

Introduction to Gender Stereotypes - 6th Grade Virtual Activity

WISE is an organization that supports people who have experienced abuse and violence. WISE educators spend a lot of time in schools talking with students about these issues so that people know that it is not okay and that they deserve help. We also want to think with young people about how we can create a world without violence. When WISE visits 6th graders, we spend our time talking about gender stereotypes.

A **stereotype** is an assumption made about an entire group of people. **Gender stereotypes** are all of the assumptions made about boys and girls. Gender stereotypes tell us that boys have to be strong, athletic, and rambunctious and that girls have to be quiet, calm, and care about their looks. We know that all boys aren't the same and all girls aren't the same. We all have some things about us that fit the stereotype and some things that don't.

Gender stereotypes are harmful because:

- Gender stereotypes hold us back! They make us feel pressure to act and look certain ways that we might not want.
- Gender stereotypes make it seem okay to assume things about people. Everyone is different, and it's best to get to know them first.
- When people don't fit their gender stereotype, they might feel left out or get made fun of.

At WISE, we want to get rid of gender stereotypes. We want everyone to be themselves!

ACTIVITY

- Take a look at the advertisements on the next page. Find three stereotypes about boys and three stereotypes about girls.

Stereotypes About Boys	Stereotypes About Girls

- Then create your own advertisement! Pick any product you want and design an advertisement without any gender stereotypes. You can create an advertisement using materials you have around your house or digitally using apps you have on your phone or computer. You might even record a commercial! If you email us your final product, we will share it on our social media.

Send to: celine@wiseuv.org.



Because boys test their shoes to destruction, so do we.



Because girls love comfort and style, we design both into our shoes.



Walmart
Save money. Live better.

