# 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.

<table>
<thead>
<tr>
<th></th>
<th>Education Into Action Workshop</th>
<th>Education Into Action Social Media Workshop</th>
<th>Education Into Action Lab</th>
<th>Education Into Action Boot Camp</th>
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</thead>
<tbody>
<tr>
<td><strong>Hours of Instruction</strong></td>
<td>1-2</td>
<td>1-2</td>
<td>8</td>
<td>12</td>
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<tr>
<td><strong>Suggested Format</strong></td>
<td>One class period of 60-90 minutes</td>
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<td>Four 2-hour sessions or eight 1-hour sessions</td>
<td>After school: 90-minute sessions each week for 8 weeks Weekend: Two 6-hour weekend days</td>
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<td><strong>Program Description</strong></td>
<td>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.</td>
<td>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.</td>
<td>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).</td>
<td>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.</td>
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<td><strong>Audience</strong></td>
<td>Ages 13-18 (grades 6-12), all genders</td>
<td>Ages 13-18 (grades 6-12), all genders</td>
<td>Ages 13-18 (grades 6-12), girls*</td>
<td>Ages 13-18 (grades 6-12), girls*</td>
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<tr>
<td><strong>Number of Students</strong></td>
<td>5-35</td>
<td>5-35</td>
<td>5-35</td>
<td>5-15</td>
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<td><strong>Expected Outcomes</strong></td>
<td>Ability to think critically about media/culture; improved body image and mental health.</td>
<td>Ability to think critically about social media and culture; self-regulation and self-awareness around social media use; improved body image and mental health.</td>
<td>Ability to think critically about media; improved mental health; heightened self-efficacy; basic understanding of activism.</td>
<td>Outcomes of Lab (left), plus: practice/participation in self-advocacy; deeper understanding of advocacy and activism; enhanced leadership skills.</td>
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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.
**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:

![Education Action Change](image)

**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

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.