



B.R.A.V.E. GIRL

Why BRAVE Girl Matters

Confidence & Self-Worth

- By age 13, more than **50% of girls** report feeling unhappy with their bodies.
- Girls' confidence levels typically **drop sharply between ages 8–14**.
- Nearly **7 in 10 girls** believe they are "not good enough" — in appearance, academics, or relationships.
- Girls are significantly more likely than boys to struggle with anxiety, self-doubt, and perfectionism during adolescence.

Mental Health Crisis Among Girls

- Teen girls are experiencing the **highest levels of sadness and hopelessness ever recorded** — CDC.
- Over **57% of teen girls** reported persistent feelings of sadness or hopelessness.
- Nearly **1 in 3 teen girls** seriously considered suicide.
- Anxiety and depression among girls have risen dramatically over the past decade.

Social Media Pressure

- Teen girls spend an average of **4–8 hours daily** consuming social media content.
- Constant comparison culture contributes to: low self-esteem, body image struggles, anxiety, cyberbullying, and fear of rejection.
- Studies show social media can negatively affect girls' sleep, emotional health, and identity development.

Bullying & Peer Pressure

- About **1 in 5 students** report being bullied at school.
- Girls are especially vulnerable to relational aggression, exclusion, online harassment, and appearance-based bullying.
- Cyberbullying rates continue to rise among middle school and high school girls.

Leadership & Identity

- Many girls begin avoiding leadership roles in adolescence due to fear of judgment or failure.
- Girls are less likely to describe themselves as "confident," "strong," or "leaders" by middle school.
- Empowerment programs improve resilience, academic engagement, self-esteem, and emotional regulation.

Why Programs Like BRAVE Girl Work

Research consistently shows that mentorship, empowerment communities, and confidence-building programs help girls:

- ✓ Develop resilience
- ✓ Improve self-worth
- ✓ Strengthen emotional intelligence
- ✓ Reduce anxiety and isolation
- ✓ Build healthy friendships
- ✓ Discover purpose and identity
- ✓ Become future leaders

Sources: CDC Youth Risk Behavior Survey · Dove Self-Esteem Project · Girls Inc. · Common Sense Media · American Psychological Association

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