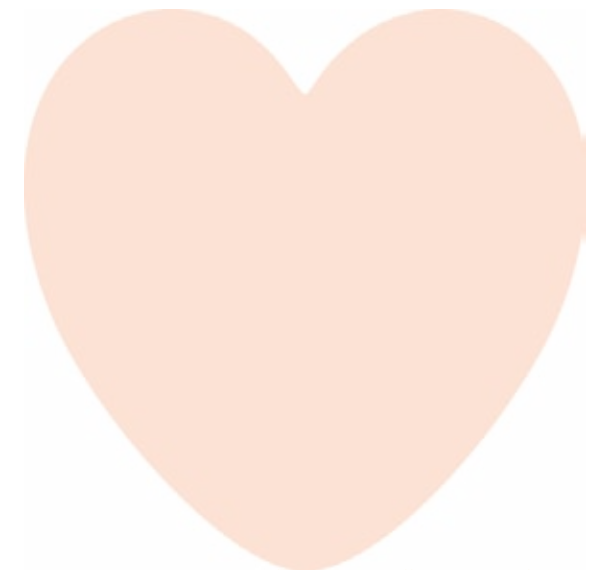
Fat Talk Free Week is an extension of The Succeed Body Image Programme and is designed to engage members of the public and communities in the conversation.

The purpose of Fat Talk Free Week is to assist women and men of all ages:

- Establish and maintain a positive body image
- Challenge people to think and speak differently about their bodies
- Promote a healthy lifestyle that urges individuals to live a balanced life in mind, body and spirit

Through October 2012, The Succeed Foundation is encouraging the public to spread the message of Fat Talk Free Week by engaging with friends and family and encouraging them to End Fat Talk. This can be done through self-expression, the use of social media and even through the creation of public awareness events.

For those of you who wish to participate in the campaign in a more structured way, The Succeed Foundation encourages that your efforts take place during the week of 22nd - 28th October.



Help Us Advance the Cause

In 2011, a study done by the Centre of Appearance Research in collaboration with The Succeed Foundation asked women whether they thought negatively about their bodies, 93% said yes.

A study by the same organisations in 2011 also discovered that **81% of men Fat Talk** (called 'Body Talk' in this instance).

We need to change these figures, and by becoming a Fat Talk Free Leader and hosting an event you will help Change the Conversation. Encourage event participants to visit www.succeedfoundation.org, and get personally involved to End Fat Talk.

Before planning your event it is important that you take the first step to End Fat Talk.

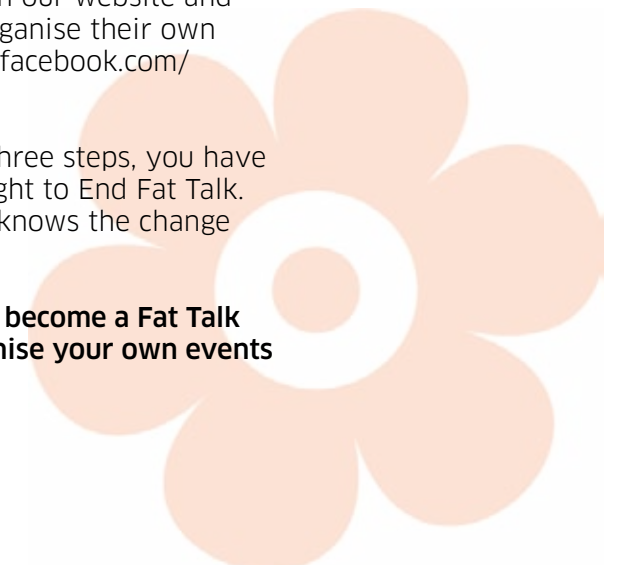
STEP ONE asks all participants to declare their commitment by taking The Pledge at www.succeedfoundation.org. Because of your interest in hosting an event, we know you are a dedicated supporter of the cause. Also complete the Fat Talk survey to help us get a clearer picture of the issue in the UK.

STEP TWO asks participants to Discuss the End Fat Talk message with others by utilizing the tools and resources available at www.succeedfoundation.org, and through discussions with others using social media.

STEP THREE asks participants to participate in events publicised on our website and Facebook page and organise their own where they are: www.facebook.com/FatTalkFreeWeek

By completing these three steps, you have officially joined the fight to End Fat Talk. Every good advocate knows the change must start with you.

Now you are ready to become a Fat Talk Free Leader and organise your own events and activities!



