

## **Girl Scouts of the USA**

### ***Depiction Suggestions for Healthy Media Images***

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Girl Scouts has a historic commitment to promoting girls' healthy living and media literacy. As children's media use continues to increase, all youth would benefit from seeing healthier and positive messages about girls and women. Positive messages could foster high self-esteem, positive body image, healthy relationships, and highlight strong female role models. Girl Scouts believes every child deserves to live in an environment that fosters confidence and character. We look forward to working with leaders in the private and public sectors to ensure youth consume more girl-positive media. Raising awareness and establishing programs and policies to promote healthy media images and messages will positively impact the health of our children, their relationships, and their future.

Girl Scouts encourages the adoption of the following depiction suggestions for healthy media images:

#### To Promote Healthy Body Images, the Media Should:

- Feature and value girls and women with varying body types and ethnicities
- Portray realistic, unaltered images of females with natural, physical imperfections
- Show girls in age-appropriate attire
- Make an effort to decrease depictions of hyper-sexualized girls and women

#### To Develop Positive and Active Role Models, the Media Should:

- Include a diverse cast of female characters in active and ambitious roles
- Feature females in traditionally male roles, such as CEOs or action heroes
- Feature girls and women who have confidence in their abilities and appearances
- Include more girls and women in leadership positions and as the main characters

#### To Portray Equal and Healthy Relationships, the Media Should:

- Show equality and mutual respect between female and male characters
- Feature positive relationships between girls and women, showing them cooperating with each other
- Feature realistic and substantive courtships between characters who fall in love
- Feature male characters who value female characters for their talents, intelligence, and overall personalities, not just their appearances

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**Girl Scouts of the USA (GSUSA)** is the preeminent organization for and leading authority on girls with 3.6 million girl and adult members. Now in its 98<sup>th</sup> year, Girl Scouting builds girls of courage, confidence and character, who make the world a better place. The organization serves girls from every corner of the United States, Puerto Rico and the Virgin Islands. [www.girlscouts.org](http://www.girlscouts.org)  
**GSUSA's Public Policy and Advocacy Office**, located in Washington, D.C., works in partnership with local Girl Scout councils to educate representatives of the legislative and executive branches of government and advocate for public policy issues important to girls and Girl Scouting. **For more information contact Clare Bresnahan at 202-659-3780 or [cbresnahan@girlscouts.org](mailto:cbresnahan@girlscouts.org)**