

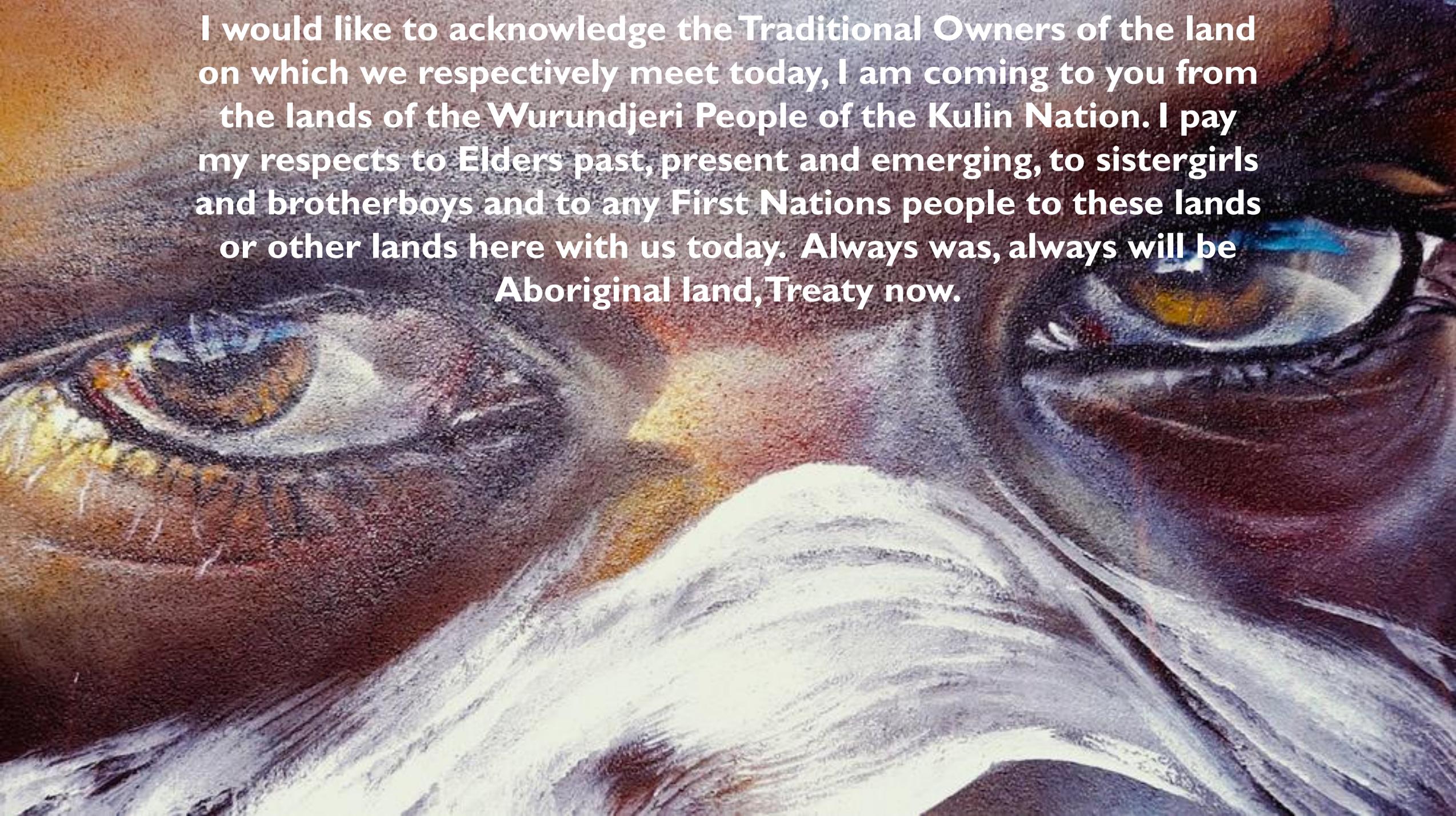


ST VINCENT'S
HEALTH AUSTRALIA

No Gender December 2020 // Disrupting the Gender Binary for Children and Young People

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I would like to acknowledge the Traditional Owners of the land on which we respectively meet today, I am coming to you from the lands of the Wurundjeri People of the Kulin Nation. I pay my respects to Elders past, present and emerging, to sisters and brothers and to any First Nations people to these lands or other lands here with us today. Always was, always will be
Aboriginal land, Treaty now.



What is No Gender December?

The holiday season brings a myriad of catalogues and gift guides selling kids' toys. Many toy retailers use gendered marketing which influences children and consumers alike, by sending strong messages about the appropriateness of their choices. Colour codes, labels and imagery all have a narrowing effect on our children's perspectives.

