“Celebrating You”
A Program for Promoting Self-Esteem in Girls

Team Esteem
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Community Service Learning Project
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Our Daughters, Our Sisters, Our Neighbors, Our Future Women

All Humans Need to Feel Valuable

- To be treated with respect by parents, peers, and community.
- Know who they are and who they can become ...
- Have a positive self-identity
- Possess a positive body image . . .
- Appreciate their talents, skills, and abilities.
- Know they have strengths that can make a difference in the world !!!

Building Confidence & Self-Esteem in Young Girls / PSA:
Dove Real Beauty

Sources: Benson, P. L. (2006); Dove (2008)
Self-Esteem in Girls

Self-esteem is a major necessity for today’s teenage girls. A diminished sense of self-esteem is related to many issues such as:

- Negative body image and eating disorders
- School achievement and dropouts
- Teenage pregnancy
- Drug and alcohol abuse
- Crime and violence
- Bullying and suicide


Self-Esteem, Media & Body Image

Research provided by Kelly Nault believes that media may be another reason that girls have low self-esteem (example: skinny models and commercials full of diets).

Nault also believes that parents are an important part of their teenage girl’s self-esteem and have an obligation to monitoring their daughters TV, magazine, and news exposure.

Source: Nault (2005)
Self-Esteem and School Achievement

- According to Psychiatrist Holly, a certain level of self-esteem is required in order for a student to achieve academic success. Each go hand in hand and work together.

- As the level of self-esteem raises in a child, the better scores on tests,

- When self-esteem drops so does academic achievement.

- Students who suffer from low self-esteem often drop out of school because they feel they do not have the knowledge to continue, or the ability to succeed.

Sources: Benson (2006)
Reasoner (2007)

Self-Esteem and Teenage Pregnancy

In a study done by Hogg, J.A. cites that juvenile girls run away from home and go into prostitution because of negative identity development as a result of negative experiences. It was found that the most effective way to get them to give up prostitution was to help them regain their self-esteem.

Most teenage mothers in an effort to promote their own self esteem, decide to keep their babies rather than give them up for adoption to provide that kind of unconditional love and acceptance that society can not provide for them.

Source: Hogg, as cited by Reasoner (2004)
Self-Esteem the Relationship with Drugs and Alcohol Abuse

Self-esteem issues are one of the leading causes of alcohol and drug use. Drugs are usually used to compensate for lack of control over one’s life. Lack of self-esteem changes teen’s attitudes towards drug and alcohol use. For example, trying to fit in and be cool because other students use drugs.


Self-Esteem, the Relationship with Violence and Crime

Howard B. Kaplan who is a Professor of Sociology found in a long term study of 3,000 7th grade students that lower levels of self-esteem were most likely to adopt deviant behavior patterns. Low self-esteem becomes a source of anger and hostility which becomes results of violence. Some of these students are also most likely to join gangs, and commit crimes and violence to compensate for their feelings of insecurity and low self-esteem.

Source: Kaplan as cited by Reasoner (2004)
Bullying, Self-Esteem and Suicide

Klomak cites a study that assesses the bullying behavior, suicidal ideation and suicide attempts among adolescents. The result shows that 9 percent of the sample are victims of bullying and have an increased risk of developing depression and suicidality especially among teenage girls. It further examines the relationship between bullying and depression. The findings show that bullying behavior marks the suicidal attempts of adolescents.


So How CAN We Solve This ???

A Programmatic Approach

- Search Institute’s 40 Developmental Assets
- Parent Support
- Teacher Training
- Communication Skills
- Healthy Body Images
- Peer Support
- Sexual Education
- Bully Prevention
- Community Involvement

You’re Invited to...

An Event to
Promote a Healthy Self-Image for Girls

NOKIA Plaza
at Staples Center, Los Angeles, CA

“Celebrating You”
A Program for Promoting Self-Esteem in Girls

Situated in the heart of the nation's entertainment capital, NOKIA Plaza provides a 40,000-square foot open-air plaza that will serve as the central meeting place for Los Angeles' Sports and Entertainment District.

Source: AEG (2008)
**Experts, Activities, Partners, Mentoring and Community Involvement**

A Community event open to all girls ages 12-22. Activities, games, corporate sponsors, community groups, and vendors with provide:

Activities, including Rock Wall, Challenge Courses, Esteem Trivia
Entertainment
Workshops
Dance
Speakers
Celebrities
Gifts

**Admission is FREE, Transportations is FREE, Food is FREE!!!**

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**EXPERTS’ General Approach of Self-Esteem Issues**

- Promote parental guidance to promote healthy self esteem
- Anyone involved in the youths life should help to encourage good self-esteem
- Watch for serious problems like aggression toward other kids, teachers, etc these can lead to hard to resolve mental problems
- Self esteem problems needed to be responded to as soon as possible
- The more involvement with community the better chances the youth will be able to over come their self-esteem issues

In Support of Experts’ Assessments

- Traditionally, no one approach solves the diminishing self-esteem issue for girls.
  Many community organizations will be available to gain initial training on asset development...

