



Building A Better You

Personal Development Life Skills Fashion Program

www.buildingabetteryou2.com

Welcome to the Building A Better You Program overview. "B.A.B.Y." A privately funded program, for females ages 10 to 21, was founded by Ms. Sharon Decoster, a former professional model and existing Life Skills Coach/Mentor. The program originated in 2003 in Wake County where sessions were implemented with girls residing in group homes. Continuous programming occurred when Ms. Decoster established a 16 week program for a non-profit agency that served a population of girls, referred by way of the Juvenile Court system in Durham County for 5 years.

The Building A Better You program serves not only at risk females, but targets girls from all walks of life in Durham and Wake County. The program has been home based at Northgate Mall in Durham NC, on the main level for the past 3 years. This is where majority of sessions are implemented after school and during Saturday academies. One of the many unique components of the Building A Better You program, in addition to workshops being offered remotely, is sessions can be designed to meet particular needs in building up females' self-esteem and confidence, using a contemporary approach.

The Building A Better You program's mission is to empower teens and preteens to become confident, responsible and productive young women in today's complex society. Our core principal is to use fashion as to segue to explore different standards of beauty, promote a healthy body image and overall improve girl's self-esteem.

Below you will see a brief summary of the levels of development and platforms we offer to females as well as males in 2012.

Building A Better You Workshops

We offer 4 development workshops that focus on different areas of development for females ages 10 to 21. Each workshop is 6 to 10 weeks and we also offer a full 16 week program:

- **All About Me**: Self Esteem, Confidence, Leadership, Goals, Values, Procrastination and Financial Literacy

- **My Choice** - Peer Pressures, Gang Awareness, Promiscuous Behaviors, Decision Making and Communication Skills, Conflict Resolution, Bullying and Social Networking

- **My Body Is Important** - Hygiene, Nutrition, Skin and Hair Care, Body Image and Media Impact

- **Fashion My Way** - Etiquette, Wardrobe, Modeling 101, Posture, Poise, Fashion Trends for today's girl, Make-up (age appropriate), Professional makeover to include photo shoot (optional)

Building A Better You Fashionista Summer Camp

A fun, informative, empowering fashion camp for girls ages 12 to 18.

Girls have the wonderful opportunity to build self-esteem and confidence as they explore the world of modeling/fashion; all while being empowered for a week at a College University in North Carolina.

Community leaders and professionals from various careers share wisdom and experience over a week as campers participate in sessions throughout the day. Some of the hands on activities and field trips enable girls to explore different career paths such as banking, culinary arts, law enforcement, fitness and the fashion arena to name a few.

Also for those preparing for college, the opportunity is there for each girl to experience college life first hand for a week since all life skill sessions are held on campus.

"The Style Teen Talk Show"

A Contemporary, Informative, Fashionable, Bold Talk Show for Teens

Coming in the spring 2012

The show will be televised on Public Access stations RTN, Durham Community Media and Peoples Channel. The viewing audience is an estimated 124,000 (+) on local public access stations. Viewing is also available throughout the entire state of North Carolina with internet connect.

"The Style" is a show that creates a safe, yet bold platform for males and females ages 12 to 18 to voice their opinions in a healthy manner. **"The Style"** allows teens to not only be seen, but heard in a positive structured environment.

The show allows relevant teen topics to be discussed and heard that affect young people in the community today.

Community educators and leaders play a key part in sharing intellect and wisdom with youth from all walks of life. Each taping will have an invited guest that comes out and speak to the teen audience.

Since 1st impressions are lasting, a segment of the show will offer makeovers and trendy tips for today's teen that are fashion driven.

“The Style” will create a positive platform for talented and gifted young adults in the community to be seen, heard and possibly discovered by the viewing audience.

The show also has a segment where quick nutrition tips will be shared with youth to help stay healthy and fit, and especially since cases of diabetes and high blood pressure is rising amongst young adults.

Each show closes with an inspirational highlight that warms the soul of many youth who have been burdened by the vicissitudes of life. This highlight allows each youth to leave each taped show feeling empowered and prepared to face the challenges that life brings until the next taping.

Shows will be taped throughout the month in Durham at Northgate Mall and in the Raleigh area.

Sponsors and contributions are welcomed and solicited for support of all services the

Building A Better You program offers.

If interested in scheduling a workshop(s) or for more information about the Building A Better You program please contact:

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Or visit

www.buildingabetteryou2.com

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