Give the Gift of Body Respect This Christmas – The Body Happy Organisation Launches Advent Challenge to Tackle Body Shame

Thursday 27 November, 2025

As festive excitement builds, the Body Happy Organisation is inviting families, schools, sports groups and community organisations to take part in a brand-new tradition: *24 days of body respect*. This December, the organisation launches its Advent fundraising campaign aimed at shifting the seasonal narrative away from body shame and towards joy, gratitude and celebration.

Research from YouGov shows that more than two in five people feel stressed during the festive period. And body image concerns can play a significant role. Half of children and young people say they are dissatisfied with their bodies, influenced by generational attitudes, social pressures and unrealistic online ideals. With family gatherings, endless photos and food-focused conversations, Christmas can intensify these pressures.

A New Kind of Advent Calendar

Throughout Advent, the Body Happy Organisation will share a daily "body respect challenge" designed to spark positive conversations, encourage gentle movement and promote kindness towards ourselves and others.

Molly Forbes, Founder of the Body Happy Organisation, said:

"Christmas should be a time of joy and connection, not comparison and criticism. Our Advent challenge gives families, schools and communities simple, uplifting ways to celebrate what their bodies can do — not what they look like. Small shifts in perspective can have a huge impact on wellbeing, especially for young people."

Funds raised will support the **Body Happy Schools Programme**, which is building classroom cultures of body respect to empower children to grow up free from body shame.

Move, Play, Connect — and Fundraise

Participants can take part individually or as a group and either just for fun or as a sponsored challenge. Whether it's a team sport, a morning walk, a cycle, a swim, a puzzle or a moment of mindfulness, each activity helps promote body respect.

Two enthusiastic supporters, **Terri and Allie**, are leading the *Seas the Season* coastal Advent challenge — encouraging daily dips in the sea, rivers, lakes or pools. Each day's activity corresponds with the date: five minutes on the 5th, a group of six on the 6th, or drawing a 10 via GPS on the 10th.

The Body Happy Organisation also provides plenty of ideas for anyone who prefers to stay dry.

Why It Matters

Beneath the festive sparkle, many people face harmful body-related pressures:

- Comments about appearance from relatives
- Worrying about how they look in photos
- Stress over festive food and outfits
- "New year, new me" messages that promote guilt and restriction

Molly Forbes added:

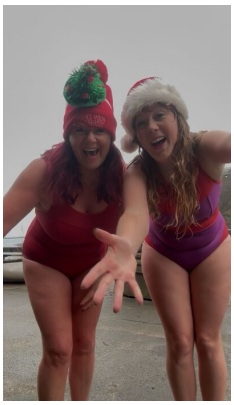
"Young people absorb everything adults say about bodies, food and appearance — even when we think they aren't listening. By changing our conversations, especially at this time of year, we can break the cycle of shame and create a kinder environment for future generations."

Media:









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Changing the Narrative

This year, the Body Happy Organisation invites everyone to celebrate connection instead of comparison. By turning Advent into 24 days of body respect, communities can help reshape harmful attitudes and support children to grow up feeling confident and accepted.

Get Involved:

- Take part in the Body Respect Advent challenge
- Start a sponsored activity
- Help build a future where every child grows up free from body shame

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