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Assignment: Design a Locker Room Positivity Project — Promoting Body Confidence and Self-Acceptance

Purpose

Coaches and teachers have the power to shape the tone, language, and culture of their learning and team environments. This assignment challenges you to design a Positive Locker Room that promotes body confidence, self-acceptance, and respect among athletes or students.

Your project should aim to make the locker room and the broader sport or school space a place where every athlete feels valued, supported, and confident in their body's abilities, not just its appearance.

Assignment:

1. Define Purpose and Message

- Identify your main message or theme (e.g., “Every Body Belongs,” “Strong Looks Different,” “Confidence is Contagious”).
- Describe your campaign’s goals: what do you hope athletes will think, feel, or do differently as a result?
- Explain how this connects to body confidence, self-worth, and performance.

2. Gather Empowering Messages and Quotes

- Research empowering quotes, statements, or messages from professional and amateur athletes about:
 - Self-worth and body confidence
 - Resilience and inner strength
 - Redefining beauty and performance standards

- Choose 3–5 impactful quotes to feature in your campaign.
- Include short explanations for why each quote fits your theme.

3. Create Campaign Materials

- Design at least three visual or written resources, such as:
 - Posters or digital graphics
 - Locker notes or mirror messages
 - Handouts or team discussion cards
 - Social media posts or highlight boards
- Ensure your materials use inclusive language and include diverse representation of athletes.
- Emphasize body function, teamwork, and confidence over appearance.

4. Plan the Project Rollout

- Decide when and how you will introduce your Locker Room Positivity Project (e.g., preseason, after a tough competition, during wellness week).
- Identify where your materials will be displayed or shared (locker room, gym hallway, practice field, digital platforms).
- Outline your timeline for rollout—will you introduce all materials at once or spread them out over time?

5. Build Athlete and Team Buy-In

- Describe how you will get athletes involved in supporting and sustaining the campaign.
 - Could they create their own positive messages or nominate teammates for weekly confidence shoutouts?
 - Could captains or leaders take part in introducing the Body Confident Positivity Project?
- Outline how you will encourage ongoing ownership and engagement, such as:
 - A “Confidence Wall” for athletes to post affirmations
 - Team discussions or journaling around body image and performance
 - Sharing personal reflections or inspirational athlete stories

6. Final Product Options

- Written Project Plan summarizing your theme, materials, rollout strategy, and athlete engagement.
- Visual Locker Room Positivity Portfolio (digital slides, Canva, or posters) showing designs and layout ideas with short written explanations.
- Presentation pitching your locker room project as if you were presenting it to your athletic department.

Guiding Questions

- What message do you want athletes to internalize about their bodies and confidence?
- How can your visuals and messages be inclusive of all body types, backgrounds, and experiences?
- How will you sustain the message beyond one week or one season?
- How can you measure the impact of your campaign on team culture or athlete confidence?
- How might this campaign fit into a broader wellness or mental health initiative in sport?