

MBIMB Ambassador



MBIMB AMBASSADOR STRATEGY 2026





MBIMB Ambassadors 2026 – Global Strategy Framework

Theme: Building Safer Futures Together

In 2026, our mission is simple, powerful, and life-changing:

We focus on educating as many adults as possible with the MBIMB Programme — because when adults understand body safety, far more children will be protected.

Every workshop, every conversation, and every awareness event creates safer homes, safer classrooms, and safer communities for children everywhere.

Together, we can reach more adults.

And by reaching more adults...
we safeguard many more children.

We focus on raising awareness and giving knowledge to:

- Teachers
- Early years staff
- Youth workers
- Parents and caregivers
- Community leaders
- NGOs
- Churches and women's groups
- Anyone who works with children



Support children safely (only through approved professionals)

Direct sessions with children may only be delivered by:

- Teachers
- Registered social workers
- NGO-affiliated child educators



MBIMB AMBASSADORS 2026



MBIMB AMBASSADOR STRATEGY YEAR AT A GLANCE

BUILDING SAFER FUTURES TOGETHER

January – February 2026

Capacity Building & Ambassador Preparation

Strong foundations, essential training, safeguarding alignment, and goal-setting for the year ahead.

March – April 2026

Community Activation & Early Outreach

Start the conversation, introduce MBIMB to local partners, and inspire teachers, NGOs, and community groups to join the movement.

May – June 2026

Global Week Delivery

Melody the Body-Safety Butterfly leads a joyful and impactful worldwide event

(1st –7th June), raising awareness and bringing communities together to protect children

July – August 2026

Follow-Up & Deepening Impact

Support schools and organisations after Global Week, collect stories, gather feedback, and strengthen the learning.

September – October 2026

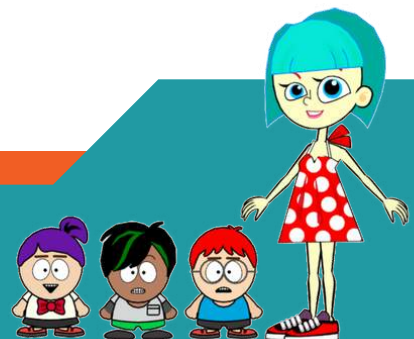
Partnership Building & Expansion

Grow new relationships, develop local networks, present to community groups, and expand MBIMB's reach.

November – December 2026

Reflection, Celebration & Planning Ahead

Share successes, celebrate achievements, prepare for 2027, and recognise inspirational Ambassadors and partners around the world.





YEAR-ROUND AMBASSADOR ACTION PLAN

January – February: Training, Orientation & Getting Ready

Theme: Strong Foundations

This period is all about preparing Ambassadors so that everyone starts the year confident, informed, and aligned with MBIMB's safeguarding standards.

Key Activities:

- Complete Ambassador training (safeguarding, MBIMB course tutorials, digital safety, bullying prevention, etc.)
- Attend Ambassador Welcome Webinar
- Receive MBIMB PowerPoint workshop packs and Ambassador Handbook
- Download Melody the Butterfly assets for 2026 campaigns
- Identify local partners for the year:
 - Schools
 - NGOs
 - Faith groups
 - Rotary Clubs
 - Community centres



Understanding your role

Learning how to educate teachers, parents, and communities

Reviewing your local safeguarding requirements

Planning which courses you want to promote in 2026

Setting personal goals for Global Week





YEAR-ROUND AMBASSADOR ACTION PLAN

March – April:

Community Activation & Early Outreach

Theme: Start the Conversation

This season is about stepping out into the community and raising awareness — not full-scale delivery yet, but introducing MBIMB, connecting with leaders, and inspiring

Key Activities:

- Host short awareness talks for adults (using MBIMB PowerPoints)
- Present MBIMB to:
 - School leadership teams
 - NGO managers
 - Churches and women's groups
 - Community workers
 - Local Rotary Clubs
- Share posters, flyers, and digital resources
- Help schools plan how they may take part in Global Week
- Identify which teachers or social workers can deliver child-facing MBIMB lessons
- Run small parent meetings or info sessions



Understanding your role

- Building relationships
- Introducing Melody the Butterfly and the 2026 vision
- Encouraging teachers and NGOs to sign up for Global Week
- Making sure adults understand the MBIMB mission and safeguarding rules
- This period is about warming up your community, not rushing into teaching children.
- It's the "open the door" stage.





YEAR-ROUND AMBASSADOR ACTION PLAN

May – June:
Global Awareness Week Delivery

Theme: Melody Leads the Movement



This is the heart of our global calendar.

Ambassadors focus on delivering MBIMB Global Awareness Week (1–7 June) — a joyful, powerful opportunity to raise awareness, educate adults, and bring communities together under Melody the Body-Safety Butterfly.

Key Activities:

- Support schools, NGOs, and community groups taking part
- Use MBIMB's official PowerPoints for all workshops
- Promote local fundraising that keeps resources in the region
- Amplify the six daily themes and activities
- Share stories, photos, and impact highlights (with permission)

This is our moment to make the world stop, listen, and learn about child safety.

