

Project Plan

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
Body positive campaign		

Lead Officer/Rep	Amanda Campbell White	Officer Support	Mary
Staff Support	Rose	Exec Support	TBC

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p>Negative body image circulates all the time in the media and can make students feel less confident.</p>	<p><i>How do you know it's a problem?</i></p> <p>Will gather ARU specific research through a one question survey</p> <p>Let's be honest</p> <p>https://www.sciencedirect.com/science/article/pii/S1740144510000021</p> <p>https://www.sciencedirect.com/science/article/pii/S174014450800048</p> <p>X</p>	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>For students to feel more confident in themselves and for their bodies.</p>

Aim	Objectives
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>Aim is to inspire body confidence by encouraging everyone to think about what they love about their bodies and to focus on the positives of ourselves.</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p>
	Students will be able to relate to this
	To normalise different body types within university
	To highlight that we can love bodies of all shapes and sizes.
	Students will be able to build a network with other students who can relate to body confidence issues

	Students will have a higher wellbeing because of having this network with other students
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Key Stakeholders	How to get them on board
<i>Who will play a big part in your campaign?</i>	<i>How are you going to win them over/get them involved?</i>
Students (Female)	Approach taken will be different depending on whether you're male/Female... GOAT//Evidence
Students (male)	Evidence
Advice service	Discuss project
Wellbeing team university	Evidence and discuss
Student services	Discuss project
Marketing team at the uni	Discuss photoshoot marketing (may be case of just changing wording) and explain this campaign

Project Team and responsibilities

Who is going to help you and what are their responsibilities?

Officers
Exec
Comms

Consultation/Approval	Date	
Campaigns Coordinator		✓
Executive Committee		✓
Students		✓

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)
<i>What will the outputs of the project be (an event, a facebook group)</i> <ul style="list-style-type: none"> - A guide to body confidence; how to promote it, what to say and not to say. Include principles of body image (diversity, reality, health and wellbeing), various resources. - Cut out of person and students get to write a note about what they love about their own body or someone else 	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i> <ul style="list-style-type: none"> - Comms - Campaigns - Officers - Faculty rep - ALSS Rep coordinator 	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>
		Website views to guide online
		See how many students use the cut out
		See how many students turn up to the build your footprint event

<p>and then stick it on the cut out.</p> <ul style="list-style-type: none"> - Fashion show event with ALSS students' involvement from the Cambridge school of art and school of creative industries. - Vlogs? ARU Girls society involvement - Social Media component (post photo of yourself with the 3 step campaign business card "Snap, post and pass in on". - Stickers with campaign hashtag to hand out when GOAT with students' - Build your footprint event. (Digital image activity; websites you visit, people you follow etc what does this tell you about yourself and body image? Short footprint body image quiz). - Student charity calendar - Link to Marys confidence article 		<p>See how many students go to the fashion show event. Have at least 2 ALSS students from Cambridge school of arts become involved in the fashion show event</p> <p>Have at least 4 Vlogs up on the campaign website</p> <p>Have 20 selfie photos with the campaign card and hashtags</p> <p>Hand out 100 stickers across the year</p> <p>See how many students attend the Digital image event</p> <p>See how many students get involved with the calendar, sales of calendar to coppa feel charity//breast cancer</p> <p>Feedback from students after the events/activities</p>
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Detailed Timeline & budget

Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>
October-Nov 2018	ARU specific research	<p>Will gather ARU specific research through a one question survey</p> <p>Cambridge and Chelmsford shop research – what is/isn't accessible for plus size students. To present through guide.</p>	Me//Laura	N/A

October- November 2018	Naked calendar	A naked calendar with involvement from other societies and students. Ready by December for distribution and sale also from this could get involved in The University Paper's Naked Calendar Competition 2019??	Laura (lead), Me (helping), students and societies involvement.	Calendar cost: 100 copies = £230 From: https://www.teamcalendars.co.uk/t/pricelist
November (throughout the year)	Cut out activity	Cut out of person in the SU Student spaces cross campus. Students get to write a note about what they love about their own body, then stick it on the cut out	Me	£100
November	Meeting with Commer cial	To discuss Fashion show event booking the academy etc.	Me/commercial	N/A

November	Comms	Designs briefs sent off to comms for Fashion show event	Me/Comms	N/A
December	Digital image event	Digital image event in the Academy. Large footprint where students write and decorate websites you visit, people you follow etc. Think about what does this tell you about yourself and body image? Short footprint body image quiz as well.	Me hosting/Academy team	Free – use office supplies of pens//flipchart paper//post it notes etc.
Dec 2018 (throughout)	Articles	Officers/students to write articles about food and body size to stop feeling guilty prep for Christmas//post-Christmas	Students//SU	N/A
January	Vlogs//Instagram selfies for the website	Social Media component through Vlogs and Selfies (post photo of yourself with the 3 step campaign business card “Snap, post and pass in on”).	Officers/Su staff/ARU girls society//societies/student services/ARU blogs students	N/A
End of February 2019	Fashion Show event	(proposed date: Thursday night 28 th Feb) Host a fashion show event in the academy to highlight body shapes and sizes to promote confidence//positivity	Me/Laura/Cambridge school of art students/LGBT+ society	£100
March 2019	The guide finished and to be online	Body confidence//Positivity guide full of information//resources	Me/Laura	N/A

TOTAL COST: £

Research

Is this issue found across many universities? Show evidence.

<https://www.thebodypositive.org/research>

Has this issue been solved successfully by any other SUs or universities? Show evidence. Look for creative problem-solving, institutional similarities (comparators), and data.

<http://www.studentminds.org.uk/loveyourbody.html>

<https://www.su.nottingham.ac.uk/societies/society/womensnetwork/bodyconfidenceweek/>

Is there any other research that you have come across that supports solving this issue?

<https://www.anglia.ac.uk/news/natural-environments-promote-positive-body-image>

<https://www.youtube.com/watch?v=yUTJQIB1oA>

<https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DF8vnaRiF-U&h=AT2ggHANI3APD0mULUpkRiVuRau3Aa4mUMV7rGB6qytQqNhFDHNz9e->

[QlLfuzRURyAmcGZ7p-Z2tulsm3a2QySMILY-](https://www.berealcampaign.co.uk/)

[GzjEHYz5TKxfrISF55zBLdRcDJXEljBSLkIecL1tBqyA9R487w8Le_sSxVNS](https://www.berealcampaign.co.uk/)

<https://www.berealcampaign.co.uk/>

<https://www.thebodypositive.org/>

Campaigns Budget Form

Please submit alongside project plan or update

Name: Amanda

Role: Vice President (Arts, Law & Social Sciences)

Dates: 16/08/2018

Which campaign is this for?:

Body Positivity

Date of Executive Committee:

29/08/2018

What are you delivering?	Estimated Cost	What you need and why you need it:	Amount Approved	Amount Spent	Items Purchased	Date Purchased
<i>calendars</i>	£230.00	for our photoshoot (we produce) to be made into a calendar to then sell and raise money for charity (Coppa feel//Breast cancer etc)				
<i>cut outs</i>	£100.00	cupboard cut outs for the cut out activity in the su space				
<i>fashion show event</i>	£100.00	fashion design materials and supplies for students to use for the event				
Total Requested	£430.00		£0.00	£0.00		

Variation between Amount Approved and Amount Spent: £0.00