The idea of ‘The Butterfly Effect®’ comes from the science of chaos theory. It suggests that everything is connected, to the extent that the beating of a butterfly’s wings in one part of the world may ultimately contribute to a tornado happening in another part of the world.

We recognise that when it comes to the impact we as individuals have on our environment, small changes can make a huge difference.

Our workshops are about celebrating all the things your girls love about themselves, challenging them to rethink negative and destructive behaviours, and changing the way they respond to the environment and each other.

We believe our workshops will mark a new phase – a positive phase that will not only impact directly on your students but on all those around them.

Come fly with us…

The Enlighten team xxxx
The pressures include

- Unprecedented pressure being placed on young girls to grow up early. Girls are becoming sexualised at an increasingly younger age. There is a large body of evidence that shows the more girls consume sexualised images, the more they risk suffering poor self esteem, depression and even eating disorders.
- The promotion by media and the fashion industry of rigid standards of thinness, beauty and fashion. The social ideals and standards set for female beauty seem to be increasingly unrealistic and unattainable by the vast majority of girls and women.
- Increased consumerism. Purchases by and for Australia’s 1.9 million children aged 7 to 14 are worth $1.3 billion annually – girls are the biggest spenders.

The reactions to these pressures

- Eating disorders and mental health problems are some of the leading causes of disease in young women. A study involving 869 school girls aged 14-16 found that more than one third (36%) of the girls reported using at least one extreme dieting method in the past month (crash dieting, fasting, slimming tablets, diuretics, laxatives or cigarettes). In addition, 77% of the girls said they wanted to lose weight.
- Increasing numbers of teenage girls are drinking consistently at high levels (bingeing), and thereby placing themselves at risk of long-term harm. One in five teen girls confess to having done something they regret while they were drunk.
- Sexually transmitted diseases are on the increase amongst young people, it has been estimated that as many as 28% of teenagers may have Chlamydia. In Australia, pregnancy termination (abortion) is the second most common hospital procedure for girls aged 12 to 24 years.
- As many as one in 10 teenage girls self-harm. There is evidence to suggest that women, particularly those under 25, attempt suicide and self harm at a higher rate than men, although male suicide rates remain considerably higher than female suicide rates. A 2008 Australian Institute of Health and Welfare Report showed that from 1996 to 2006 the incidence of young women hospitalised for intentional self-harm, mostly by self-poisoning through medical overdose or cutting their skin, had grown by 51%. The Age newspaper quoted Professor Susan Sawyer from the Centre for Adolescent Health at the Royal Children’s Hospital as saying: “What it’s demonstrating is that we can’t sit back and rest on our laurels. We really need to be taking youth mental health seriously.”

Gender differences in coping strategies

“Boys are more likely to try to manage by themselves and girls are more likely to turn to friends for support. Adolescent girls are more likely than boys to report stressful events, and the events they perceive as being stressful are associated with interpersonal and family relationships. Girls show a greater reliance on the approval of others, are more likely to expect the worst, to blame themselves, or to engage in wishful thinking but also use more strategies for seeking help and emotional support than do boys. Girls are more likely to be dependent on family and teachers for emotional support and are more likely to respond to expectations held for them. Girls tend to feel dissatisfied with their body shape and perceive themselves more negatively and pessimistically than do boys, and their self-image is more directly related to self-perceived popularity.”

Enlighten Education - Our Organisation

Enlighten Education® is an Award winning program written specifically to appeal to teenage girls. It has been developed by a team of teachers with vast experience in educating girls, student welfare and in engaging young people with their learning. Many of the team also have degrees specialising in psychology and counseling.

The programs were initiated in NSW and are featured in many of Australia and New Zealand’s top schools. Enlighten now works internationally.

Extensive evaluations collated from students, and follow up studies with client schools, clearly indicate the programs’ effectiveness.

Enlighten’s Response

“Students who are sophisticated, marketplace savvy, and aware of the massive number of messages directed at them can be inoculated against some of the appeal... the discussion of the values and images portrayed by Barbie or a pop lyric or a TV character, can provide to the girls themselves the means to read cultural content, reveal the deception and hypocrisy hidden in many messages (wherein girl power represents shopping choices for example) and determine what portrayals of female protagonists, if any, fit their emerging selves.”


Celebrate, challenge and change...

Enlighten Education’s mission is to create and deliver informative, engaging and affirming in-school workshops that inspire girls to really consider what sort of young women they would like to become, and support them in making this transformation.

