

## **PROLOGUE**

Self-esteem is an integral facet to the well being of children and youth in Canada. Based on the nine years of comprehensive research and development at Embrace Health, Canadian children and youth struggle with the sustenance of their individual self-esteem.

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## **Vital Signs Report for Embrace Health Life Strategies**

### **Indicators of Self Esteem and Well Being**

Self esteem is an integral facet to the wellbeing of children and youth in Canada. Based on the nine years of comprehensive research and development at Embrace Health, Canadian children struggle with the sustenance of their individual self-esteem. Self-esteem has proven to be a valuable indicator of children's general health and wellbeing. It can be used as an assessment tool and has proven to be a brilliant benchmark in assessing clinical findings and correlating themes and data for interpretation.

### **The Embrace Health Self Esteem Assessment Tool**

An adaptable technique of assessing health and well being, the Embrace Health Self Esteem Assessment Tool comprises of assessing various indicators that support the development of self-esteem and its variables. The tool comprises measuring the consistency and validation of markers that are designed to bring awareness and thought to self-esteem. The indicators are self perception, perception of physical appearance, emotional and mental health connected to self-esteem, role identification, social identification, ethical self, health and wellness, home environment and support structures. These indicators were developed to encompass the full wellbeing of children and youth and each component is comprised of questions and subjective and objective data analysis.

A measurement scale utilized was also used to benchmark findings and rate them on a scale of 1 to 5 with three being moderate to help understand and analyze the data. Data was obtained through validation through interviews and or written exchanges. The children and youth were made aware that accuracy and honesty will bring a better insight and help others. Embrace Health has focused for nine

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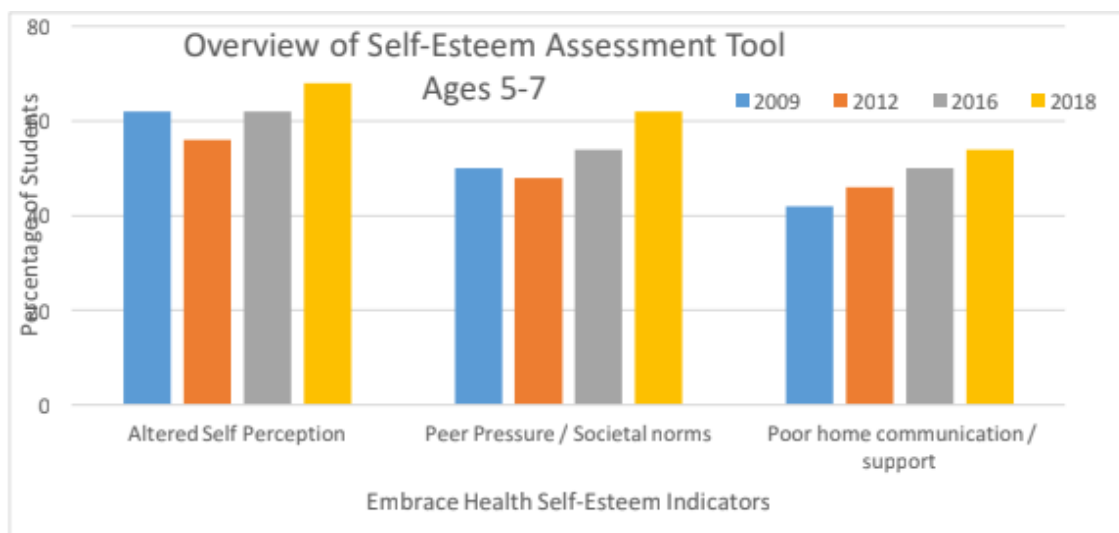
years on the stimuli and causes of low self esteem and its various stimuli and impacts on health and wellness and bullying.

Canadian children and youth are experiencing a perpetual state of low self-esteem that is manifested by powerlessness due to stress and peer pressures.

Bullying is one of the major outcomes of this and its dimensions of negativity have become a dysfunctional way of displacing stress. Embrace Health has correlated and followed this trend for nine years. Putting individuals down seems to diffuse stress and elevate the self esteem of some individuals. The bombardment of social norms, media, and lack of effective supports, has created a population plagued by self doubt and insecurity. Children and youth are unable to comprehend their own self worth and individuality.

