

# Every body deserves kindness

## The coproduction of a short animation and teaching resource to address weight related bullying and stigma in primary school children aged 6-9 years

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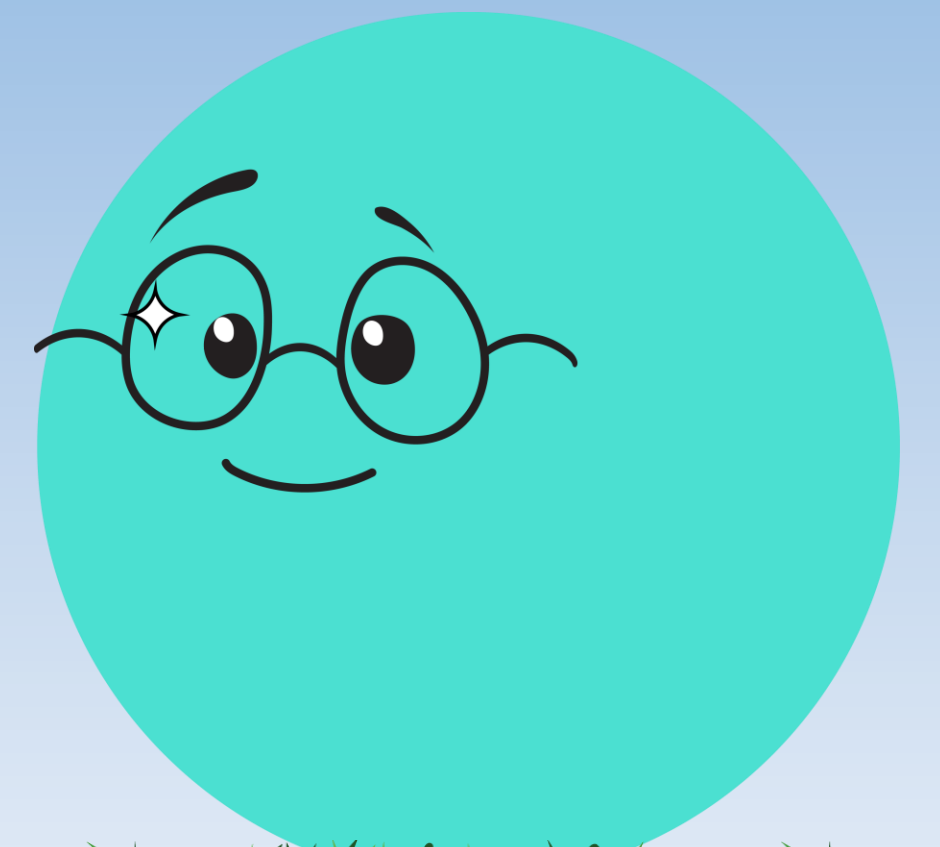
**Background:** Currently over 1 in 10 of 4-5, and 1 in 5 of 10-11, year old children in England are living with obesity<sup>1</sup>. Although obesity is recognised as a serious, chronic, and complex disease, with many genetic, biological, environmental, economic, societal, and psychological factors, this is often not acknowledged in the negative social narrative around obesity<sup>2</sup>. The impact of such weight stigma and bias in childhood can lead to a vicious cycle of poor self-esteem, depressive disorders, impaired school performance, and decreased social involvement, which, in turn, can increase the risk of developing eating disorders, unhealthy weight control behaviours, and further weight gain<sup>3</sup>.

**Aim:** To work in co-production with young people and their families, paediatricians, psychologists, teachers and child weight management experts, to co-design a short film and teaching resource to raise awareness of, and address, weight-related stigma and bias in primary schools.

**Methods:** A series of online and in person coproduction workshops were undertaken with five families who were central to the creation of the characters, storyboard and narration of the film. The teaching resource was aligned to the PSHE curriculum, and was codeveloped with a head teacher, and the staff and pupils across four local schools.

**Results:** The film and teaching resource were piloted in 15 schools before it was formally launched in October 2025. Since then, it has been received by over 320 schools, downloaded over 1,600 times, incorporated into the: anti-bullying alliance website, Food Active's weight stigma hub, healthy weight strategy partnership for Manchester, and received a Silver Award at the 2026 Northern Digital Awards.

**Conclusion:** The film introduced children to body diversity in an accessible, age-appropriate way, gently challenging misconceptions about body size while promoting kindness, inclusion, and respectful communication. The teaching resources provided a structured and supportive framework for teachers to address weight stigma.



**Children said:** they liked the “Circle for people, Different shapes for people, Good colours for people’s skins, Football outside because it at playtimes that problems happen, Being best friends at the end, ‘we can all be different.’”

**Children’s weight management services said:** “it’s a thoughtful and well-structured tool that addresses a sensitive topic with care and clarity. It’s evident that a lot of consideration has gone into making the content age-appropriate, engaging, and aligned with the PSHE curriculum.”

### References:

1. [National Child Measurement Programme annual report, academic year 2024 to 2025](#)
2. [Compassionate child obesity care within a stigmatising society - The Lancet](#)
3. Haqq, AM · Kebbe, M · Tan, Q · et al. Complexity and stigma of pediatric obesity *Child Obes.* 2021; 17:229-240

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