We believe we can, and do, make a difference and we want to partner every school in delivering exceptional pastoral care and welfare programs that address the particular needs of their female students. We believe in providing multiple opportunities (within the school framework) to build resilience in every student; from participation in our workshops, through to supporting schools in evaluating their strategies and policies in mental health and other key pastoral areas.
### Factors that support building student resilience within the school context.

<table>
<thead>
<tr>
<th>Factors</th>
<th>The Enlighten approach to each factor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate opportunities to recognise and value female students.</td>
<td>Our events are designed to look, feel and sound special – girls know that by being invited to take this time out for themselves, they are being recognised and valued by their school as a whole person and not just as an academic candidate.</td>
</tr>
<tr>
<td>Provide a safe environment where students feel known, accepted and cared for.</td>
<td>Our facilitators are trained to create a caring, positive group environment. By introducing strategies such as “support circles” and affirmations, opportunities for peer support and validation are also generated.</td>
</tr>
<tr>
<td>Provide opportunities for girls to interact with strong positive adult role models.</td>
<td>The Enlighten team members are all highly experienced, successful women who are passionately committed to their work.</td>
</tr>
<tr>
<td>Appeal to the learning needs of adolescent girls.</td>
<td>Our content is designed and delivered to ensure it is emotionally relevant - emotion leads to action. All our workshops are interactive and allow for focused student discussion on key themes.</td>
</tr>
<tr>
<td>Provide opportunities for practical learning that connects students to what is being taught and its application to their everyday life.</td>
<td>Hands-on activities are provided in our workshops.</td>
</tr>
<tr>
<td>Promote optimistic habits of mind.</td>
<td>Girls are presented with the positive and presented with opportunities, not problems. The power of the language we use is explored and words are used to heal. Girls are also encouraged to be aware of their self talk and the ways in which they converse with others. Girls are introduced to a variety of self-regulation procedures such as positive visualisation, meditation and journal writing.</td>
</tr>
<tr>
<td>Encourage goal setting.</td>
<td>Girls are challenged to consider the kind of women they would like to be – and structured goal setting activities help them plan what steps they will need to take to achieve these goals.</td>
</tr>
</tbody>
</table>

"You can’t be what you can’t see.”
Marian Wright Edelman, Founder and President of the Children’s Defense Fund.
The Butterfly Effect® and Girl Essentials® Programs

**Full Day Intensive program for Years 5-12**

The idea of “The Butterfly Effect®” comes from the science of chaos theory. It suggests that everything is connected, to the extent that the beating of a butterfly’s wings in one part of the world may ultimately contribute to a tornado happening in another part of the world. We recognise that when it comes to the impact we as individuals have on our environment, small changes can make a huge difference. Enlighten is about celebrating, challenging and changing ourselves and our world.

Choose 1 core and up to 4 of our other workshops. All workshops are adjusted to ensure they are age appropriate.

**Core workshops:**

**LOVE THE SKIN YOU’RE IN**
Negative stereotyping, sexism, media images, the fixation on being thin – these are all issues today’s girls are facing. In this workshop we encourage girls to consider and evaluate more critically the messages that bombard them every day and develop strategies that help them respond intelligently and objectively.

**Or**

**WAKE UP SLEEPING BEAUTY**
Rediscovering the Princess within…little girls believe they can be whatever they would like to be, be friends with whoever amuses them, let people know when they are being annoyed, and eat whatever tastes delicious. When did the rules change and why have we let things become so complex? This workshop challenges girls to reconnect with their core values and beliefs and helps them remember just how truly special they are.

Then select 4 from:

**REAL GIRL POWER (★New Workshop)**
This workshop explores the women’s movement and the history of feminism. Who have been our change makers? What does empowerment and the “sisterhood” really mean to us 21st century girls?

**STYLE FILE**
Girls will be introduced to a variety of fashion styles, and will be encouraged to define their own style. Girls will then discover practical, fun and affordable ways to achieve their selected fashion style. Customising, bargain buying and fashion ethics, are all featured in this workshop. The real focus here, is on using mediums the girls are comfortable with (fashion and make up) to instigate important conversations about the labels we place on ourselves and each other – not just literally, but figuratively.
BE A DOLLAR DIVA
Saving money, mobile phone plans, credit cards, the impact of consumerism on the environment ……all savvy girls need to know how to manage their finances. This workshop teaches girls how to be cash smart and how to avoid financial pitfalls.

GET IT TOGETHER
Managing time, prioritising, organising your space and your work, problem solving, thinking creatively: these are all skills that help improve performance at school and in the workplace. This workshop focuses on developing these skills and on learning to use them to your advantage.

