



LOOKING

DIFFERENT



MAY 2018

THE FUTURE OF FACE EQUALITY

FORWARD

Being young in today's world is full of challenges. While our generation aims to be forward thinking, embrace equality and respect difference, there is still much that needs to change.

We have enjoyed being the first members of the Youth Action Group supporting Changing Faces with Face Equality Day 2018. The past few months have given us the chance to share stories, hear from our peers and really get to the heart of what life is like living with a visible difference within the UK.

The group has been made up of young people with and without a visible difference and this has been really powerful.

Lucy, who has a visible difference, has shared how she had a positive experience growing up. However, she knows this isn't the case for everyone, as this report highlights. She hopes this research and #FaceEquality will help bring a positive change, so that people with visible differences are valued and respected equally.

Despite not having a visible difference, Imogen has found being part of the Youth Action Group very interesting and rewarding. Within the group she has heard both positive and negative experiences of growing up with a visible difference. She believes that if the changes within

this report are implemented, we will be able to ensure that all young people living with a visible difference are proud of their appearance and feel happy and accepted. She is looking forward to campaigning to make this a reality.

In the media, online, in school and within the advertising world, there is such a pressure on us to look and feel a certain way. We are put under so much pressure given the high value placed on appearance. This report tells the story of what life is like for young people with a visible difference.

Whilst this research does highlight some very worrying experiences, especially around appearance and negative behaviours, we are delighted that it also offers hope for the future. As you will see, young people have given their ideas on how we can challenge discrimination and bullying towards those with a visible difference to create a happier, more accepting and more equal world for all.

**BY LUCY RITCHIE & IMOGEN WHITE
- YOUTH ACTION GROUP MEMBERS**

“ I KNOW IN A LOT OF HORROR FILMS THE PERSON WHO'S THE BADDIE HAS MAYBE A SCAR ON THEIR FACE...THAT'S ALL I CAN THINK OF...”

Scars
Scars
Scars
change young
difference!
Report
FEEL
Happy
YOUTH GOALS
forward!!!



SOPHIE. AGE 14 CHANGING FACES CHAMPION

Sophie was born with a large red birthmark on her forehead. At first medical staff told her parents that it would fade over time but after a few years it was clear that Sophie's birthmark was permanent. Her mum, Frances, says that hurtful comments have even come from family:

'SOPHIE'S GRANDMOTHER HAS NEVER REALLY GOT OVER THE FACT THAT SHE HAS A BIRTHMARK SHE'LL STILL SAY, 'SUCH A SHAME ABOUT THAT BIRTHMARK'. IN SOPHIE'S PRESENCE AND HAS SUGGESTED SHE SHOULD HAVE IT SURGICALLY REMOVED.'

When Sophie was in primary school her birthmark was never really an issue but the move to secondary school was very tough.

'I DECIDED NOT TO COVER UP MY BIRTHMARK AT SECONDARY SCHOOL BECAUSE I WANTED TO BE ME. I GOT A FEW COMMENTS AND STARES AT FIRST BUT IT WAS WHEN I WAS 13 THAT THE PROBLEMS REALLY STARTED BECAUSE ONE BOY BULLIED ME QUITE BADLY. HE WOULD SHOUT THINGS AT ME AND CALL ME 'IRON BURN' WHEN HE WALKED PAST. IT WENT ON FOR WEEKS AND WEEKS.'

Eventually Sophie told her tutor and the bullying was stopped. Sophie says she still gets stared at in the street and it's often adults who behave the worst as they stare and point at her. Frances says Sophie is very good at hiding her feelings but she knew something was wrong after one particular day out.

'WE CAME HOME AND SOPHIE JUST WENT TO HER ROOM AND WAS VERY QUIET. WHEN I ASKED HER WHAT WAS WRONG SHE SAID THAT ALL DAY PEOPLE HAD STARED AT HER I FELT AWFUL AS I THOUGHT WE'D HAD A LOVELY TIME BUT SOPHIE HADN'T TOLD ME BECAUSE SHE DIDN'T WANT TO MAKE A FUSS.'

