



THE ABOUT-FACE PROGRAM GUIDE

About-Face leads media literacy and youth-led activism programs in schools and other organizations. Our Education Into Action programs inspire girls* and other youth to understand their media environment and take action to make social change.

Which format is right for your group?

	EDUCATION INTO ACTION WORKSHOP	EDUCATION INTO ACTION SOCIAL MEDIA WORKSHOP	EDUCATION INTO ACTION LAB	EDUCATION INTO ACTION BOOT CAMP
HOURS OF INSTRUCTION	1-2	1-2	8	12
SUGGESTED FORMAT	One class period of 60-90 minutes	One class period of 60-90 minutes	Four 2-hour sessions or eight 1-hour sessions	After school: 90-minute sessions each week for 8 weeks Weekend: Two 6-hour weekend days
PROGRAM DESCRIPTION	Engages students of all genders in learning basic media-literacy skills, with examples from advertising, TV shows, social media, and Internet videos; students question cultural messages about gender, race and ethnicity, class, sexual orientation, body image, and physical ability. Also introduces tools for activism.	Focuses on issues related to social media: critical thinking about where posts come from, targeted ads, mental health effects, and thoughtfully using social media. Self-regulation and self-care tools are introduced; info on making social change through social media.	Expands on the Workshop (left) with further discussion of stereotypes in media and other aspects of culture; exploration of activism and examples; girls make a commitment to take action as a group at the end of the sessions (Educator or group leader advises/supervises execution of the action event).	Expands on the Education Into Action Lab (left) to include discussion of defining one's self-worth vs. external messages; the activism aspect expands to include goal-setting, project development, and activism skills through the creation and execution of an action event created by the group; About-Face provides supervision.
AUDIENCE	Ages 13-18 (grades 6-12), all genders	Ages 13-18 (grades 6-12), all genders	Ages 13-18 (grades 6-12), girls*	Ages 13-18 (grades 6-12), girls*
NUMBER OF STUDENTS	5-35	5-35	5-35	5-15
EXPECTED OUTCOMES	Ability to think critically about media/culture; improved body image and mental health.	Ability to think critically about social media and culture; self-regulation and self-awareness around social media use; improved body image and mental health.	Ability to think critically about media; improved mental health; heightened self-efficacy; basic understanding of activism.	Outcomes of Lab (left), plus: practice/participation in self-advocacy; deeper understanding of advocacy and activism; enhanced leadership skills.

About-Face is a nonprofit organization that operates using a combination of program fees, foundation grants, and donor gifts. Contact us to discuss the fee structure for your organization type.

Education Into Action Parent/Teacher Talks

Often delivered concurrently with our student workshops, our Parent/Teacher Talks give parents and teachers About-Face media-literacy tools they can use with their teens to have productive discussions and understand their media use. Talks can include content such as how to address adult content, gender roles, cultural stereotypes, body image, and mental health. Generally facilitated by Jennifer Berger, Executive Director.

Audience: Parents of middle and high school-aged students

Expected outcomes: Parents understand what students are learning and can discuss with their youth using a common language; reinforces impact for students.

Hours: 1-2

Suggested format: Parent gathering around the same time as student program

What We Do

About-Face frees girls from the confines of a toxic culture so they can fulfill their potential. We arm teen, self-identified girls and non-binary youth with the tools to fight back against media and other forms of culture that degrade, disempower, and diminish them.

*About-Face welcomes self-identified girls, queer, and gender non-binary youth. Many of our tools are also applicable to self-identified boys.

All of our programs follow a basic framework:



The About-Face Difference

- Each About-Face program is tailored to youth's needs and delivered by an insightful, inspiring Workshop Leader who has been highly trained by our staff.
- About-Face programs build awareness and move youth to take tangible action using a social justice lens.
- All programs are interactive and discussion-centered to reinforce learning.

Where to Start

Many schools and organizations start with a single-session Education Into Action Workshop for students of all genders in the classroom and pair it with an Education Into Action Parent/Teacher Talk. The Lab format is also an appropriate starting point.

Impact and Outcomes

About-Face's track record is clear. Evaluation of our 2018 programs shows that the youth we reach have more self-respect, self-esteem, and more-realistic views of media ideals. Many say they enjoyed the program and wanted it to be *longer*.

We aim to improve girls':

- mental health (depression, anxiety, and eating disorders symptoms)
- leadership skills (ability to plan and complete a project, motivate others to contribute, and take productive action when needed)
- self-efficacy (belief or confidence about one's ability to motivate, think, and act to execute a task)

"I liked that it connected to media we're familiar with, and that it discussed ways we could make a difference." – Female, age 18

"It was really fun! Also we learned a lot about media and how it affects people. I will view social media differently because of this workshop." – Female, age 14



Hear What They Think

about-face.org/fromthekids

To schedule About-Face programs in your school or for further information, go to about-face.org or contact Hénia Belalia, Director of Programs, at (510) 764-3618, or henia@about-face.org.

about-face.org

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