STOP, I DON’T LIKE IT
Every girl is concerned about her personal safety. Setting personal boundaries, safe partying, handling inappropriate text messages, managing conflict and using the internet safely are all areas that can be so dangerous for impressionable and vulnerable young girls. This workshop focuses on what’s right and what’s not right and how to tell the difference.

THE PRINCESS DIARIES
Girls will create their own journals in which they can reflect and reshape their futures… this workshop also allows for informal conversations about things that really matter to the girls and uses art as therapy. The finished journals are beautiful and powerful “take aways” from our events. All materials are supplied.

CHILL OUT
Relaxation, visualisation techniques, massage and more.
Learning how to manage stress effectively is essential for our modern lives. Relying on crutches like alcohol, drugs, cigarettes or other unhealthy behaviours is destructive and wasteful. In this workshop we encourage girls to seek balance in their lives and teach them some skills to achieve it. We also teach skills to help them cope with exam and assessment pressure to help enhance performance. These strategies are fun, affordable, and will fit into any girl’s hectic lifestyle.

FOREVER FRIENDS
Research tells us that friends are more important to teenagers than their parents or teachers. How do we make friends? Who should we make friends with? How should friendships be maintained? How do we decide if a friendship is helping or harming us? This workshop addresses these issues and equips the girls with the necessary skills to make safe, important decisions about their friendships.

Half Day program for Years 5-12
Select one core and two of the workshops above. This program works well as an introduction to school based programs in Pastoral Care and Personal Development.
Feedback from schools and other professionals:

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Enlighten team were well informed about the issues faced by teenage girls.</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>The Enlighten team were professional in their dealings with our school.</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>The Enlighten event provided our students with valuable information.</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>Our students enjoyed the event.</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>We were pleased with the type of student feedback provided to the school by Enlighten.</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>The event has had a positive lasting impact on students.</td>
<td>0%</td>
<td>0%</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Parents responded favourably to this event.</td>
<td>0%</td>
<td>0%</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Staff responded favourably to this event.</td>
<td>0%</td>
<td>0%</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>I would recommend an Enlighten event to other schools.</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>We are interested in running an event with Enlighten in the future.</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Statistics based on feedback received from a random sample group of 12 schools Enlighten has worked with in the last 12 months.

"Our teenagers need to know how to be self reliant and resilient. The Enlighten programs are fostering these skills and having a profoundly positive effect on young women. They are meeting a real need in schools by creating unique, transformative experiences for students. The programs are based on transformational psychology and highlight the value of uniqueness, relatedness and transcendence. Students are introduced to a variety of self-regulation procedures such as visualisation and short relaxation techniques, factors enhancing mental and emotional characteristics are discussed, and strategies for enhancing personal wellbeing are employed. Programs like this one, that focus not only on transformation of the individual but also provide an affirming collective experience, have the capacity to really change culture. There is good evidence that we need to be warmer, more nurturing but firmer with our teenagers. I like the fact that Enlighten manages to connect in such creative ways with young women and make them feel safe, valued and loved."

Associate Professor David Bennett AO, Head, NSW Centre for the Advancement of Adolescent Health, The Children’s Hospital at Westmead. Author (with Dr Leanne Rowe) of ‘What To Do When Your Children Turn Into Teenagers.’

"These days girls are constantly bombarded with highly sexualised and perfectly photo-shopped imagery. As a result, they are suffering from more anxiety, depression, body image problems, eating disorders and STIs than any previous generation. It’s a very tough time to be a teenager. Thankfully ‘Enlighten Education’ provides a pathway for young girls to deconstruct the popular culture that often robs them of their full self expression. I wish every young girl could experience the program!"

Julie Gale, Founder, Kids Free 2b Kids.

"Our teenagers need to know how to be self reliant and resilient. The Enlighten programs are fostering these skills and having a profoundly positive effect on young women. They are meeting a real need in schools by creating unique, transformative experiences for students. The programs are based on transformational psychology and highlight the value of uniqueness, relatedness and transcendence. Students are introduced to a variety of self-regulation procedures such as visualisation and short relaxation techniques, factors enhancing mental and emotional characteristics are discussed, and strategies for enhancing personal wellbeing are employed. Programs like this one, that focus not only on transformation of the individual but also provide an affirming collective experience, have the capacity to really change culture. There is good evidence that we need to be warmer, more nurturing but firmer with our teenagers. I like the fact that Enlighten manages to connect in such creative ways with young women and make them feel safe, valued and loved."

Associate Professor David Bennett AO, Head, NSW Centre for the Advancement of Adolescent Health, The Children’s Hospital at Westmead. Author (with Dr Leanne Rowe) of ‘What To Do When Your Children Turn Into Teenagers.’