Gendered marketing informs children's feelings about whether it's socially acceptable to show interest in a toy. Some take this "knowledge" into the playground, where they quickly chastise any child who demonstrates an interest in the "wrong" colour or toy for their gender. Children also may be learning not to show interest in certain toys for fear of being teased.

Corporations' interests lie in making money, not in childhood development. Don't let them dictate your child's interests, skills, perspectives... their future.

It's time to bring gender equality to the world of toys and children.

Let's create opportunities for kids to develop a broad range of skills, support them in discovering a whole rainbow of colours, encourage them to learn about themselves and each other, free from the limitations of gender stereotypes.

We're raising individuals. Not gender stereotypes.

Let's Dive in Deeper

Let's reflect on what messages we are sending children

Here's a few to get us started:

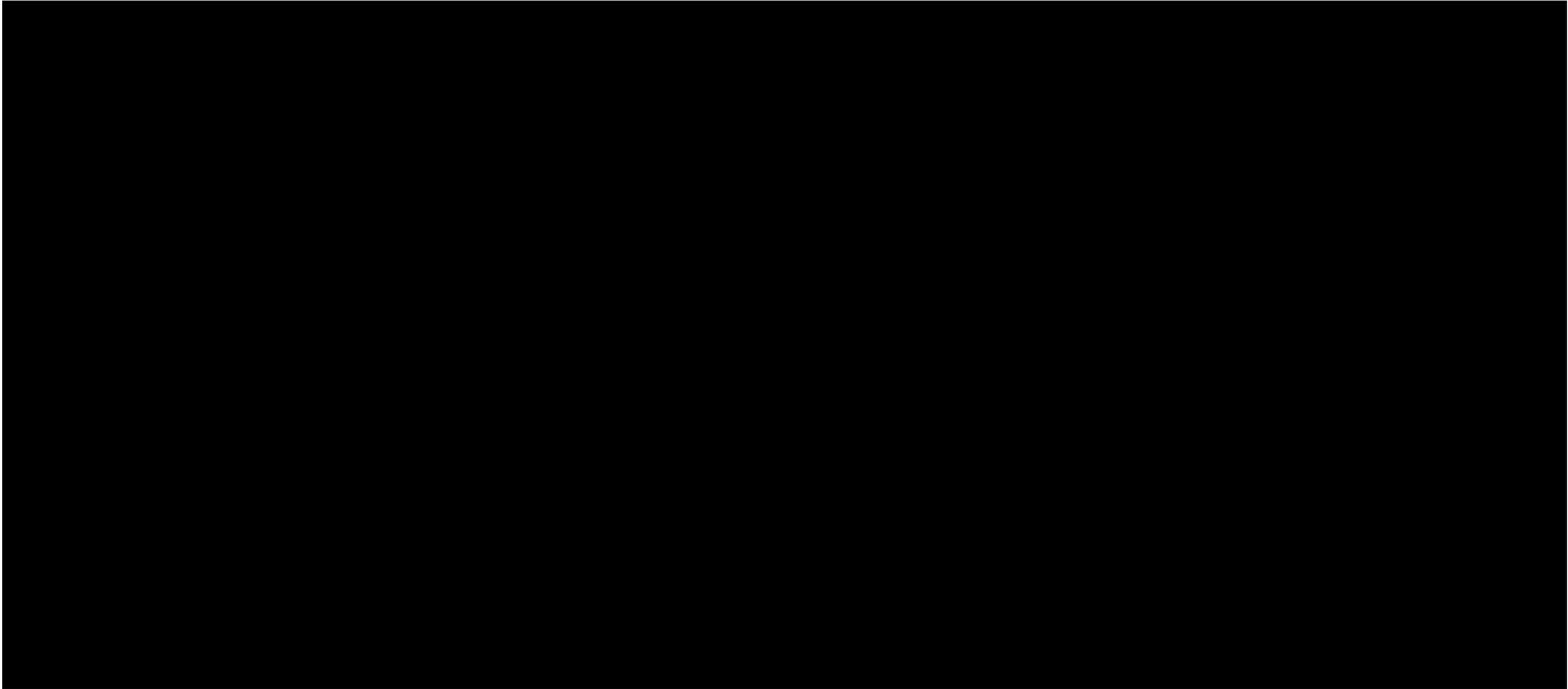
We platform whiteness = white supremacy

We send the message that girls must be small, skinny, and pretty; conforming to Western standards of beauty