Sophie first got in touch with Changing Faces when she was 11 because she wanted to try out some of the skin camouflage make-up. While she believes the creams did help with her confidence, she now doesn't feel the need to wear it as often.

'I'VE DECIDED NOT TO COVER UP MY BIRTHMARK AS MUCH BECAUSE AT THE END OF THE DAY THAT'S HOW I LOOK AND IT'S WHO I AM. I DON'T REALLY SEE WHY I SHOULD CHANGE MYSELF FOR OTHER PEOPLE - IF

THEY STARE IT'S THEIR PROBLEM NOT MINE. I FEEL REALLY STRONGLY THAT PEOPLE SHOULD ACCEPT WHO THEY ARE AND WHAT THEY LOOK LIKE. NOW, IF I COVER UP MY FRIENDS SAY I LOOK TOO DIFFERENT. IT'S NOT THE SOPHIE THEY KNOW.'

Her mum Frances says she's very proud of Sophie.

'I LOVE THAT SOPHIE HAS GROWN IN CONFIDENCE AND JUST GETS ON WITH HER LIFE. HER ATTITUDE IS 'WHY SHOULD I LET OTHER PEOPLE BOTHER ME? IT'S THEIR PROBLEM NOT MINE'. I THINK THAT'S BRILLIANT.'





EXECUTIVE

SUMMARY

This research shines a light on the **issues that young people face** when it comes to appearance and provides **recommendations to help create a future** where everyone with a visible difference can **lead the lives they want**.

- What's life like for these children and young people?
- How do they feel living in a world that puts them, and everyone else, under huge pressure to look a certain way?
- What do other young people think of them?
- How are they treated, both at school and in public?

THERE ARE
86,000
CHILDREN
OF SCHOOL AGE IN THE UK TODAY
WITH A VISIBLE DIFFERENCE -
A MARK,
SCAR, OR
CONDITION
THAT MAKES THEM LOOK DIFFERENT.

Using a survey with over 1,500 children and young people across the UK (aged 7-17 years), combined with in-depth interviews with those who have a visible difference, this research found that:

GROWING UP

It can be very difficult growing up if you feel you don't 'look good' or 'look right'.

2 Out of **5**
young people
 feel confident about how they look.



1 in **10**
 say they're
depressed
 about the way they look.



INSECURITIES

Insecurities about looking different affect the day-to-day lives of many young people.

1 in **6** 
avoid school
 or going out in public.

1 in **5** 
young people
 avoid being in a photo with friends and family.

ISSUES

Young people often don't understand the issues facing those with a visible difference, highlighting a real opportunity to educate and raise awareness.

Only **3** in **10**
young people
 say they would like to be friends with somebody who has a visible difference.



1 in **3**
 think those with a
visible difference
 are more likely to be bullied.



MAIN RECOMMENDATIONS

FOR SCHOOLS:

Primary and secondary school lessons on visible difference should be included in the curriculum for Personal, Social, Health and Economic Education (PSHE)

FOR THE MEDIA, BUSINESSES AND GOVERNMENT:

A commitment by major retailers, service providers and organisations to use more people with a visible difference in their advertisements.

FOR SOCIAL MEDIA COMPANIES AND ORGANISATIONS THAT USE SOCIAL MEDIA TO COMMUNICATE WITH YOUNG PEOPLE:

A zero-tolerance policy on appearance-related abuse on social media platforms

DELIVERY OF A MODERN AND PROFESSIONAL SERVICE SUPPORTING YOUNG PEOPLE WITH A VISIBLE DIFFERENCE AND THEIR FAMILIES:

A safe space should be created for young people to gain support, advice and information online, including facilitated peer support.



““ LOOKING DIFFERENT IN A WORLD THAT WANTS YOU TO LOOK THE SAME – HOW DO YOUNG PEOPLE FEEL ABOUT THE WAY THEY LOOK?““

Every day children and teenagers are bombarded with messages telling them that they need to look a certain way. Magazine covers advertise a narrow view of ‘beauty’. Looking different or having a scar is too often associated with being a villain, and nasty comments about appearance begin early, both at school and on social media.

