



Avonbourne Boys' & Girls' Academies

The best in everyone™

Part of United Learning

Respect - Equality - Ambition - Community - Hard Work & Determination



13th March 2026

Dear Parents/Carers,

Year 9 Shut it Down Projects

I am delighted to introduce two exciting new initiatives we are launching with Avonbourne Year 9 students as part of our ongoing work with Shut It Down: **The Good Men Project** and **The Empowered Girls Project**.

The Good Men Project is an aspirational project designed to offer boys a positive and empowering framework for masculinity. It helps them to continue to grow into kind, confident, and empathetic individuals. In a world where online influences often present narrow or harmful ideas about what it means to be a man; this programme provides a constructive and refreshing alternative.

The Empowered Girls Project supports girls in thinking critically about the world around them now and provides them with the tools they need to think critically about the issues in society. It encourages discussion and analysis of beauty standards and their impact on self-image. Through a series of discussion tasks, students will learn to identify harmful opinions and practise challenging these in their daily lives.

Both programmes include engaging talks, interactive workshops, and reflective sessions. Students will explore themes such as emotional intelligence, healthy relationships, resilience, respect, and the value of positive role models. These initiatives are not about telling young people what not to be. They are about celebrating what they can become.

Our aim is to create spaces where boys feel safe to express themselves, challenge stereotypes, and build a strong sense of identity rooted in empathy, integrity, and self-worth. At the same time, we want girls to feel empowered to question societal pressures and develop confidence in their own voices. By nurturing these qualities early, we can help shape a generation that is both confident and compassionate.

We are proud to offer these programmes as part of our wider commitment to student wellbeing and personal development. We look forward to seeing the positive impact they will have on our school community. If you have any questions, please contact Callum McHale Callum.McHale@avonbourneacademy.org.uk

Thank you for your continued support.

Miss C Crisell

Assistant Principal

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Head of School: Imogen Bull

Executive Principal: Michelle Dyer

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