

## Communication Challenge

As part of the ongoing **Shattering Stereotypes** project, we are asking you to participate in one final challenge!

Back in the autumn, we all took part in a discussion on gender stereotyping. We looked at how everything from toys, to sports to subject choices at school can be influenced by assumptions people make based on gender. Now it is your turn to help us tackle these stereotypes by telling others.

**Gender stereotypes** are assumptions about people based on their gender. These assumptions might be about;

- someone's personality or interests;
- how well they will do at a task;
- how they are likely to behave;
- the types of jobs they are likely to do.

### The Challenge!

- Pick an audience you would like to work with from the list below.
- How would you explain to them what **gender stereotyping** is?
- How you get across to them why it is **important to you**?
- Why would it be **important to them**?

The Challenge is to make something to help you answer these questions. There are some ideas for you to start with, but please do get creative. Interesting ideas will be used in our project at next year's schools!

You will be working together in groups assigned by your teacher. You can start thinking about what you want to do from today.

We are excited to see what you can make together and help us tackle gender stereotyping at school, at home and everywhere!

**STEP One:** Get together in your groups and pick an audience you want to communicate to from the following list:

- Your friends / classmates.
- Your parents / carers.
- Your teachers.
- Younger students in primary schools / your younger siblings.
- Any other group you can think of! (Check with your teacher)

**STEP Two:** Think about your audience. Look at the challenge questions and think about it from their point of view. Why would they be interested?

**STEP Three:** Take a look at the list of ways you could communicate to your chosen audience. What would work best? What would you need on the day? This take the form of a:

- Poster
- Leaflet
- Collage
- Comic Book
- Illustrated Quote
- Superhero
- Postcard
- Something for school newsletter / website
- Lesson plan
- Short Movie / Podcast
- Anything else you can think of!

**STEP Four:** Now make your project! On the Challenge Day we will provide loads of craft material. Think about what else you may need to help you create. You will have a few hours to create something to help you reach your audience.

**STEP Five:** Present your creation to the rest of the group and show-off your hard work! Each group will have four minutes.