So how difficult is life for thousands of children and young people in the UK who have a visible difference? How are they viewed by their peers? And what can be done to ensure they are treated equally?

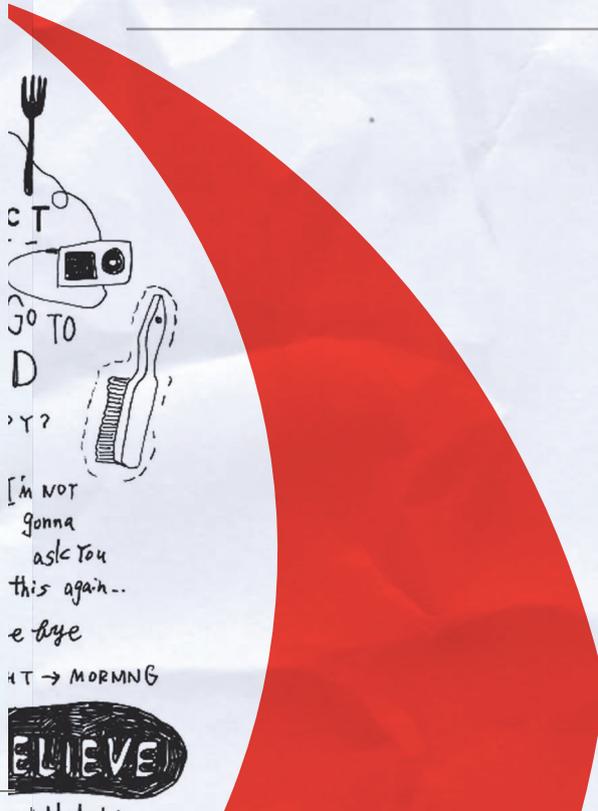
Changing Faces commissioned CHILDWISE to find answers to these questions. The research consisted of in-depth interviews across England and Scotland, involving children with a visible difference, alongside a UK wide online survey with more than 1,500 school children aged 7-17 years.

This report highlights the issues facing young people who look different and provides recommendations to help create a future where everyone with a visible difference can lead the lives they want.

Our research found that concerns about appearance begin to trouble children from just 7 years old. From families and friends, to celebrities and social media, society is telling them they need to look a certain way. So, looking different, in a world which prizes a narrow view of beauty, is tough.

These insecurities get worse as children become teenagers and rates for adolescent girls are particularly low, with barely a quarter expressing confidence with how they look.

For children and young people with a visible difference, these pressures to ‘fit in’ and look a certain way, the taunts if you don’t, and the feeling that you don’t ‘measure up’ to society’s expectations are particularly acute. “It’s like I’m an alien,” said one boy we spoke to, “... but we’re all human”.



JUST TWO OUT OF FIVE

young people feel confident about their appearance

More worryingly,



ONE IN TEN

say that they're depressed about the way they look

WHAT IMPACT DO THESE FEELINGS HAVE ON YOUNG PEOPLE?

These insecurities, about looking and feeling different, impact the day-to-day lives of children and young people. The majority admit that their appearance stops them doing certain things.

For **1 in 6** young people

this means how they look stops them going out in public and going to school.



THIS INCREASES FOR TEENAGE GIRLS.

with a fifth saying they avoid going out in public because of how they look (20%).



FOR ONE IN FIVE

young people, it means avoiding photos with friends and family and not trying new things.

For those young people with a visible difference, the impact of looking different can be even more difficult.

"IT'S NOT NICE WHEN YOU'RE WALKING DOWN THE STREET AND YOU FEEL SHY TO SHOW YOUR FACE"

said one boy.

"THAT'S A HORRIBLE, HORRIBLE FEELING AND THAT'S WHAT I FEEL AND I DON'T WANT ANYONE ELSE TO FEEL THAT, OR EVEN ME."