Understanding Your Role:

Be a Guide, a Connector, and a Voice for Child Safety

During this period, your role is to help schools, NGOs, and community groups successfully take part in MBIMB Global Awareness Week.

You are not expected to teach children yourself (unless you are a qualified teacher or social worker or part of a registered charity)

- You guide adults on how to use the MBIMB resources
- You connect organisations with the right materials and courses
- You share Melody the Butterfly's messages far and wide
- You raise awareness and help communities understand why body safety matters
- You support fundraising efforts that allow MBIMB to provide free resources locally

Your presence, encouragement, and leadership help bring Global Week to life.





YEAR-ROUND AMBASSADOR ACTION PLAN

July – August: Follow-Up & Deepening Impact

Theme: Strengthening Connections

After Global Week, Ambassadors return to the schools and organisations they supported, helping them build on what they learned.

Key Activities:

- Offer follow-up adult workshops
- Provide teachers with additional MBIMB course links and resources
- Introduce emotional-wellbeing tools like the River Room Songbook
- Collect data, feedback, and stories for MBIMB's global impact report

Stay connected with new partners formed during Global Week. This period deepens trust, strengthens learning, and helps communities embed safer practices long-term.



Understanding your role

Strengthen learning and support communities after Global Week

After Global Week, your role shifts to helping schools and organisations build on what they've started.

You will:

- Offer follow-up workshops for teachers, parents, and youth workers
- Share MBIMB's free online courses and encourage continued learning
- Check in with partners to see what additional support they need
- Collect feedback, stories, and permissioned photos for impact reporting
- Help schools set goals for long-term body safety education

Your role here is to help communities move from "one event" to long-lasting change.





YEAR-ROUND AMBASSADOR ACTION PLAN

September – October: Partnership Building & Expansion

Theme: Growing Our Global Community

With renewed momentum, Ambassadors focus on expanding MBIMB's reach by bringing in new partners and building stronger networks.

Key Activities:

- Present the MBIMB Programme to new schools, NGOs, and community groups
- Run adult education sessions using the MBIMB PowerPoints
- Introduce MBIMB's full suite of free courses (digital safety, bullying, peer pressure, etc.)
- Partner with Rotary Clubs and women's organisations to strengthen outreach
- Support local ambassadors or volunteers who want to join the movement

This is a season of growth — widening the circle and opening new doors for 2027.

Understanding Your Role:

During this period, you become a bridge-builder.

You will:

- Introduce MBIMB to new schools, NGOs, churches, community organisations, and Rotary Clubs
- Run awareness presentations using official MBIMB PowerPoints
- Encourage adults to access MBIMB's free online courses
- Support new volunteers or ambassadors interested in joining
- Create strong networks that help protect more children in the future

Your role is to widen the circle and help MBIMB reach new communities.





YEAR-ROUND AMBASSADOR ACTION PLAN

November – December:

Theme: Looking Back with Pride, Looking Forward with Purpose

The final part of the year is about celebrating what we've achieved together and preparing for even greater impact ahead.

Key Activities:

- Share end-of-year impact stories and statistics
- Recognise outstanding Ambassadors, teachers, and partners
- Hold an online "Melody Around the World" celebration
- Plan early outreach for 2027
- Update safeguarding checks and training for the new year

It's a time to appreciate the progress we've made and set strong intentions for the future.



Understanding your role
Your Role:
Champion success, celebrate achievements,
and help shape the future



By the end of the year, your role is to help us reflect on what has been achieved and prepare for the next steps.

You will:

- Share your activities, successes, and key stories
- Help identify what worked well and where support is still needed
- Celebrate your community, your partners, and your own achievements
- Renew your safeguarding checks and training for the next year
- Set early plans for 2027 outreach

Your role is to help us recognise the global impact of our Ambassador family and keep our momentum strong for the year ahead.

YEAR-ROUND AMBASSADOR ACTION PLAN (WITH EDUCATION FOCUS)

MBIMB-Provided PowerPoint Presentations

For all workshops and talks, Ambassadors must use the official MBIMB PowerPoint presentations.

This ensures:

- Accuracy
- Clear safeguarding messages
- Consistency across countries
- Protection for the Ambassador and the organisation
- Easy delivery
-

These presentations will be provided by MBIMB in our Ambassador Section available January 2026

Focus this term: January - February 2026

- Train the adults.
- Build community knowledge.
- Create safer environments around children.



MBIMB AMBASSADOR CODE OF CONDUCT

1. Safeguarding Responsibilities

1.1 Working with Children

Ambassadors may only work directly with children if they are:

A qualified teacher,

A registered social worker, or

An NGO-affiliated educator with appropriate safeguarding clearance.

1.2 Permission

Ambassadors must have written permission from the school, organisation, or NGO before supporting any session involving children.

1.3 Never Alone With a Child

Ambassadors must never be alone with any child under any circumstances.

