

# Gender equality: guide for families

## What are gender stereotypes?

Fixed and widely held ideas about roles and behaviours that society thinks appropriate for men and women, girls and boys. For example that boys are more active, adventurous and tough and that girls are more caring, emotional and concerned with appearance. These stereotypes are everywhere in children's lives – in clothes, toys, books, media and language.

Children learn what those around them expect of them as a girl or a boy and their brains adapt. What might look like a child's free choice of toys, friends, subjects or jobs is heavily influenced by the messages the child has absorbed from birth about what's suitable for their gender. **The good news is that we can change these messages.**



'That's not very ladylike'

'Man up'

I'm Too Pretty To Do Math

Ladies Lock up YOUR DAUGHTERS

Future Trophy Wife

## Why are they bad for everyone?

Gender stereotypes can limit children's choices, behaviour, aspirations and even achievement. They are bad for individuals and for society. They steer girls and boys in different directions – feeding different subject choices, different job options and even different health outcomes.

Study and work:

- > In childhood, construction and science toys are often sold 'for boys'. At A level, only 10% of computing and 22% of physics students are girls. At work, less than 10% of engineers are female.
- > In childhood, children learn that dolls are 'girls' toys' and that women do more caring work. At work, fathers are twice as likely to be turned down in a request for flexible working. Only 11% of nurses are male.
- > When it comes to children's career ideas, the gender divide is as strong at age 4 as at 14.



## FAQs

- > *But aren't girls and boys just different?*  
Despite popular perceptions, there is no credible scientific evidence of natural difference in interests or skills between genders. Children learn from the stereotypes surrounding them what is considered 'normal' for their gender – and their choices adapt accordingly.
- > *What's wrong with girls and boys liking different things?*  
Nothing, so long as it is down to an individual child's preference rather than pressure to conform. Girls and boys are more alike than different.
- > *Are you saying I should stop telling my daughter how pretty she is?*  
No – but if her appearance is what your daughter is most often praised for then she may start to think that society values her looks above her other qualities.
- > *What about boys?*  
Statistically, boys are more likely than girls to achieve lower grades in school, to go to prison and not to seek help for mental health problems. Harmful gender stereotyping contributes to these outcomes.

**Our aim: that children be free to make their own way as individuals, unlimited by gendered expectations**



# Gender stereotyping: what can we do about it?

## Toys:

- Building blocks, puzzles and construction develop spatial awareness. Dolls and imaginary play help to develop empathy and communication. Introduce a range of toys for all children.
- Thinking about buying presents? For help avoiding gifts which reinforce gender stereotyping see the Let Toys be Toys website at [www.lettoysbetoysof.org.uk](http://www.lettoysbetoysof.org.uk) – especially their Gift Guides and recommended retailers.

## Expectations and aspirations:

Beware assumptions which might influence children's aspirations – e.g. by suggesting certain jobs are more for women or men or by assuming a future role as carer for girls and breadwinner for boys.

## Attitudes:

- Teach children that caring roles are rewarding and important – and ensure that boys can see themselves in caring roles.
- All emotions are for everyone! Don't discourage boys from crying or expressing how they feel.
- What praise are children given? e.g. repeated praise of girls as pretty and boys as clever or strong teaches children what society expects of them.

## Opportunities to challenge gender stereotypes:

- In role-play games with younger children, who plays what roles?
- Talk to children about what they are seeing on TV – in what roles are male and female characters shown? How are female and male characters dressed?
- Look for positive role models of female leaders, women in sport, men in caring roles.

## Language:

- Think about the messages language can suggest – e.g. 'man up' suggests that boys should not show their emotions. Never use 'girl' or 'girlie' as an insult.
- 'We need a strong man to open that' 'I can't do that with these nails' – throwaway comments can have a powerful impact on children.
- Use 'humankind' rather than 'mankind' or 'firefighter' rather than 'fireman' – avoid using the masculine to refer to everyone.

## Around the home:

- Who do children see doing what work around the house?
- What chores are children given at home – are they different for girls and boys?
- Is different behaviour expected of sons and daughters?
- If newspapers and magazines show women and men in stereotypical roles, question these so that children don't assume that's just the way the world is.

## Clothes and shoes:

- Are girls wearing clothes or shoes which are more delicate – which they need to keep clean or which hinder them in climbing or kicking a ball?
- Think about slogans, colours and the messages they send.

## Similarities and differences:

- Don't set up girls and boys as 'opposite' or separate – there are more similarities between them than differences.
- Beware treating girls or boys as uniform groups.
- Friendships between genders are to be encouraged.