Young people spoke about avoiding going out because they only feel confident at home. Some described coping by wearing camouflage creams or hoodies before venturing outside.

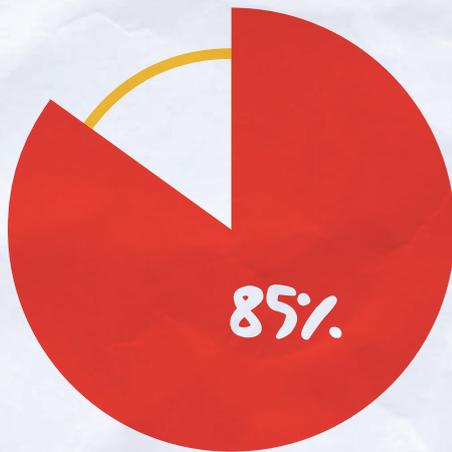
"I'VE BEEN BULLIED IN THE PAST AND I STILL GET STARED AND POINTED AT. WHEN I GO OUT IN PUBLIC AND PEOPLE ARE STARING AT ME. IT MAKES ME FEEL QUITE ISOLATED."

Sophie, age 14

Feelings: out of the public so cool look
NICE Don't go out MAKE-UP
POINT
Horrible xxx
CONFIDENT
THE PAST IS THE face face face
the public



WHO ARE THE BIGGEST INFLUENCERS ON THE WAY YOUNG PEOPLE FEEL ABOUT THEIR APPEARANCE?



The majority of children and young people say that the **world they inhabit** influences how they feel about their appearance.



Family and friends

are the most significant influencers followed by celebrities and social media



FAMILY AND FRIENDS **74%**

CELEBRITIES **64%**

SOCIAL MEDIA **61%**

Teachers and youth

workers also feature, especially for younger children, half of which are influenced by this group.



WHAT DO YOUNG PEOPLE THINK ABOUT THOSE WITH A VISIBLE DIFFERENCE?

“ EVERY DAY WHEN I WALK OUT MY DOOR PEOPLE STARE AT ME AND WHISPER. I GET CONSTANTLY ASKED ON THE INTERNET WHAT'S WRONG WITH MY FACE? BUT I HAVE LEARNT THAT THIS SAYS MORE ABOUT THE OTHER PERSON THAN IT SAYS ABOUT ME.”

Nikki Lilly, age 13,
Changing Faces champion

1 in 3
children and young people

feel that people with a visible difference are more likely to be bullied



In fact, the levels of bullying amongst young people with a visible difference tend to be much higher; reflecting a lack of understanding about how hard life can be for young people who look different. Previous Changing Faces research shows that almost half of young people with a visible difference are bullied about their appearance at school.



Young people grow up in a world which tells them on a daily basis that looks are important. It's a world where people who 'look different' are pretty much invisible in the mainstream media. Around one in five children and young people say that people with a visible difference are regularly shown as 'baddies' in films and books (18%), they rarely feature in adverts (18%) and aren't shown as positive role models (17%). 6% actually believe they're scary.

This lack of visibility for those who 'look different' has a damaging impact.

Only 3 in 10 young people say they would like to be friends with somebody who has a visible difference

This reflects the day-to-day experience of young people with a visible difference, with many describing feelings of isolation and loneliness.

“ WHEN I WAS YOUNGER, ABOUT NINE OR TEN, I FOUND IT REALLY HARD BECAUSE THERE WASN'T ANYONE ELSE AROUND ME WHO HAD ANYTHING LIKE A GENETIC DISORDER OR ANYTHING. SO I FELT I WAS THE ODD ONE OUT.”

Sarah, age 17



“ THEY WOULD CALL ME NAMES LIKE ‘SCAR FACE, TWO-FACE AND JOKER’ I WAS REALLY UPSET AND ALTHOUGH I WOULD TRY AND IGNORE THEM IT WAS REALLY HARD.”