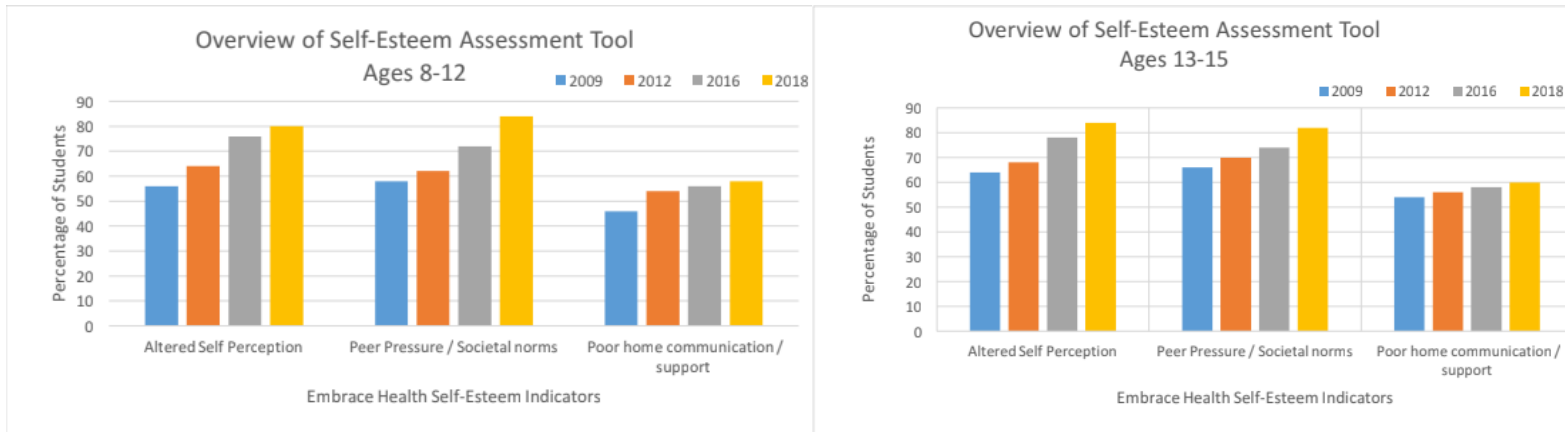
### Overview of Self Esteem Implications

Low self esteem is a consistent theme in the lives of most Canadian children and youth. The prevalence of low self esteem and its myriad of health related issues deems it a condition requiring attention and support. Low self esteem is a recurrent clinical finding in all individuals involved in the realm of bullying. The Self Esteem Research and Development of Embrace Health has brought forth data and correlations that impact mental health issues like anxiety and depression and suicide prevention for Canadian children and youth. It is a major contributing factor to the anxiety and depression that Canadian children and youth experience; and its balance is critical to the wellness of Canadian youth (*Figure 1a, 1b, 1c, 1d*).



*Figure 1(a). Study conducted among the youngest age group revealed that healthy self esteem is most influenced by home support.*

Pressures to comply to groups and continual societal norms bring comparisons and stresses to children and youth. It is evidenced that it is increasingly difficult for them to adapt to develop life strategies to deal with issues like stress and bullying (*Figure 1b, 1c*).



*Figure 1(b) and Figure 1(c): between these age groups of children and youth, graphs indicate the influence of factors that have a direct correlation to self esteem, including peer pressure, home support, and how they feel about themselves (self perception). Over the years, a rise in these percentages is prevalent.*

Self esteem is a natural internal mechanism that can motivate, energize and support activities of daily living. It can enhance quality of life and goals and when self esteem is adaptive it optimizes better wellbeing for Canadian children and youth.

We are now working on issues on how self-esteem impacts social accountability and its direct relationship to aggressive behaviour. We are diligently compiling theories and correlations on self esteem and its link to physical wellness for children and youth. Embrace Health looks forward to publishing our findings and strategies and theories on self-esteem. We are compiling a comprehensive overview with the most interesting clinical trials and research we have been involved with for publication in the spring of 2019. Embrace Health Life Strategies is committed to supporting and the continued research of self-esteem and its relevance to the health and wellness of Canadian children and youth.

