

## **THE WOMAN BOSS SCHOOL AMBASSADORS INITIATIVE**

**MANTRA: “Be proud of your melanin.”**

NAME: Beatrice Y. Kamara

AGE: 17

SCHOOL: Ndows Comprehensive Senior School

GRADE LEVEL: 12(twelve)

FIELD: Arts

### **COMMUNITY INITIATIVE**

- ✓ Awareness on the harmful effects of skin bleaching/lightening

### **UNDERLYING PROBLEM**

A healthy and well-nourished skin produces a good outer character in us human beings. I have personally sensed that youths of today especially young girls are engaged in skin lightening/bleaching as a way of improving their self-esteem. According to their unfounded beliefs, black is not beauty so they go the extra mile to expose their skin to unhealthy chemicals like hydroquinone. Skin bleaching can result to cancer, dermatitis, mercury poisoning, to name a few.

### **SOLUTION**

I intend to solve this problem by going on a school tour to raise awareness on the harmful effects of skin bleaching. Also, encourage young girls like me to be confident about their natural beauty, to believe in themselves and not change for anyone or for any reason whatsoever.

## IMPLEMENTATION GUIDELINE

July	<p>Recruit Resource persons</p> <p>Write to target schools namely:</p> <ul style="list-style-type: none"><li>• Ndows</li><li>• SOS</li><li>• Gambia High</li><li>• Muslim</li></ul>
August	Implementation