Marcus, age 14, Changing Faces champion

As children reach their teenage years, they become even less likely to be friends with those who look different. Young people with a visible difference reported that older children were more of a problem than their younger counterparts. This suggests interventions need to happen early, when children are less concerned about ‘fitting in’ and more open to people who look different.

“ SOME (OLDER CHILDREN) ARE LIKE. THEY DON’T TALK TO ME A LOT. JUST ASK ME LIKE WHY MY EYE IS LIKE THIS. I JUST TELL THEM I WAS BORN LIKE THIS.”

Callum, age 11

Any intervention also needs to be tailored to reflect the fact that boys and girls seem to react differently. On the whole, girls tend to have more positive perceptions of people with a visible difference. They’re more likely to be empathetic towards the issues and experiences they may face.

For example, at the age of 7-12 years, 40% of girls want to be friends with someone with a visible difference. Compare this to boys – just a quarter say they want to be friends with someone who looks different (25%).



FOR TEENAGERS

twice as many girls are open to being friends with someone who looks different



COMPARED TO BOYS

That’s still a disappointing minority, but it highlights a need to think carefully about the best way to change attitudes among both boys and girls

HOW ARE PEOPLE WITH A VISIBLE DIFFERENCE TREATED?

Our research into the way young people treat those with a visible difference paints a largely negative picture of what day-to-day life can be like. Young people who look different regularly experience staring, pointing or nasty comments. "I was out in the street today and the amount of people that stared at me was unbelievable" said one 11-year-old boy we interviewed.

Another described how he wanted people "to understand how if they were me, would they like to be stared at 24/7 and looked at weirdly?"

These negative experiences are reflected in our survey findings with young people admitting they, or someone they know, has stared or pointed at someone with a visible difference.



Half of young people admit they, or someone they know, has **stared at someone** with a visible difference



Over a quarter of young people have felt **uncomfortable and walked away** from someone with a visible difference or know someone who has done this



A quarter of young people admit they, or someone they know, has **pointed** at a person with a visible difference



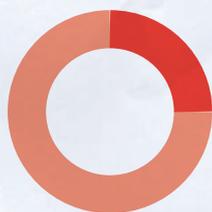
1 in 6 young people admit they or someone they know has **taken a photo** of someone with a visible difference



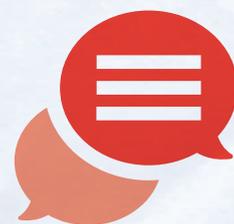
Under 1 in 6 young people say they or someone they know have **posted about someone** with visible difference on social media



2 Out of 3 young people have smiled or know someone who has **smiled at a person** with visible difference



A quarter of young people say they or someone they know have **said something nasty** about someone with a visible difference



“ WHEN WE WERE PICKING UP MY LITTLE BROTHER AND I WAS IN THE CAR AND NOTICED A GROUP OF TEENAGERS VIDEOING ME AND TAKING PHOTOS. EVEN AS THE CAR MOVED OFF, THEY FOLLOWED US AND CARRIED ON TAKING PHOTOS. I WAS TWELVE YEARS OLD AND IT REALLY GOT TO ME.”

Lucy, age 22, Changing Faces champion

These actions can have a huge impact on young people with a visible difference and their families. The mother of one young boy said she's confronted people staring at her son, telling them to 'mind their own business'. Others describe having to shield their children from stares or abuse. "We don't want to start an argument. We want to be peaceable. So I just put my body in front."

As with other findings from the research, girls are more likely to show empathy in the way they treat young people with a visible difference. Boys are typically twice as likely to say that they've engaged in the negative behaviours described opposite. Again, this highlights the need for gender appropriate interventions.





THE PROBLEM OF APPEARANCE-RELATED BULLYING

In a world that encourages people to look a certain way and 'fit in', a majority of children and young people are subjected to appearance-related bullying. Over half experience nasty or negative comments about the way they look (55%). Teenagers, and girls in particular, suffer even higher levels. Take a group of three teenage girlfriends and it's highly likely that two of them are bullied for their looks (69%).