## **Ensuring Quality Supports and Care**

Embrace Health Life Strategies has a sincere interest in the self esteem and wellness of Canadian children and youth. Our Embrace Health Self Esteem Research and Development has a nine-year history focusing on research that has brought forth data, correlations and strategies that significantly impact the health and wellness of Canadian children and youth. Embrace Health has significant data that proves that enhancing the self-esteem and the Embrace Health Life Strategies approaches and programs work.

A revealed 87% of the children and youth found the programs to be fun, supportive and helpful. Parents and teachers gave positive feedback stating that the exercises and the focuses have left positive footprints and awareness. On a research validation to measure quality of the content and its effectiveness, Embrace Health utilized The Embrace Health Quality Assurance Tool that measures best practice outcomes as compared to findings and data and ongoing risk that may affect quality. Self esteem has proven to be an amazing focus; its wisdom unleashing actual and further potentials for focus and assessments that can be utilized in the prevention and treatment of a myriad of concerns that challenge children and youth today. Like a natural mechanism, the self-esteem of an individual requires balance and support to be optimal, especially in society today.

## **Embracing Reality and Envisioning Change**

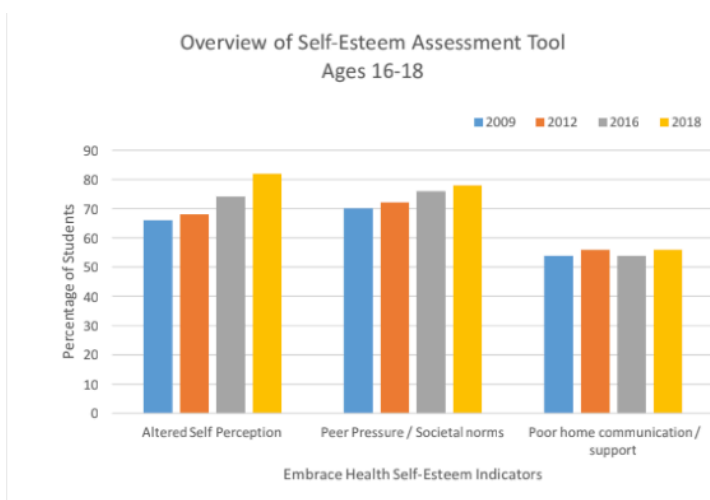
There is a tendency to generalize a solution for children and youth who are struggling with low self esteem and problems with bullying. This is problematic as each scenario and individual involves a unique response, perception and position which ultimately cannot be resolved by the means of a denial based approach or referral to certain professional help. We must recognize the complexity of self-esteem and issues that affect children and youth. Peer pressure to conform and stresses caused by real and perceived expectations take identity and individuality away from each child and youth. As a society we need to take a closer look and see the reality that children and youth face.

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The duality of identity perpetuated by one's presence (or lack thereof) on social media, our understandings of the repercussions of low self-esteem and bullying will continue to exist on a one dimensional, ineffective plane; unless awareness and advocacy bring change. Embrace Health Life Strategies has spent nine years developing real life strategies to support self-esteem and wellness in children and youth. Our goal is to support and develop a positive self esteem for all children and youth, an appreciation for individuality and a mission to develop caring and empathy into the embrace of society.

## Stresses from Social Media

All data in this report is obtained from surveys and feedback from children and youth who have participated in research or support programs who have volunteered their perspectives to bring a better understanding. With other forms of objective and subjective data, focus groups and feedback from polls and assessment tools (*Figure 1d*).