"You both helped us to shape a unique program for our girls and we appreciated the extra steps you took to tailor the program to our needs... we (also) appreciated the opportunity to work with a team who understood the nature of schools. Your program was filled with positive energy and a sense of friendship towards the girls. I look forward to working with you again soon."

Sarah Loch, Dean of Middle School, Abbotsleigh.

"The programs the Enlighten team run in schools offer a powerful alternative to the mixed messages about self that impressionable young women are currently being bombarded with. We live in a world where there is an unhealthy focus on perfection and where unrealistic images of beauty are presented as the norm; workshops like these inform inspire and develop resilience. I especially like the introduction of practical tools like positive visualisation and the use of powerful affirmations. I would encourage schools to be proactive and make programs like these a priority."

Dr Michele Beale, MB BS (NSW), Stress Management Specialist.

"The response from our Yr 9 and 10 girls was amazing - the best I have witnessed to any program in recent years. We look forward to you being involved with the College again in 2008."

Jim Miller, Head of Secondary School, St Brigid’s College Perth.

"The feedback from our girls was outstanding, the students took away clear and important messages about self value, body image, managing their lives in a positive way, as well as what it takes to be successful both in and out of school."

Jasbir Grewal, Dean of Students 7-12, Hills Grammar School."
feedback from girls

“YOU ARE ALL AMAZING! We love you at Loreto, you teach us to love the person we are, be ourselves, appreciate life and respect other girls.” Breanna, Yr 10 student

“At the end you really added meaning to my day and woke me up from my superficial life. I learnt to love myself, appreciate and that there are more important things to worry about. Thanks for giving me something genuine to think about and live life with.” Tulz, Boarding House student

“We are all beautiful in our own way and we should all appreciate what we have and who we are. Today was amazing and every girl on this earth should have been here today! It has had such a huge impact on me.” Jessica, Yr 10 student

“I loved it overall. The friendship bit was great because I really related to the issues raised. I like everything. I really appreciate today.” Lona, Yr 9 student

“I cannot pin point a moment that I loved the most today but I know that today was the first day I really felt like I belonged. I’ve never felt so happy in my whole life. You taught tears to my eyes and love to my heart.” Clare, Yr 9 student

“I thought today would be another pathetic day where we were told we are beautiful, unique etc but the way it was presented meant that these messages were so uplifting! I discovered who I am. The butterfly symbol Enlighten use represents everything this workshop stands for – and I LOVE IT!” Jessica, Yr 9 student

“Everyone is unique and we all go through things that are bad but we are all special in some way, sometimes it just takes time and positive words to heal us.” Eleanor, Yr 8 student

“I learnt not to put other people down, a bit more about being organised, to worry about who I am on the inside, not the outside, that everything in magazines is not real. The ladies were really really nice. Thanks!!!” Lara, Yr 8 student

“Words can heal, our words have power, friends are important, anything can happen. This was great fun and nothing like I thought it was going to be as I thought it would be boring but it was all fun and helpful.” Alice, Yr 7 student

“Today I learnt I am beautiful, to celebrate me and stop weighing myself. I loved today. Thank you so much for making me feel good about myself.” Alicia, Yr 8 student

“There are only a few people in the world like you, you should be so proud of all the girls you helped today. You changed my views on myself and taught me how to deal with peer pressure.” Olivia, Yr 9 student

“I am not perfect but I am beautiful and I am working towards a goal. I am strong. I love me. You are an inspiration!” Abigail, Yr 9 student

“It made me feel shiny and warm and fuzzy inside.” Maddie, Yr 9 student

“I learnt today to be happy with what you have and also I am a lot more comfortable with who I am.” Sanjutee, Yr 9 student

“Writing a kind note to one another really had an effect on me and confirmed your statement well: the power of words. Please keep doing what you’re doing because you can’t imagine the effect you have on humanity and for that you are extraordinary.” Ivaana, Yr 10 student

“I loved it all. It made me believe I was a beautiful girl. I am now going to look in the mirror and say to myself, you are beautiful and you are loved. I want to carry on my knowledge of what I have learnt today.” Emily Yr 8

“You gals rock! I learnt I am my own amazon. I can do the impossible and I am beautiful.” Sam, Yr 8 student