It's not surprising therefore that bullying emerges as one of the biggest issues facing young people with a visible difference. All of the young people interviewed had experienced bullying in one form or another. Some spoke of being ostracised. Others spoke of physical attacks, such as being pushed to the floor by gangs of other pupils. Verbal abuse, whispered behind backs or shouted across classrooms, were also common. Yet, even a series of smaller incidents, comments or behaviours can over time have a significant impact on young people with a visible difference.

"THEY PICK ONE THING ABOUT YOU."

said one boy, "then that lasts the whole year".

The research found that it is real life – rather than social media – that is the biggest challenge when tackling bullying. Most nasty comments were made face to face (79%) or made by people talking behind their back (64%).

2 in 5



young people
experience mean comments via
nasty direct messages
or texts. And one in four received
mean comments posted online (24%).

“ HE DEVELOPED A STUTTER. HE DEVELOPED A TWITCH. HE WAS LOSING HIS HAIR IT WAS ALL DOWN TO ANXIETY. HE WAS BEING SICK IN THE MORNING.”

Mum of 11-year-old boy

WHAT CAN SCHOOLS DO?

The research shows that schools are crucial when it comes to tackling appearance-related bullying. Most nasty or negative comments were made by people at school (59%).

"I'VE HAD PEOPLE SHOUTING... MAKING ME FEEL UNCOMFORTABLE"

said one 14 year old girl, describing her time at school. Far fewer comments were made by strangers (18%) or family members (16%). Interventions in schools are clearly needed to help young people understand the impact of appearance-related bullying and what they can do to help.

Only a third of young people have tried to stop someone being bullied about the way they look (36%), while a fifth (21%) say they, or people they know, have ignored it.

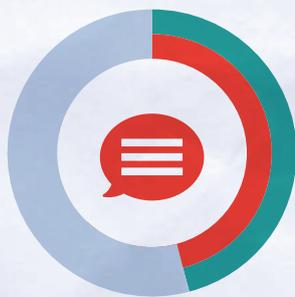
However, even if children do become more aware of bullying and more likely to report it, schools need to know how best to act. Previous Changing Faces research found that the vast majority of children bullied because of their appearance said that their primary school did not succeed in stopping the bullying (90%).

“ SHE WENT FROM BEING A HAPPY LITTLE GIRL WHO WAS DOING REALLY WELL AT SCHOOL TO A GIRL WHO WOULD CRY. WHO DIDN'T WANT TO GO TO SCHOOL AND WAS REALLY UNHAPPY.”

Jane, parent of a Changing Faces champion

The research highlights that the move from primary to secondary school can be particularly problematic for many young people who look different. Problems associated with appearance-related bullying get worse

It's not surprising therefore that the transition to secondary school is a focus of real fear and anxiety for children with a visible difference and their parents. Most are apprehensive about leaving primary school – they have forged strong relationships with teachers and other children. The prospect of meeting new children and getting to know new teachers is quite unsettling for them, and for their parents too.



63%
■ AGED 13-16

HAD EXPERIENCED
NEGATIVE OR
NASTY COMMENTS
COMPARED TO

47%
■ YOUNGER GROUPS

YOUNG PEOPLE AT SECONDARY SCHOOL ARE ALSO MORE LIKELY (THAN PRIMARY-AGED CHILDREN) TO IGNORE APPEARANCE RELATED BULLYING



Many of the young people we spoke to highlighted secondary schools as the place where bullying is most extreme. “It was more when I first came into secondary school, from about Year 7 to Year 8” said one girl, “... just kind of the shouting about it and just making me feel really uncomfortable”.

So, reaching children when they're young, so that they learn to value difference, is crucial. Equally, the research supports the need for secondary schools to continue that good work, with training and support to raise awareness of the impact of appearance-related bullying.

“ THEY'LL PROBABLY BE LIKE 'OH GOD. WHAT'S WRONG WITH HER'. AND I'LL BE SELF CONSCIOUS ABOUT WHAT THEY'RE SAYING... AND WHAT THEY MIGHT BE SAYING TO MY OTHER FRIENDS BEHIND MY BACK.”