Event Planning and Implementation

Hosting an event is a fun and interactive way to engage in Step three of the Declare, Discuss, Participate process. ANY interested person can host an event. Events come in a variety of shapes and sizes (and costs – both time and money). Some events are easy to organize and virtually free whereas others are more complex and expensive. You simply need to decide what type of event will be most effective for you and your intended Fat Talk Free Week audience. This guide includes several examples of successful Fat Talk Free Week events.

Event Objectives

A Fat Talk Free Week event is an opportunity to Change the Conversation on your campus, in your office or in your community and to encourage participants to get involved in the Declare, Discuss, Participate process.

Begin by giving individuals instructions on how to take The Pledge. Participants can use template emails and Facebook posts located on Fat Talk Free Week resources to direct contacts to www.succeedfoundation.org. Or, provide a laptop with internet access and allow event participants to visit www.succeedfoundation.org, to take The Pledge online during your event.

Planning the Event

When planning any Fat Talk Free Week event, it's important to start by asking yourself the following questions:

- What resources do I have to host this event?
- Where will I host the event?
- What type of budget do I have?
- What type of experience do I want to provide for event participants?
- Who is my expected or intended audience?

Determining the answers to these questions will assist in guiding you to an event that is best for you and your participants. The event, no matter how simple or complex, should be planned in a way that someone who is completely unfamiliar with Fat Talk Free Week may walk away motivated to get more involved and to share the End Fat Talk message with someone else.



Event Planning and Implementation

Once You've determined the event that you want to host, utilize this checklist provided to assist with logistics:

Define the purpose of the event and what key messages to communicate. ☐

Put together a Project Team to organize the event (if applicable). ☐

Determine an appropriate budget/funding for the desired event. ☐

Set the time and date of the event ☐

Determine the desired location of event. ☐

Fill out any necessary forms or paperwork needed to reserve space or supplies. ☐

Create a schedule, planning for set-up and clean-up. ☐

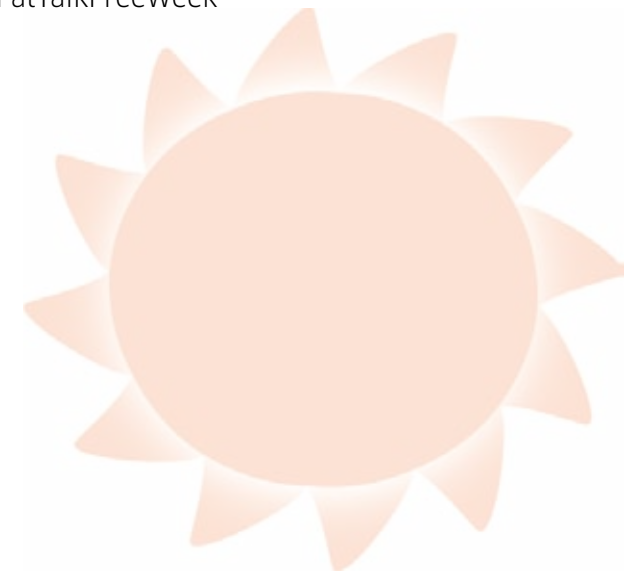
Purchase any necessary supplies. ☐

Print off any necessary resources needed for your specific event from www.succeedfoundation.org ☐

Educate group/organisation members on all event details and expectations, including appropriate talking points. ☐

Decide how you are going to promote ways to Change the Conversation. ☐

Make sure you have internet access so event attendees can take The Pledge online. Publicise your event on the Facebook page: www.facebook.com/FatTalkFreeWeek ☐



Event Planning and Implementation

Project Teams

Project Teams are a GREAT way to get more individuals involved! A Project Team is similar to an “ad hoc” committee - meaning it is created to accomplish a specific one-time project.

Event Related Resources

Resources including logos, T-shirt graphics, posters, signs and flyers are available for print on the Fat Talk Free Week Resources page on succeedfoundation.org

Event Implementation Tips

Utilise some of these tips as a guide for understanding how to be successful during your event:

- Know your audience.
- Evaluate what you want your audience to take away from your event and design accordingly.
- Keep it simple!
- Focus on the message.
- Know what you're talking about.
- Provide participants with something that they can walk away from the event with like handouts, postcards, etc.
- Use the resources available to you on succeedfoundation.org.
- Consider including other local groups in the event.

Key Event Messages

Change the Conversation. Fat Talk Free Week is about more than just creating awareness. It is about reshaping your behaviours. Research shows that when you change your conversation, you begin to break the habit of fat talk.

