

Created BY service users...

FOR service users...

Project Dare

Body Adoration



Project **DARE!** Body Adoration:

We inspire and support people who may have experienced or be experiencing low self-confidence and body image issues. We help participants by harnessing personal change, taking control of both their physical and mental health through a celebration of the human body.

Our Social Impact:

Project DARE! is a not-for-profit social enterprise. We work with commissioners within the mental health, public health and education sectors to support people with low confidence, low self-esteem and body image issues. We do this to create community value - making a positive social impact is our central purpose.

When we think about community value, we believe in the positive impact that comes from inspired individuals mentally and physically living their lives to the full. Mental and physical health are so interlinked that a decline in one, affects the other, such as an improvement in one, affects the other and makes an amazing difference to people's lives. Being able to nurture a positive body image and a positive mind is the means by which the most marginalised in our society can access & engage in health centres, education, social events and jobs – or even access the simple freedom of getting out and about, so central to our quality of life.

We measure and communicate our social impact. Here are the results from workshop participants:

	Before	Mean (n=7)	After
Maximum scores are displayed in brackets. Higher scores & results are better:			
Body Image (80)	46.3		56.1
Wellbeing (70)	36 (low/below average)		49.3 (normal/average)
Self Esteem (30)	13.9 (low/below average)		18.7 (normal/average)
Maximum cores are displayed in brackets. Lower scores & results are better:			
WSAS (40)	23.6 (severe functional impairment)		18 (significant/moderate functional impairment)
Work WSAS (8)	5.4		4.6

- Strong results arose from participating in the course. The Mean body image score of the group improved from 46.3 to 56.1.
- Wellbeing increased from 36 to 49.3 and the group improved by a category shifting from low/below average self-esteem to normal levels.
- Additionally average self-esteem improved from 13.9 (low/below average) to 18.7 (normal/average).

Furthermore the group improved their social functioning and ability to do daily tasks, including work. As a result of the course they moved from being severely impaired to significant/moderate levels.

A t-test*** showed statistically significant changes for body image and wellbeing, which is very promising for generalising these results to larger groups.

***t-test looks at the t-statistic, t-distribution and degrees of freedom to determine a p value (probability) that can be used to determine whether the population means differ. The t-test is one of a number of hypothesis tests we use to monitor results.

We also create community value by what we do with our profits, and how we work from day to day:

We deliver training services and include people who are long term unemployed that specifically focus on body confidence, mental health and those vital “soft” employability skills that all employers are calling for. We aim to create volunteer and employment opportunities for mental health service users in deprived communities, contribute to our local economies and actively seek new ways to make our communities better places to live and work.

You can find out more about our social impact through the stories of those who use our services and the stories of the people who work for us:

Link to Vid 1, Clara & Kayin’s Story: <https://www.youtube.com/watch?v=yvKDnjaA-TM>

Link to Vid 2, Sam & Nina’s Story: <https://www.youtube.com/watch?v=bOuT-Q2RhPQ>



Mr Selbie praised our “creative and unique approach to self-compassion, confidence and a positive body image”.

Duncan Selbie
Chief Executive of Public Health England



“A safe and creative space was created where every comment and insight was valued and appreciated. I was struck by how the participants felt able and supported to open up and share. No pressure was put on anyone, the emphasis was on personal freedom and expression, this facilitated people to explore and take positive chances within the groups. As the sessions progressed, individual personalities, opinions and experiences shone through. A compassionate, warm, and thriving environment. Excellent, excellent, excellent”

Laura Williams, *Assistant Psychologist & Counsellor, SLAM*



“Project DARE! Body Adoration is an exciting project funded through our Building Communities in Coldharbour initiative. Project DARE! may be small, however their outcomes and day to day management show just how much small organisations can achieve. Project DARE! has an extremely positive effect on the Darers (participants) and their families in terms of improved physical and mental health, at a time when people's relationships with food and their bodies are often at the forefront of everyone's mind”

Victoria Warne, *The London Community Foundation*



“Girls were really enthusiastic and engaged. They seemed very comfortable in sharing their thoughts. Girls who were normally very quiet were eager to take part in discussion. Lots of happy smiley faces! Really seemed to be thinking and getting something out of it. Presenters were very articulate, organised and supportive”

Anne C Denevan *Head of Year 9, Bishops Thomas Grant School, Streatham OFSTED Outstanding rated School.*

Project DARE! is very cost-effective program with a proven track-record of restoring people’s self-esteem over a 6 week period for less than £425 per person. We are also able to assist clients for longer periods on request.

“If you work with people with low self-esteem we think we can help – call us now to arrange a meeting” Ursula Joy

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