Clare, age 11

SAM. AGE 13 CHANGING FACES CHAMPION

Sam was born with a cleft lip and palate. His mum, Claire, says she was determined that Sam would grow up confident, with the same aspirations and choices as anyone else.

Sam breezed through nursery school, making friends easily. Living in a small area and growing up with the same people definitely helped. At primary school Sam was really happy and he had lots of friends. As he got older some people would make remarks such as 'pig nose' but Sam says that although he was bothered at first, he learnt to ignore it. However when he went out with his family, people would often stare, which made him angry,

"I WANTED TO SHOUT OUT 'WHAT ARE YOU STARING AT' BUT I REALISED THAT WOULDN'T CHANGE ANYTHING."

Claire admits she was terrified about the move to secondary school –

"YOU LIVE WITH THE FEAR THAT HE WILL COME HOME AND SAY 'I'VE BEEN BULLIED' AND THAT WOULD BREAK MY HEART."

There have been a couple of upsetting incidents, such as when a boy showed him pictures of people with awful teeth and said it was him. He's also had people call through the door of the classroom

"WHAT'S WRONG WITH YOUR FACE!"

Sam says one of the worst things is still getting stared at when out in public, but he feels he's better able to cope with it now.

"I WANT TO SAY TO THOSE PEOPLE 'DON'T ALWAYS JUDGE A BOOK BY ITS COVER' IT'S FINE TO LOOK BECAUSE I KNOW I LOOK DIFFERENT BUT PLEASE DON'T KEEP ON STARING."

Claire says she'll sometimes notice a group of teenagers looking and giggling about Sam.

Claire says Sam continues to amaze her everyday and is now a really confident teenager with a great group of friends. She says,

"THERE IS ALWAYS THE FEAR AS HE GETS OLDER OF 'WHAT IF' AND HE IS SO GENTLE THAT HE'D NEVER HIT BACK, BUT HOPEFULLY PEOPLE WILL SEE PAST HOW HE LOOKS AND SEE SAM FOR WHO HE IS."



FACING UP TO APPEARANCE-RELATED BULLYING PUTTING A STOP TO IT BEFORE IT STARTS

So what needs to change, to raise awareness and understanding of visible difference and end appearance-related bullying?

When we surveyed children and young people on this question, the majority highlighted the role schools can play – from actively tackling bullying to ensuring head teachers are aware of potential problems faced by children with a visible difference.

There was also consensus on the issue of visibility. All of the children we interviewed agreed that there are nowhere near enough positive role models in the media. “I don’t think I’ve seen anyone on TV” said one girl, “I know in a lot of horror films the person who’s the baddie has maybe a scar on their face... that’s all I can think of...I think it’s giving the impression that if someone has a scar that they’re bad or they’re different”.



Young people are most likely to say that the best way of stopping appearance-related bullying is to have **more talks in schools**



and over **a quarter** would like to **start a campaign** at school or college (26%).



Children and young people agreed, with nearly **four in ten** thinking that there needs to be **more actors** with visible differences playing more positive characters in films or on TV.



The issue of visibility extends to politics too, with **a quarter** of young people thinking there needs to be more **people in government** with a visible difference.

Given young people have to deal with social media as well, many think that companies like Facebook, Snapchat and Instagram need to be part of the solution. They should react immediately if negative comments are made online, said four out of ten (39%). On the more extreme end of the spectrum, almost a third of young people felt it should be a crime to make negative comments about people who look different (32%).

As with the other findings in the research, again we find gender playing a part in how young people feel about tackling bullying. Girls seem much more enthusiastic and pro-active when it comes to prevention. However, overall there remains a worrying lack of understanding among a significant minority, with one in three young people saying they simply don’t know what can be done to stop it (30%).



CONCLUSIONS AND RECOMMENDATIONS

It's clear from the findings that looking different in a world where beauty and physical appearance are valued so highly, can be extremely tough. Young people with a visible difference face challenges every day, even stepping out of the house can be hard, with stares and negative comments.