- Being Fat Talk Free means promoting a healthy lifestyle that urges individuals to live a balanced life in mind, body and spirit.
- Fat Talk Free Week is about “body activism” – the power to control the way we think and talk about our bodies to affect positive change in how we talk about our body.
- Fat Talk Free Week encourages individuals to strive for a “healthy-ideal” which looks different for everyone and focuses on health not weight or size.
- Join discussions with other Fat Talk Free supporters through social media.
- Take three simple steps to End Fat Talk:

DECLARE: Visit www.succeedfoundation.org, and take The Pledge.

DISCUSS: Change the Conversation by sharing the message with others.

PARTICIPATE: Join in and organise events on the Succeed website.

Event Ideas

Fat Talk Free Zones

Objectives:

- Raise awareness about the Fat Talk Free Week Campaign.
- Discourage the use of Fat Talk about in particular areas where it may be more common to overanalyse one's looks, such as a public restroom or office space.
- Provoke interest and encourage individuals to seek additional information.

Supplies Needed:

- Public spaces, including restrooms, offices, classrooms or wherever people gather.
- Fat Talk Free Zone signs for participating locations
- Fat Talk Free Week Talking Points

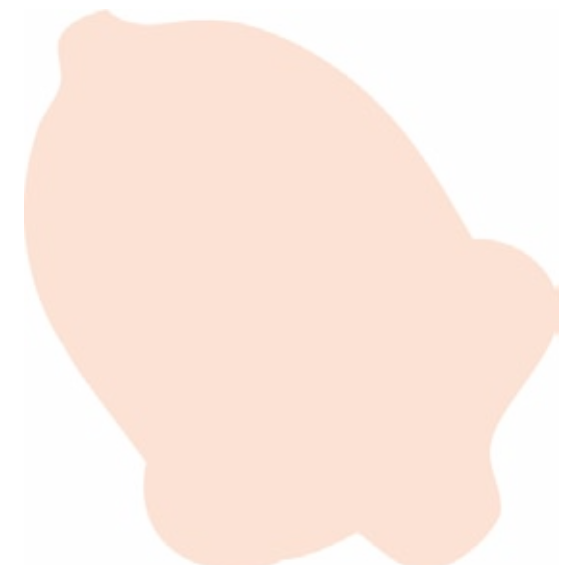
Event Set Up and Implementation:

- Make sure you have permission to post signs in your chosen areas, declaring them Fat Talk Free Zone for the week.
- Stick signs or posters on doors, mirrors and the backs of the toilet stall doors.

Consider also setting up a table with similar decorations in a nearby area

so that individuals seeking information about Fat Talk Free Week can be provided with clarification about the event. The same concept could be used in various offices/centres on campus.

When people enter the zone, inform them that they are not to talk negatively about their bodies or anyone else's. Within the zone there should be encouragement to look at your body with a different perspective in mind. Try and get everyone involved.



Event Ideas

Fat Talk Jar

Objectives:

- Encourage men and women stop the fat talk by bringing attention to when it happens.
- Raise money for your favourite charity.

Supplies Needed:

- Fat Talk Free Week sign
- Jar, bowl, any type of container
- Any campaign-related handouts (see the Fat Talk Free Week Materials page on www.succeedfoundation.org for suggestions)

Event Set Up and Implementation:

- Place the jar in the centre of the room/ office/home
- Have a sign explaining what the jar is and the rules of the jar: Whenever someone is caught Fat Talking they must deposit some amount of money into the jar (decide on a fair amount)
- The proceeds of the jar will be donated to Succeed, or a charity of your choice

Fat Talk Free Video Competition

Objectives:

Engage with Fat Talk in a fun way that can reach a great number of people around you
Provoke interest in the campaign by sharing individual experiences of Fat Talk

Supplies Needed:

- Video Competition promotion template email from the Fat Talk Free Week Materials page
- A camera/ camera phone

Event Set Up and Implementation:

- Encourage participants to enter The Succeed Foundation's Fat Talk Free Video competition, with a chance to win £100 in amazon vouchers.
- Participants must create a fat talk related video (2 minutes max) this could be a song, sketch, or tutorial
- Publicise the competition's homepage: www.succeedfoundation.org/work/the_fat_talk_free_video_competition
- Entries need to be uploaded to Youtube, or another video sharing website then submitted here: http://www.succeedfoundation.org/work/how_to_enter
- Winner will be featured on Succeeds social media and the website for a

Event Ideas

Fat Talk Free Meal

Objectives:

Encourage your friends, family or colleagues to enjoy a meal together without mention of calories, weight or other fat talk statements.