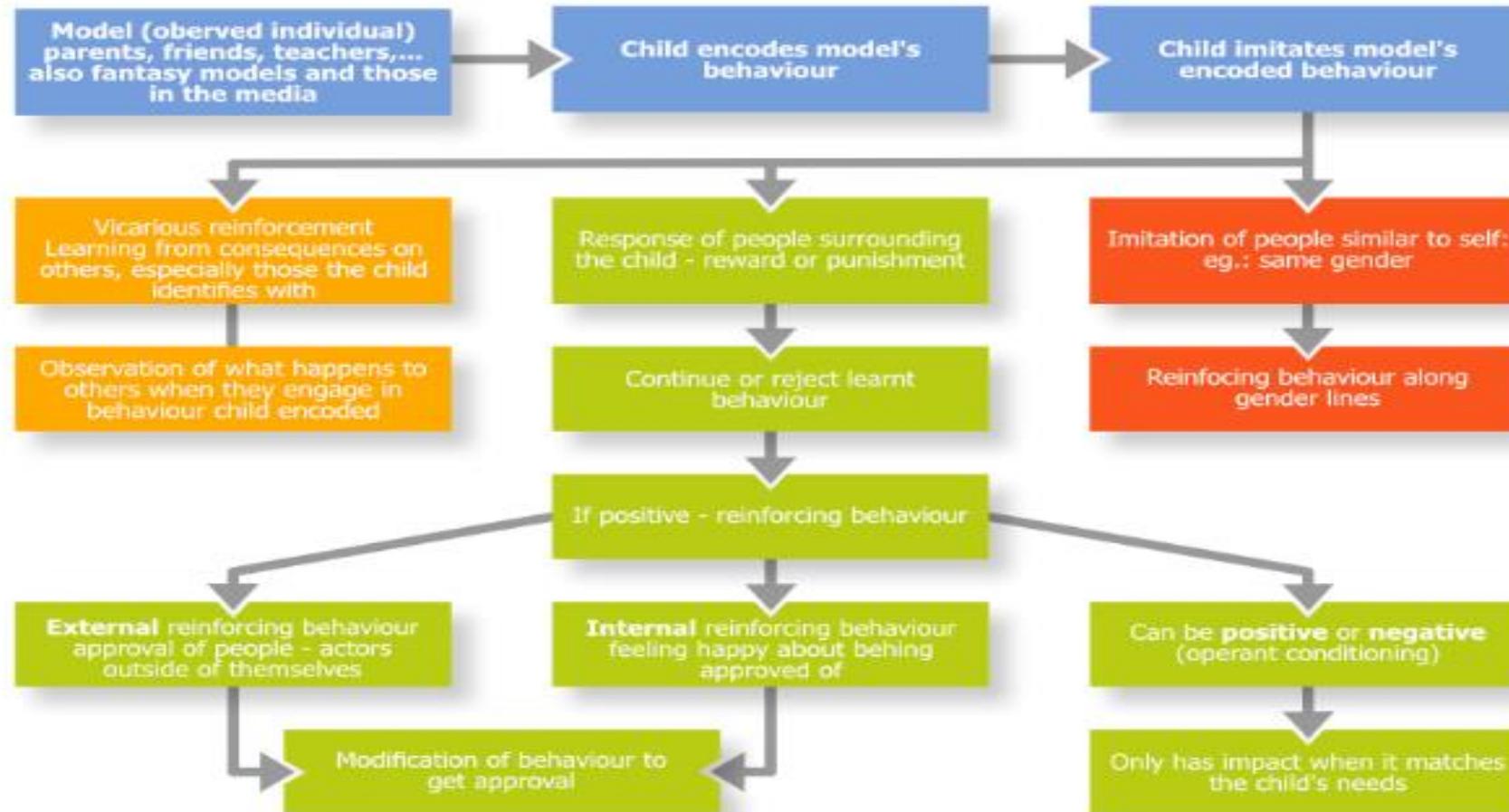
We send the message that boys must be big, muscular and tough, we imprison them in the 'man box'



Let's Dive in Deeper



Social Learning Theory – Bandura (1977)



CJ's Story



How Might We Disrupt the Gender Binary?



- Empower yourself so you can empower others, read the work of No Gender December here inclusive of up to date research findings: <http://www.nogenderdecember.com/>
- Show your public support by signing No Gender December's pledge to give gifts not stereotypes here: <http://www.nogenderdecember.com/>
- Spread the word across your families and professional networks, some ideas could include -
- Host a No Gender December awareness raising morning tea
- Write a social media post from Dec 1st spreading awareness about the harms of gender stereotypes
- Uplift children and young people in your life to be themselves, encourage others to do the same