Yet, the findings from this research point to a number of opportunities to tackle the problems created by a society that tells people they need to look a certain way.

“ I'VE DECIDED NOT TO COVER UP MY BIRTHMARK AS MUCH BECAUSE AT THE END OF THE DAY THAT'S HOW I LOOK AND IT'S WHO I AM. I DON'T REALLY SEE WHY I SHOULD CHANGE MYSELF FOR OTHER PEOPLE – IF THEY STARE IT'S THEIR PROBLEM NOT MINE. I FEEL REALLY STRONGLY THAT PEOPLE SHOULD ACCEPT WHO THEY ARE AND WHAT THEY LOOK LIKE.”

Sophie, age 14

MAIN RECOMMENDATIONS

FOR SCHOOLS:

- A.** Compulsory training on issues of appearance and appearance-related bullying for probationary teachers.
- B.** Primary and secondary school lessons on visible difference should be included in the curriculum for Personal, Social, Health and Economic Education (PSHE).
- C.** A rolling programme of appearance and appearance-related bullying workshops delivered in schools and youth clubs each year.

FOR THE MEDIA, BUSINESSES AND GOVERNMENT:

- A.** A commitment from film companies, publishers and TV networks to increase the number of positive role models with a visible difference in the media.
- B.** A summit of media organisations to look at the issues of representation of visible difference within the media.
- C.** A commitment by major retailers, service providers and organisations to use more people with a visible difference in their advertisements.

FOR SOCIAL MEDIA COMPANIES AND ORGANISATIONS THAT USE SOCIAL MEDIA TO COMMUNICATE WITH YOUNG PEOPLE:

- A.** A zero-tolerance policy on appearance-related abuse on social media platforms.
- B.** A targeted social media campaign aimed at young people to raise awareness of the issues around visible difference.

DELIVERY OF A MODERN AND PROFESSIONAL SERVICE SUPPORTING YOUNG PEOPLE WITH A VISIBLE DIFFERENCE AND THEIR FAMILIES:

- A.** A safe space should be created for young people to gain support, advice and information online, including facilitated peer support.
- B.** A comprehensive suite of resources should be developed for parents to ensure they feel equipped with the knowledge and tools they need to support a child with a visible difference.
- C.** Raise awareness with Health Professionals on ensuring that mental health is as important as physical health especially for those with a visible difference.

ABOUT THE RESEARCH

CHILDWISE

Changing Faces commissioned CHILDWISE to find out what life is like for children and young people with a visible difference – what concerns they have, what Face Equality means to them, and what support tools they would welcome most.

The research also explored wider attitudes towards appearance and face equality among a representative sample of children and young people.

The research was conducted across February and March 2018 with young people aged 7-17. It consisted of in-depth interviews across England and Scotland, involving 11 children with a visible difference: 5 boys and 6 girls, alongside a UK wide online survey with more than 1,500 school children.

Changing Faces is the UK's leading charity for everyone who has a mark, scar or condition that makes them look different.

We want a world where everyone with a visible difference on their face or body has the confidence, support and opportunity to lead the lives they want.

We know from the people we support and through our research that being different in a society where there is such pressure to look a certain way is extremely difficult. We provide advice and

support, we challenge discrimination, and we campaign for a society that respects difference.

If you wish to support Changing Faces in achieving Face Equality you can do so by:

Texting '**CFCF00 £5**' to **70070**.

CHANGING FACES

The Squire Centre
33-37 University Street
London WC1E 6JN.
Tel: 0345 450 0275
Fax: 0845 4500 276
changingfaces.org.uk

YORKSHIRE & THE HUMBER OFFICE

yandh@changingfaces.org.uk

SCOTLAND OFFICE

Scotland@changingfaces.org.uk

Or donate online via
changingfaces.org.uk/donate



SUPPORT SERVICE HELPLINE 0345 450 0275



Registered Charity No. 1011222
Charity registered in Scotland SC039725
Company Limited by Guarantee Registered
in England and Wales No 2710440