*Figure 1(d):*

*Graph presenting data from 2009-2018 from a group of youth aged 16-18. Of this group, it is increasingly clear to see a trend in how greatly they are impacted by peers, norms, and thereby are faced with a greater impact to their self perception. This age group was the least likely to reach out for support, citing that they felt nobody could really assist them in topics of bullying, and would just keep to themselves.*

*Of this demographic, majority stated their self worth was based upon:*

- 1) Relationships \ Successes: 55%*
- 2) Popularity Online and In Person: 49%*
- 3) Societal Norms (Media Influence): 79%*

With the latest technology and social platforms, bullying and self esteem is extended to another dimension; whereby the youth are inextricably concerned with their identity as it becomes intertwined to an existence on an online platform. No longer is it a matter of dealing with physical and verbal stresses but the possibility of sharing information as defamation becomes widespread. Furthermore, youth who do not participate in online activity will feel isolated or out of the current trend; and thus, compulsivity to constantly connect on a screen becomes the new

norm of conversation and self validation. Our research illustrates repeated themes and patterns of an inability to communicate; or discuss and deal with the topic of bullying not only the youth but also the parental figures who play a critical role.

The topic of bullying is exhausted and has reached a threshold of powerlessness for Canadians and the entire system has become saturated with ineffective coping about the issue of bullying. The topic has so much stigma attached to it very few people have enough personal identity to even want to support or discuss it. The topic of bullying brings realities that are difficult to face and the problem has now reached epidemic levels here in Canada. Society has not done enough; we need to face the realities Canadian children and youth are hurting. Envisioning a deeper commitment and seeing the solution is everyone's accountability. The Canadian children and youth are heavily impacted by bullying, it has become harder to diagnose as children and youth have adapted to not having supports that work and make a difference. Children and youth are not reporting or diminishing their experience, to avoid further attention or embarrassment. The mental and physical effects from bullying in today's society is equivalent to violent aggression and escalated violence to homicide. The implications for those affected by bullying involve a risk of a lifelong battle with low self esteem and self doubt. Anxiety and depression and suicide are risks associated with bullying. Individuals who have been repeatedly bullied face social isolation and withdrawal from society and difficulty focusing and achieving goals and developmental milestones. There has not really been a system that effectively deals with issues of bullying by trying to eliminate root causes of it like low self-esteem.

There are individuals advocating for awareness, yet there is great disjunction in understanding; whereby the complexity and profoundness of human behaviour in the age of social media and tech bombardment is underestimated in its impact on a micro to macro level. There exists an ignorance, a denial based approach where society does not know what to do about bullying.

## **Dispelling The Stigma of Bullying**

Bullying has reached epidemic levels, and has infiltrated every aspect of the lives of children and youth. It is a topic that nobody wants to discuss. Within the lost dimensions of the stigma around bullying lies the denial and lack of

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understanding we currently face. Canadians need to dissect the complexity of bullying to understand and deal with its enormity. Characteristically bullies have the greatest amount of stress and have the lowest scores in self-esteem on the Embrace Health Self –Esteem Assessment Tool.

The last several years have been hallmark times of societal despair, even in the descriptive capacity of bullying. Most people do not want to even label it as bullying; and a variety of different names have emerged for fear of bringing more behaviours forward or creating a mindset for it. With a larger perspective, perhaps fear of dealing with the stigma of bullying and the complete cycle of hopelessness. Bullying has impacted most people in many ways and remains a society based affliction, individuals hurting individuals. Perhaps it is the most barbaric acts that society needs more focus and governance with. An age old practice now still being conducted up to high tech precision and speed. Children and youth are hurting each other and living lifelong scars, we need to help everyone get out of the hurts and get into the caring. Now is the time to commit to vision and change.

The present day interventions and awareness are not enough to bring change and reduce the occurrence of bullying on a daily level for each child and youth. The stigma around bullying is based on fear and the ignorance in understanding the complexity in what needs to be done. Embrace Health Life Strategies has focused on the stimuli and and have formulated supportive approaches that bring a better understanding of what is happening in the dynamic of bullying. *As much as it is uncool to be bullied, it is more uncool to be a bully.*

Supporting an adaptive, individual self esteem is a positive intervention that builds each individual child and youth. It reduces the need to bully, and builds a more caring society. Nine years of self esteem research and development supports positive strategies in self esteem enhancement for children and youth and builds stronger, healthier, more resilient people.

## **Vital Stats Related To Bullying In Children And Youth**

Findings are based on the Embrace Health Self Esteem Assessment Tool for behavioural formats. This tool, in conjunction with questionnaires, interviews, and individual counselling revealed vital information.