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<table>
<thead>
<tr>
<th>Butterfly Effect/Girl Essentials workshops</th>
<th>poor</th>
<th>good</th>
<th>very good</th>
<th>excellent</th>
<th>% who thought the workshop was either very good or excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style File</td>
<td>0%</td>
<td>10%</td>
<td>42%</td>
<td>48%</td>
<td>90%</td>
</tr>
<tr>
<td>Dollar Diva</td>
<td>0%</td>
<td>14%</td>
<td>56%</td>
<td>32%</td>
<td>86%</td>
</tr>
<tr>
<td>Get the Look Right</td>
<td>0%</td>
<td>4%</td>
<td>27%</td>
<td>69%</td>
<td>96%</td>
</tr>
<tr>
<td>Love the Skin You’re In</td>
<td>0%</td>
<td>2%</td>
<td>20%</td>
<td>78%</td>
<td>98%</td>
</tr>
<tr>
<td>Wake Up Sleeping Beauty</td>
<td>0%</td>
<td>2%</td>
<td>20%</td>
<td>78%</td>
<td>98%</td>
</tr>
<tr>
<td>Chill Out</td>
<td>0%</td>
<td>6%</td>
<td>27%</td>
<td>67%</td>
<td>94%</td>
</tr>
<tr>
<td>Get It Together</td>
<td>0%</td>
<td>20%</td>
<td>51%</td>
<td>29%</td>
<td>80%</td>
</tr>
<tr>
<td>Stop, I Don’t Like It</td>
<td>0%</td>
<td>2%</td>
<td>28%</td>
<td>70%</td>
<td>98%</td>
</tr>
<tr>
<td>Forever Friends</td>
<td>0%</td>
<td>2%</td>
<td>9%</td>
<td>89%</td>
<td>98%</td>
</tr>
</tbody>
</table>

The Journey workshops® (this program provides an introduction to High School) – a separate Kit for this program is available on request

<table>
<thead>
<tr>
<th>The Journey workshops®</th>
<th>poor</th>
<th>good</th>
<th>very good</th>
<th>excellent</th>
<th>% who thought the workshop was either very good or excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stop, Revive, Survive</td>
<td>0%</td>
<td>8%</td>
<td>40%</td>
<td>52%</td>
<td>92%</td>
</tr>
<tr>
<td>What to Pack</td>
<td>0%</td>
<td>19%</td>
<td>44%</td>
<td>37%</td>
<td>81%</td>
</tr>
<tr>
<td>The Travel Diary</td>
<td>0%</td>
<td>6%</td>
<td>25%</td>
<td>69%</td>
<td>94%</td>
</tr>
<tr>
<td>Girl World</td>
<td>0%</td>
<td>7%</td>
<td>51%</td>
<td>42%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Career Gal® workshops (for Senior students) – a separate Kit for this program is available on request

<table>
<thead>
<tr>
<th>Career Gal</th>
<th>poor</th>
<th>good</th>
<th>very good</th>
<th>excellent</th>
<th>% who thought the workshop was either very good or excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume Writing</td>
<td>0%</td>
<td>10%</td>
<td>50%</td>
<td>40%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Source – statistics based on feedback provided by 1630 students Enlighten have worked with between June 2004 and March 2007.
Programs range from $30 - $45 per student

Please note: a discount of 15% applies for bookings of over 200 girls in the one day. Workshops are generally run with no more than 50 girls per group.

How does this compare with other programs designed to promote self esteem and resilience in young women?

<table>
<thead>
<tr>
<th>Description of program</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>One hour private consultation with counsellor or therapist</td>
<td>From $100 per session</td>
</tr>
<tr>
<td>Five day personal development course¹</td>
<td>$750</td>
</tr>
<tr>
<td>Eight hour (two half-days) self esteem workshop for teenagers²</td>
<td>$226</td>
</tr>
<tr>
<td>Participation in a Not-for-Profit organisation’s holiday workshop³</td>
<td>$80</td>
</tr>
<tr>
<td>Enlighten’s one day “The Butterfly Effect®” program</td>
<td>$45</td>
</tr>
<tr>
<td>Enlighten’s half day “Girl Essentials®” program</td>
<td>$30</td>
</tr>
</tbody>
</table>

Important Note: All prices include GST. Some schools may be entitled to a refund of the GST in certain circumstances. It is suggested you confirm this with your independent tax advisor.

¹ Based on June Dally Watkins program in Personal Development.
² Based on two half-days “Just Teens” program with the AWP Group.
³ Based on Essere’s one day November 2006 holiday program for 8 – 17 year olds.


National Survey of Australian Secondary Students, HIV/AIDS and Sexual Health, carried out by the Australian Research Centre in Sex, Health and Society, 2002.

Harrison, James, Moller, Jerry and Bordeaux, Stan, “Youth Suicide and Self-Injury Australia”, Flinders University, 1995.