Supplies Needed:

- Fat Talk Free Zone sign
- Any campaign-related handouts (see the Fat Talk Free Week Materials page on www.succeedfoundation.org for suggestions)

Event Set Up and Implementation:

- Host a meal where participants will be discouraged from engaging in any conversation that includes fat talk.
- Divide all participants so that they have an opportunity to talk to and get to know new people or some that they don't know as well.
- Place the Fat Talk Free Zone signs on the table and in the room.
- Provide a meal that is nutritious and well-balanced.
- Consider showing the Fat Talk Free video. Or, include a table for participants that incorporates some type of action piece as seen in other events in this guide.

The Ties That Bind

Objectives:

- To encourage participants to remind themselves of the benefits of eliminating Fat Talk
- Encourage participants to be proud of who they are and for what they are able to do

Supplies Needed:

- Paper strips in varied colours
- Scissors
- Stapler or tape
- Table
- Fat Talk Free Week posters and Zone signs
- Fat Talk Free Week Talking Points
- Any campaign-related handouts (see the Fat Talk Free Week Materials page on www.succeedfoundation.org for suggestions)

Event Set Up and Implementation:

- Set up the table in a public place on that has a heavy pedestrian traffic flow.
- Decorate the table with signs and other decorations that will draw attention.
- Have students who stop by the table write something on the slip of paper that they love about their body or are proud of about their physical appearance and why.
- Let them staple their strip in a circle shape, forming a chain with the previous statements.
- Display the chain



Event Ideas

Inspiration Station

Objectives:

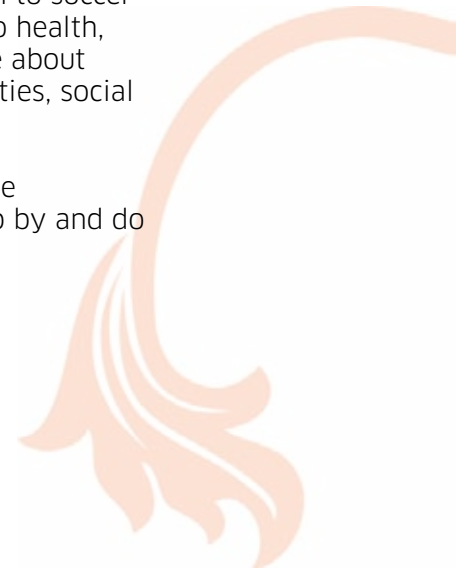
- Encourage friends and colleagues to identify people they find inspiring for meaningful characteristics.
- Encourage friends and colleagues to see past physical characteristics when evaluating those they look up to or aspire to be.
- Get people in the habit of thinking about their friends and their loved ones in a way that has nothing to do with physical attributes.
- Encourage people to identify non-appearance based traits in others that they admire and respect.

Supplies Needed:

- Marker pens
- Brightly coloured post-it notes
- Table
- Wall or other sturdy object to hang notes
- Any campaign-related handouts (see the Fat Talk Free Week Materials page on www.succeedfoundation.org for suggestions)

Event Set Up and Implementation:

- Set up the table in a place that has a heavy pedestrian traffic flow.
- Decorate the table with signs and decorations that will draw attention.
- Ask participants who stop by to think of three people that they know who inspire them and write what is inspiring about that person on a post-it note (without the name).
- There are no limits on what they may find inspiring about these people except that they cannot focus on appearance. For example: because of their kindness, aptitude in science, dedication to soccer or dance, their commitment to health, the degree to which they care about other people, volunteer activities, social skills, etc.
- Display the notes to encourage additional participants to stop by and do the same.



Conclusion

Succeed thanks you for helping to Change the Conversation, and for supporting efforts to create a more positive body image for women and men everywhere. Any event, big or small, can help make a positive impact on women everywhere.

Don't forget to **SHARE** your event's success through The Succeed Foundation website and social media sites,

Also take some time to write down what went well with the event, and what you'll change to make next year's event an even bigger success.

Lastly, **CELEBRATE** your success!

For additional information about planning a Fat Talk Free Event, contact:

info@succeedfoudation.org

The Succeed Foundation Webiste:

www.succeedfoundation.org

Facebook:

The Succeed Foundation

Fat Talk Free Week UK

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