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Most bullies have very low self esteem. Over 46% have low self esteem, with a score between 0 to 1 based on the Self Esteem Assessment Tool measurement scale of 0 to 5. They spoke negatively about themselves. Selectively, each had anger and dysfunction in their lives.

28% had a hyperinflation of self esteem that revealed elements of control, and wanting attention (hyperinflation compensating for low self esteem).

Defence mechanisms were up 16%; specifically projection, denial, and repression found to be the causative factor in a bullying situation. (*Source: 2018 Embrace Health Life Strategies*).

## **Health Indicators Related To Bullying**

Results were based on the Self Esteem Assessment Tool, and percentages were achieved through all age groups of children and youth. Specific health stresses that were derived from data, correlations, and interviews brought forth the following statistics:

Depression: **36%** reported a lack of energy; and/or not feeling like getting dressed or participating in their day; withdrawn from social events; preferring to stay alone; after having a bullying experience.

Anxiety: **42%** revealed that they felt anxious; did not want to be in groups; were stressed about their appearance; felt anxiety most of the time; and chose not to participate in social events; after a bullying experience.

Eating Disorders: **28%** revealed that they skip meals; have anorexic and/or bulimic type behaviours; avoid caloric intake because they feel they are overweight; diet and/or exercise to an extreme; after a bullying experience.

Drug and Substance Use: **4%** revealed that after a bullying experience, they resorted to substances to cope with the stress, and have continued these behaviours to cope. (*Source: 2018 Embrace Health Life Strategies*.)

## **Types of Bullying**

Cyberbullying: **62%** revealed that they had some sort of cyberbullying or written defamation online directed towards them that had caused them stress.

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Verbal: **24%** revealed that they had negative verbalized comments directed towards them in a confrontational format, either by a group or individual on more than one occurrence. This confrontational type approach was devastating and demeaning as reported by children and youth. Of this demographic, girls experienced more verbal exchanges approximately 6% higher than males.

Physical: **12%** of children and youth revealed they were pushed, punched, physically assaulted or harmed - for example, poking with needles - which is physically and mentally traumatizing to youth.

Prejudicial \ Relational: **44%** revealed that they had received inappropriate comments related to their gender, race, or physical presentation, that has caused extreme stress for children and youth.\*

*\*Taken from a questionnaire based study by Embrace Health; youth aged 13-19; out of 200 students, indicating their answers using the assessment tool scale as questionnaire.*

## **Types of Bullies**

Main Bully: Also known as the central bully, or the sole bully, the main bully is the largest networking dynamic for bullies. This type of bully loves the attention and initiates the activity of the bystander audience to participate with them.

**68%** of children and youth reported that this is the format and dynamic by which they were bullied.

Serial Bully: This is the bully who repeatedly bullies an individual, or several people, non stop. **28%** said that they were repeatedly bullied by the same person.

Group Bullies: **46%** stated that it was a group of people that bullied them. Within this group, it is difficult to see one leader, rather, there are several who take on the role as bully, and dictate actions, words, and dynamics. Most groups consisted of three people or more.

## **Self Esteem Report Card For Children and Youth For 2018**

Embrace Health Self Esteem Research and Development has been researching and monitoring stimuli and factors that affect self esteem and bullying

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for over nine years now. Our data and correlations speak volumes and are now revealing critical findings and strategies to assist with the true dimension of bullying. Embrace Health has focused its data and correlations, developing strategies to enhance the self-esteem of youth to support the universal development of youth with better self-esteem: its first focus - the children and youth of Canada.

Self-esteem has proven to be a valuable indicator of children's general health and wellbeing. It can be used as an assessment tool and has proven to be a brilliant benchmark in assessing clinical findings and correlating themes and data for interpretation. The Embrace Health self-esteem assessment tool comprises of assessing various indicators that support the development of self-esteem and its variables. The tool comprises measuring the consistency and validation markers that are designed to bring awareness and thought to self-esteem. The indicators are self perception, perception of physical appearance, emotional and mental health connected to self-esteem, role identification, social identification, ethical self, health and wellness, home environment and support structures. These indicators were developed to encompass the full wellbeing of children and youth. Each component is comprised of questions, subjective, and objective data measurement.