- Ideally, positive parenting, optimal teachers, and community adults are needed, working to actively promote healthy self-esteem in their students.
  Parenting workshops and resources will be made available ...

- Community partners, including schools, churches, businesses, local development corporations, corporate sponsorship, and non-profit organizations working together.
  Boys and Girls Clubs, Girls Scouts, Dove, Oprah, Target, and many church affiliations will be participating in one unifying goal ...

Sources: Benson (2006), Green & Haines (2008), Plunket, et al

EXPERTS’ Approach:
Person Centered Approach

Balanced peer and parental oriented identities necessary.

Community Involvement is essential to promoting positive self-esteem, particularly in youth and young girls.

The more community members can become actively involved in youth and their wellbeing, the better valued a person feels.

“Moral and student identities were the strongest predictors of their Achievement” (Keller, 2008, p.2)

Take Back Your TV
Magazines and News !!!

“Five ways to ensure media does not contribute to low self-esteem in teenage girls.”

– Encourage and support your daughter’s achievements and passions
– Help your daughter get in touch with reality
– Focus on a healthy lifestyle
– Contribute to others
– Encourage Dad to pay attention in a positive way (or other male role model)

Source: Nault (2005)

It Takes a Village:   
Community and Youth Value

Youth Need to Feel Valued in Their Communities

Feeling valued is the least common asset for young people to experience

Only 1 in 5 young people report feeling valued by their community.

Healthy Self-Esteem is the Outcome

"Nothing builds self-esteem and self-confidence like accomplishment."
~ Thomas Carlyle

“Celebrating You” hosting a citywide event designed to promote healthy self-esteem in girls 12-22, will provide the framework for a community conversation, advocacy, and partnerships.

Girls will be encouraged to seek “safe” outlets in community based organizations in support of developing a healthy self-image.

Girls will be mentored in school, goals, career aspirations, and volunteerism.

Results of “Celebrating You”

**Focus:** Self-Esteem, Positive Talk, Fun
- Expected Outcomes
- Good feelings about self
- Feeling good at giving others compliments
- Increased self-esteem
- Group cohesion
- Improved self esteem
- Awareness of self and others
- Socially appropriate feedback
- Better life
- Development of leadership qualities

“Celebrating You”  
A Program for Promoting  
Self-Esteem in Girls

Surveys ...

One girl said she thinks she is fat and said she wouldn’t go to a program like celebrating you... (she did not say way, but she seemed like she was embarrassed.)

Another said she sometimes she makes fun of girls that are fat. She thinks that she is skinny, but not skinny enough. She wants to look like Hanna Montana.

One girl also said that girls called her ugly and fat and sometimes teased her. She also said that she would rather go to a camp where they help you lose weight, she saw the show on MTV.

Survey Interviews

Another girl likes to play sports, but she said that boys are mean to her and call her names (ugly, dirty, stupid, dumb, fat) because she plays with them, girls make fun of her and call her a wannabe ‘boy’, because she plays with the boys.

When asked if they could change the world, what would you do... The answers were all different in each way.

One girl said she would buy houses for the homeless, and another said she would donate all her money to charities.

See Appendix for Complete Surveys  
Dr. Wright, 2008
Community Partners

- DOVE SELF ESTEEM PROGRAM
- Boys and Girls Clubs of America, active self-esteem partner.
- L.A Unified School District, promoting healthy self-images
- Colleges (including sororities), UCLA, USC, CSU Northridge
- Churches, Multi-Denominational, Multi-Spiritual, Multi-Cultural
- “Celebrating You” emblem in window as a “safe” store
- Women’s Work Force: Promoting career exploration & mentoring.
- Oprah: Oh Girl, Oh, Beautiful Year Program http://www.oprah.com
- Self Magazine: Promoting Mother Daughter Self Esteem Programs
- Girl Scouts:
  Program Opportunities: Uniquely ME! THE GIRL SCOUT/DOVE SELF-ESTEEM PROGRAM www.girlscouts.org
- YMCA / YWCA

Additional partnerships through interactive convention hall vendors.

Community Partners

- Local Stores, including Target, will support the “Celebrating You” campaign with trained customer service representatives to appreciate and motivate girls to feel good about themselves. Stores will display “Celebrating You” emblem in store windows.
- Parks & Recreation will offer opportunities for girls to work with elderly, homeless, or foster children to earn scholarships into programs.
- LAPD / LAFD will promote “Safe” stops for girls on their way home from school to deter bullying
Interactive Convention Hall Vendors
Partnership of Resources

• **I Am B.E.A.U.T.I.F.U.L**
  www.IAmBeautiful.org  Empowering Girls To Reach Their Potential w/Programming & Mentors

• The Empower **Program**. www.empowerprogram.org; 1-800-772-3710.
  Got It Goin’ On: **Self-Esteem** Services for **Girls**....