All child-facing activities must take place:

With teachers or authorised staff present

In approved, supervised locations



YEAR-ROUND AMBASSADOR ACTION PLAN (WITH EDUCATION FOCUS)

MBIMB Ambassador Code of conduct

- **1.4 Handling Disclosures**

Ambassadors must not investigate, question, or attempt to handle any child disclosure.

If a child shares something worrying, or if you have any concern about a child's safety, you must:

1. Stay calm and listen without asking leading questions
2. Do not promise secrecy
3. Do not attempt to investigate

You must then:

- ✓ Report it immediately to the organisation's Safeguarding Lead or Designated Child Protection Officer
- ✓ If urgent or if no safeguarding lead is available, call your local child abuse hotline or emergency services

- This protects the child and ensures the concern is handled by trained professionals who are legally responsible for safeguarding.



2. Workshops, Training & Presentations

2.1 Use MBIMB-Approved PowerPoint Presentations

For all workshops, training sessions, or presentations, Ambassadors must use the official MBIMB PowerPoints provided by the Foundation.

This ensures:

- Safeguarding accuracy
- Consistency of message
- Cultural appropriateness
- Protection for the Ambassador and the organisation

2.2 Target Audiences (Priority for 2026)

Ambassadors focus on educating:

- Teachers
- Parents and caregivers
- Community workers
- Youth leaders
- Early years teams
- NGOs and social services
- Faith groups
- Rotary Clubs
- All adults who work with or support children

MBIMB AMBASSADOR CODE OF CONDUCT

Representation & Professional Conduct

3.1 Brand Consistency

Ambassadors must:

- Use MBIMB-approved visuals, logos, and materials
- Follow MBIMB's key messages
- Use UK English spelling where required
- Represent Melody the Butterfly appropriately

3.2 Respect & Inclusivity

Ambassadors must:

- Treat all people with respect, dignity, and kindness
- Promote inclusivity and cultural sensitivity
- Honour local customs and languages
- Communicate in a child-safe, reassuring manner

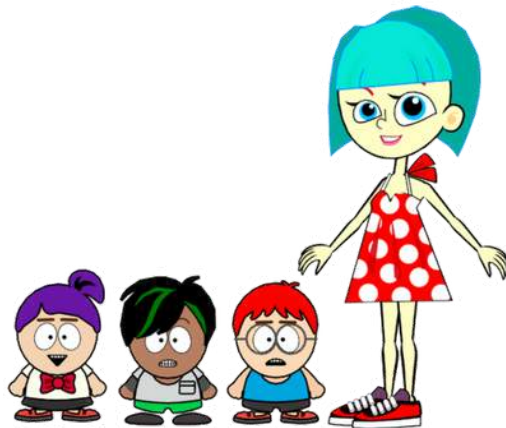
3.3 No Financial Requests

Ambassadors may not:

- Ask individuals for personal payments
- Charge for teaching MBIMB to children
- Accept personal gifts or financial benefit

All fundraising must follow MBIMB guidelines:

Funds raised stay within the region to support child-safeguarding education.



4. Digital Conduct

4.1 Online Safety

Ambassadors must:

- Share only approved MBIMB materials
- Ensure photos/videos of children have written consent
- Never post identifiable images of a child without permission
- Model safe digital behaviour

4.2 Online Teaching

If supporting online learning:

- Ensure a teacher or authorised adult is present
- Never engage in private messaging with a child
- Use approved platforms

MBIMB AMBASSADOR CODE OF CONDUCT

5. Reporting & Accountability

5.1 Activity Reporting

Ambassadors agree to share:

- Photos (with permission)
- Reach numbers
- Event summaries
- Stories and successes

These help MBIMB demonstrate global impact.

5.2 Concerns & Incidents

Any safeguarding concern must be reported immediately to:

- The hosting organisation's safeguarding lead
- MBIMB Headquarters (where appropriate)

6. Commitment to MBIMB Values

Ambassadors agree to uphold MBIMB's core values:

- Kindness
- Integrity
- Respect
- Simplicity
- Creativity
- Child safety above all else
-

Every Ambassador is a voice for protection and empowerment, helping communities learn to keep children safe.



MBIMB AMBASSADOR TRAINING AND CATCH UP

January 15th, 2026 · 5:00 – 6:00 pm (London Time)

March 15th 2026 · 5:00 – 6:00 pm (London Time)

May 15th 2026 · 5:00 – 6:00 pm (London Time)

July 15th 2026 · 5:00 – 6:00 pm (London Time)

September 15th 2026 · 5:00 – 6:00 pm (London Time)

November 15th 2026 · 5:00 – 6:00 pm (London Time)

Time zone: Europe/London

Google Meet joining info

Video call link: <https://meet.google.com/fyv-kwy-tgnk>



THANK YOU



Thank you for being here.

By becoming a My Body Is My Body Ambassador, you are choosing to stand up for children — through education, music, and conversation. Every song shared, every conversation started, and every adult trained helps create safer spaces where children feel heard, respected, and protected.

You don't need to be an expert.

You don't need special equipment.

You just need to care — and to be willing to start the conversation.

Together, we are building safer futures, one child at a time.

Thank you for joining us.