The most recent data acquired throughout all geographic parts of Canada revealed that 82% of Canadian children aged 4-8; then 9-12 have indicators and speak negatively about themselves. Scoring consistently below 3 at 2. The youth 13-15; and then 16-19, a total of 85% showed low indicators on average between 1-2 on the scale, and spoke in a critical way about themselves. The most common concerns were body image, wanting to look different, or have different physical attributes. Most children felt that if they could improve the way they look they would have more friends and more popularity. When asked what is the ideal way to look, the majority related perfect looks to singers and movie stars and models in magazines and athletes in popular sports. On average, girls reported more conflict in body image at a 62% and boys at 24% discussed wanting to look more fit and athletic. In all age groups consistently self esteem was very altered by perceptions of body image. In questions about ideal self and actual self a subsection of emotional and mental health connectedness to self-esteem. It was revealed that kids know exactly how they look and compare themselves to social image norms all the time. Over 78% of children and youth know ideal vs reality about their body image and reveal that you have to look good to fit in. To the teens, "*looking good*"

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was the highest deflation for individual self-esteem. With at least 45% of children and youth who fit the idealized norms as being fit and attractive still finding personal attributes about the way they look as a point of criticism. Embrace Health Self Esteem Research and Development has concluded that pressures to look perfect are the most stressful and negative towards personal self esteem for children and youth. The comparison of media perfectionism is an ongoing struggle for Canadian children and youth. The correlation of perception of physical self and being accepted into peer groups was a constant identified stressor for youth. Children and youth perceive perfect body image as an attachment to friends and peer recognition.

Embrace Health has correlated this finding and has developed focuses and interventions to support a more realistic self –esteem. With reflections and exercises that support individuality and wellness for children and youth. The solution lies in putting idealism in the right perspective and building that individuality and being open to the individuality of others. Dispelling myths on idealism and perfectionism. Although we cannot change the patterns of thought for society we can help support more adaptive strategies and concepts that build individuals. Embrace Health’s mission is to support the self-esteem of individuals to build a healthier and productive life.

### **Emotional and Mental Health Connectedness To Self-Esteem**

The facet of assessment that focuses on emotional and mental health connectedness to self-esteem has provided consistent data in ages 4-8; then 9-12;76% reveal feeling self doubt and insecure about themselves. The ages 13-15; then youth aged 16-19 revealed an overwhelming 80% that they feel self-doubt and insecure about themselves. The constant element and feeling of insecurity and self-doubt that the youth verbalize and feel is a theme a finding that needs support. As a society we need to see the impact on idealism and its negative influences on the self esteem and behaviour of children and youth. In essence they are bombarded with comparison and have a difficult time securing confidence and an understanding of who they are. Children and youth need to have supportive time to reflect and be themselves. Social media and the constant need to comply and

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conform is a constant negative stimulus for low self esteem as illustrated by responses from Canadian children and youth.

## **Social Identification**

The facet of social identification revealed that data was consistent in the ages 4-8; then 9-12; then 13-15; then youth aged 16-19. Bullying and ongoing issues with acceptance into peer groups and identification of roles within a select peer group were identified as stressful issues that significantly impacted the lives of children and youth on a daily basis. These findings are consistently keeping the self esteem of Canadian children and youth low. 82% of all elementary school aged children revealed they had been teased or left out of social groups in the last year. 37% revealed that they are constantly bullied and left out and do not expect to be in groups or have the same friends for any given period of time. 45% of the children revealed that there is constant pressure to comply and changes in group dynamics that keeping up with the group is an ongoing stress. 88% revealed they want to be part of a group, and do not want to be alone.

In the high school aged youth, 78% revealed stated they have been left out of social groups in the last year. 34% revealed that they are constantly being bullied and left out and did not expect to be in a group or have the same friends for any period of time. 66% of the youth revealed there is constant pressure to comply and that changes in group dynamics is stressful. 95% revealed it was extremely important to be in a group and do not want to be alone.

## **Health and Wellness**

The facet of health and wellness revealed consistent findings that our youth are very stressed and most of the time are not speaking up to get support and are reluctant to have attention drawn to them about needing help.