• Oh Girl, Oh Beautiful
  www.oprah.com

Additional **Convention Hall Vendors**

• **GO GIRLS!™** www.nationaleatingdisorders.org

• **Dove**, www.campaignforrealbeauty.com

• **Girls running program, nonprofit, self-esteem, character development**
• Non-profit after-school **program** that encourages preteen **girls** to develop **self-respect** and healthy lifestyles through running.
  girlsontherun.org

Complete list of Convention Vendors, Dr. Wright, 2008
**Best Practices**

**“Mission Possible” Making a Difference Behind Bars...**

Orange County, California's Juvenile Hall, girls ages 12 to 18 are learning how to act, dress and even salsa behind bars. Jim Perez, the project leader, said it empowers "somebody to want to be someone, and it's an outlet."

The program designed to improve self-esteem and basic social skills, fosters a sense of home and community, and educates girls on body image through lessons in fashion, yoga, sex education and diet.

The Mission Possible program provides girls with emotional and financial support, mentoring, and career and educational opportunities that will lead them to more productive lives upon release.

There are 200 girls incarcerated in the OC Juvenile Hall, 60 of whom participate in the program. The majority of girls are accused of burglary, car theft, prostitution and drug offenses, according to Thomas G. Wright, chief deputy probation officer.

The program costs an average of $300,000 per year, and funding is provided by the Weingart Foundation.


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**Best Practices**


- Brazilian girls from low-income families receive Beauty Specialist training to reduce poverty and raise self-esteem.

- Leadership program in Bangladesh promotes clean-up of impoverished areas through the Slum Improvement Project (SIP, 2006).

Sources: [www.hno.harvard.edu/gazette/1999/05.06/athena.html](http://www.hno.harvard.edu/gazette/1999/05.06/athena.html)  
[http://www.bestpractices.org/bpbriefs.search.html](http://www.bestpractices.org/bpbriefs.search.html)
Best Practices
“Let It Shine”

In 2002, Wilson Mourning founded Honey Shine (www.honeyshine.org), a Miami-based mentoring program for girls ages 8 to 18 living in at-risk environments. The program—part of the Alonzo Mourning Charities, a not-for-profit organization headed by her husband, NBA player Alonzo Mourning—provides the girls with bimonthly workshops.

On average, some 80 girls, affectionately called "Honey Bugs," who are largely from the city’s most economically disadvantaged neighborhoods as well as several from the foster care system, attend these workshops covering topics such as health and nutrition, drug awareness, and career options.

Source: Alexander (2008)

Finances, Start-Up

Grants, fees, donations, corporate support, vendors, etc ...

EVENT Location Costs:
NOKIA Plaza rental - $12,500
Janitorial - $1,000
Security - $1,200
Engineering - $1,000

It looks like your vendors would need tents (some may have their own) but our exclusive tent rental company is Classic Tents.

EVELYN TAYLOR, etaylor@aegworldwide.com
LA Live, Vice President, Sales & Events
714 West Olympic Blvd., Suite 401
Los Angeles, CA 90015
T: 213.763.5441, F: 213.763.5443
Finance Resources

Oprah, Corporate Sponsor $80,000
Dove $20,000
Contributions $11,000
Total Resources $111,000

Nokia Center - $15,700

Entertainment, Gifts, & Food: $95,300

All additional Convention Sponsors donating gifts and resources for planned attendance of 2,000 girls, parents.

Kimmy Senella  
Corporate Event Planner

The “Celebrating You” event is a community event created to promote self-esteem in young girls. Just like corporate team building events “Celebrating You” is an exciting and pleasing event that all members of the community can come and learn about the importance of strong and positive self-esteem.

The community will have the chance to learn the value of self-esteem in today’s youth while being occupied with activities, listening to guest speakers, and being involved with the community in which they live every day.
Jordan Kessler  
-Event Planner, Team Building

“ ‘Celebrating You’ event has enhanced my abilities to creativity plan an event. This event has shown me that it takes hard work, dedication, knowledge, and patience, and teamwork. You have to create a team that works together with the same ambitions. An event is not successful without teamwork and a challenging goal.”

‘Celebrating You’ is an event which promotes positive self images for girls, allowing them to gain personal respect, build stronger communities and work together as a team. These attributes promote Search Institutes 40 Developmental Assets through building Social Competencies, Positive Identity, Boundaries and Expectations, Empowerment, Support, and Constructive Use of Time.


Rachel Serrano

“The ‘Celebrating You’ project represents my career goal to the fullest. My passion is to become an event planner that takes part in fundraisers and helps fund money for people in need. Taking part in making this program helped me recognize the reality of self-esteem in teenage girls and how dangerous it has become to our society. I hope that I will take this research with me into the future and one day make a difference in one teenage girl’s life.”
Christine Kitchenmaster
~Professional Inspirational Speaker

Career aspirations tie into the Celebrating You program by providing inspirational presentations “Inspiring People to Greatness”

Ideally, I’d like to inspire people and promote healthy self images. I’d like to encourage people to live a life they really LOVE. Through motivational speaking, teaching, and theatrical events, I’d like to demonstrate the value of serving as a means to a healthy self-images, community support and personal fulfillment. The “Celebrating You” program works promote these goals by encouraging young women to actively pursue a healthy lifestyle and self-image and then share those results with through mentoring.

References

References