When the focus of health and wellness was reviewed concepts of identifying feelings of nervousness or uncomfortable feelings and identifying anxious thoughts or behaviours were spoken about. The findings spoke loudly on the condition of our Canadian children. Of children aged 4-8; then 9-12; approximately 68% stated that they feel worried or anxious constantly and were able to identify anxious

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behaviours they have. The most common was checking their appearances constantly, checking text messages or sending texts, feeling unsure or nervous in general. When asked if they tell a parent or caregiver how they feel, 75% stated they would be “*embarrassed*” and “*no one understands*”, were the two most common responses.

With the focus of health and well being for the youth aged 13-15; then ages 16-19; responses included groups openly discussing concepts about feelings of nervousness or general feelings of being uncomfortable; and anxious thoughts and behaviours they may have experienced. 78% revealed they have feelings of nervousness and feel worried about different things.

They were able to identify that dating and experiences with the opposite sex were stressful so appearances and having someone to date was important. Feelings of constantly being stressed “for no real reason” were prominent. Constantly checking appearance or make up was identified, as well as constantly sending and receiving text messages. When asked if they ever had been diagnosed with anxiety or depression 7 % did not want to give an answer and 46% they would never tell anyone because everyone feels the same. 12% revealed that they have feelings of anxiety most of the time. 34 % stated the are depressed more than anxious most of the time.

## **Home Environments**

The facet from the Self Esteem Assessment Tool that focuses on the home environments and supports and communication in the home environment: revealed for age groups 4-8 and 9-12 that 74% of the children feel alright with their family and supports. 63% said that they would not talk to their parents about problems with peers or even bullying. Approximately 72% stated that parents are busy; and less than 5% of the day is spent talking or having a meal with parents or family daily. 52% stated that they have never sought additional supports or support from peers for stress. Not enough communication that matters to youth and what is relevant to them.

The age groups 13-15 and then 16-19 were assessed with the focus of home environments and supports. 68% of the youth revealed that family and home supports “*are just average*”. 82% revealed they would not talk to their parents

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about problems with peers, or bullying. 65% stated parents were busy, and 17% of them spent time or talking or having a meal with parents or family daily. 86% stated they have never sought additional supports or supports from peers for stress.

All age groups were consistent in revealing that home supports were there, but not always being utilized. Factors that seemed to be eventful were busy schedules, difficulty in communicating and discomfort with the concept of needing support from family or peers. There is so much to still learn about children and youth and support them in finding the comfort to talk to family and good supports about what they need to talk about.

## **Facilitating Communication**

In 2019, Embrace Health Life Strategies will focus more on research and data on communication and self esteem to facilitate a better understanding of how we can better communicate and bring comfort to children and youth about bullying. The exploration of communication will be a large focus in summer of 2019. Embrace Health has already begun to develop assessments based on developmental stages of children and youth and gather data in hope that facilitating better communication may ease the significant stress that children and youth face.

Perhaps as this facet unfolds we may be able to understand better and develop a new strategies that facilities the bonding and relationships that children and youth deserve in their home environments. Areas of focus will include family dynamics, past communication patterns, social media and personal integrity and privacy, perspectives for children and youth. Facilitating positive communication to make adaptable to the individuals and significant to engage in.

## **Focus On Individuality**

In previous studies, Embrace Health Self Esteem Research and Development had focused on individuality and what this concept meant to children and youth across Canada. An overwhelming response in all age groups revealed that they all conceptualize and think of individuality, *but never have enough focus to think of who they are*. The younger children ages 4-8; then 9-12; spoke enthusiastically about themselves and were happy to talk about themselves. 84% revealed it was

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nice to think of just being themselves. 35% could openly discuss things they wanted to do and positive attributes about themselves when encouraged and given. The chance. When asked if the focus could be on just being an individual how would it make them feel, 82% revealed it would be a nicer world because “*its easier to just be yourself*”.

The older age groups of 13-15; then 16-19; uniformly spoke in detail about themselves. They all appeared to enjoy the focus and an 87% revealed it was good to talk and focus on individuality. 45% revealed openly things they wanted to achieve and spoke of positive attributes about themselves. When asked if the focus in society could be individuality and how would that make them feel, an overwhelming positive response of 88% felt it would be less stress and better and easier to be accepted for being an individual.

All of these findings and stimuli have significant impacts on the way children and youth feel about themselves and the stresses they feel. The Embrace Health Self Esteem Assessment Tool has proven to be a valuable indicator in assessing the internal and external environments that encompass the overall health and wellness of Canadian children and youth. If we understand their feelings and perspectives about themselves, we share greater insight into their needs and can develop better strategies.

## **Focus on Empathy**

In another series of studies through the last nine years when discussing and concluding what was missing or situations that could have changed or stopped a bullying experience, a common theme was prevalent. Each and every experience, as reviewed by the children and youth themselves, reveals that: if empathy and understanding were present and experienced, the situations would not have escalated to the degrees they did. The capacity to empathize and see another or a group as an individual was not present or supported enough to make a difference. Two constant themes and correlations that hold a great value in the approach and strategies in dealing with and reducing the epidemic of bullying. Canadians needs to build the respect for individuality and empathy into the lives of the children and youth of Canada. We need to truly understand the complexity of the issues that the youth face and the impact self-esteem has on their health and well being.

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This is the time to start with awareness and instrumental change.

Embrace Health Life Strategies offers individual support and programs that build self-esteem and redirect stresses and build life strategies.

### **What constitutes a healthy self-esteem?**

It is feeling level and well about oneself in a way that is realistic and encompasses positive responses. It is reflective to the whole self and all of the facets of self. Inclusive of roles and life experiences. An adaptive self-esteem can balance interpretation of stimuli and idealism and still feel sustained within their own self. Self-Esteem is constantly changing and evolving and is a state that can be nurtured and supported to enhance a more quality approach and experience in life. An adaptive self-esteem means something different to each individual and evolves and adapts through stages of the health-illness continuum.

### **Creative Ways to Support the Self-Esteem of Children and Youth**

In reflection, the self-esteem of a child can be supported significantly by significant others. Positive supports and validations daily to stay positive with personal goals and experiences give children and youth a better sense of themselves so they can adapt to experiences in life. Environment and family dynamics affect the self esteem of children and youth. Every family has a unique situation and creating open communication and being present to support them physically and emotionally is imperative. As children and youth evolve it is very important to have them develop and role play or speak their concepts and ideas on a regular basis. This validates their individuality to support their ideas openly. Bringing perspective to their actions and ideas is a brilliant way to get them to look at life differently or change an approach with something. Ask them what *they* would do. Think of their reasoning and assist them with life skills as much as possible.

Children and youth need rules and respect to develop a sense of security and moral ethical self. Having them take on responsibility and tasks is a great way to have them develop a sense of autonomy. Striving for role identification and the assimilation of role conceptualization.

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Role identification is imperative in children and youth positive role models and discussion is beneficial to support their conceptualization of role identity.

Exposure to different dynamics in family and friends helps them realize expectations and norms that are a part of society.

Encouraging time alone or away from technology such as cellphones and social media is a positive exercise in individuality, and encouraging performance in other activities such as sports or music or arts.

Autonomy is key for letting youth develop a sense of responsibility and self. Encouraging responsibility and independence where appropriate and providing positive support is always the best intervention.

Providing supportive options and perspectives is a great way to open discussions on problem solving and life skills. The awareness of approach with youth is always key.

## **Reflections at Embrace Health Life Strategies**

Embrace Health Life Strategies is committed to supporting and continued research of self esteem and its relevance to health and wellness of Canadians, with a special focus on children and youth. Embrace Health Self Esteem Research and Development has brought forth data and innovative strategies that support interventions to enhance the health and well being of Canadians, especially children and youth.

Embrace Health has formulated a Self-Esteem Research and Development component that we have been formulating for over 9 years and accounts for data management, innovative assessments and strategies. All data and strategies correlate practice effectiveness with outcomes. Markers are established within the self-esteem assessments that provide and keep interventions and assessments intact. Documentation and statistics are available upon request. We have focused on the motivational aspects of self esteem, and now run programs on cardiac health and motivation. Our community care service integrates the self esteem philosophy into the daily care of all individuals. We offer a Workplace Health and Dynamic Support, creating healthier workplaces. We provide classes on Motivational Life Strategies and Self Esteem Support for Women.

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