



Disrupting gender stereotypes: Practical solutions for gender sensitive practice

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About Close the Gap

Scotland's expert
policy advocacy
organisation
working on
women's labour
market equality

Work with
policymakers,
employers and
unions

Influence and
enable action
that will tackle
gender pay gap

Operating since
2001



Gender equality: where are we now?

Gender pay gap still exists – 14.3%

VAWG still prevalent – sexual harassment/bullying

Endemic gender stereotyping

Persistent gender segregation in subject choice

DIFFERENT OUTCOMES FOR WOMEN AND GIRLS



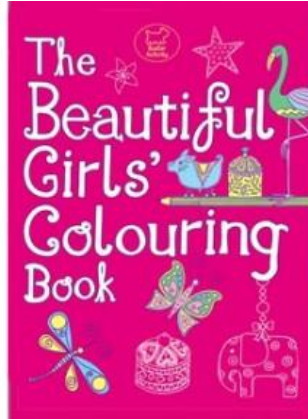
Gender stereotyping: a persistent problem

“Children are actively searching for ways to find meaning in, and to make sense of, the social world that surrounds them and they do so by using the **gender cues provided by society** to help them interpret what they see and hear.”

(Martin and Ruble, 2004)



Gender is everywhere





Toys and play

1981



What it is is beautiful.

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

Younger children build for fun.
LEGO® Universal Building Sets for children ages 3 to 7 have colorful bricks, wheels, and friendly LEGO people for lots and lots of fun.

Older children build for realism.
LEGO Universal Building Sets for children 7-12 have more detailed pieces, like gears, rotors, and treaded tires for more realistic building. One set even has a motor.

LEGO Universal Building Sets will help your child discover something very, very special themselves.

Universal Building Sets
744 3-7 years old
116 7-12 years old
LEGO

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Now





Gender stereotypes: a persistent problem



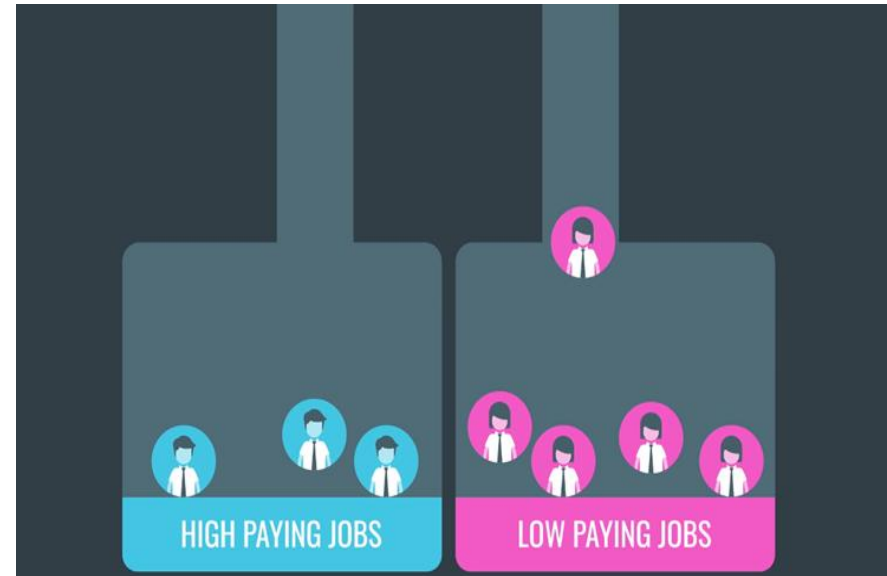
- Present from birth
- Neurosexism
- Norms
- Reinforcement
 - Clothes & toys
 - Parents
 - Language
 - Behaviours
 - Role models
 - Peer policing



The impact on girls and young women

“Girls and boys have the same chance of being successful in their future jobs”

Age	Agree (%)
7-10 years	86
11-16 years	54
17-21 years	35

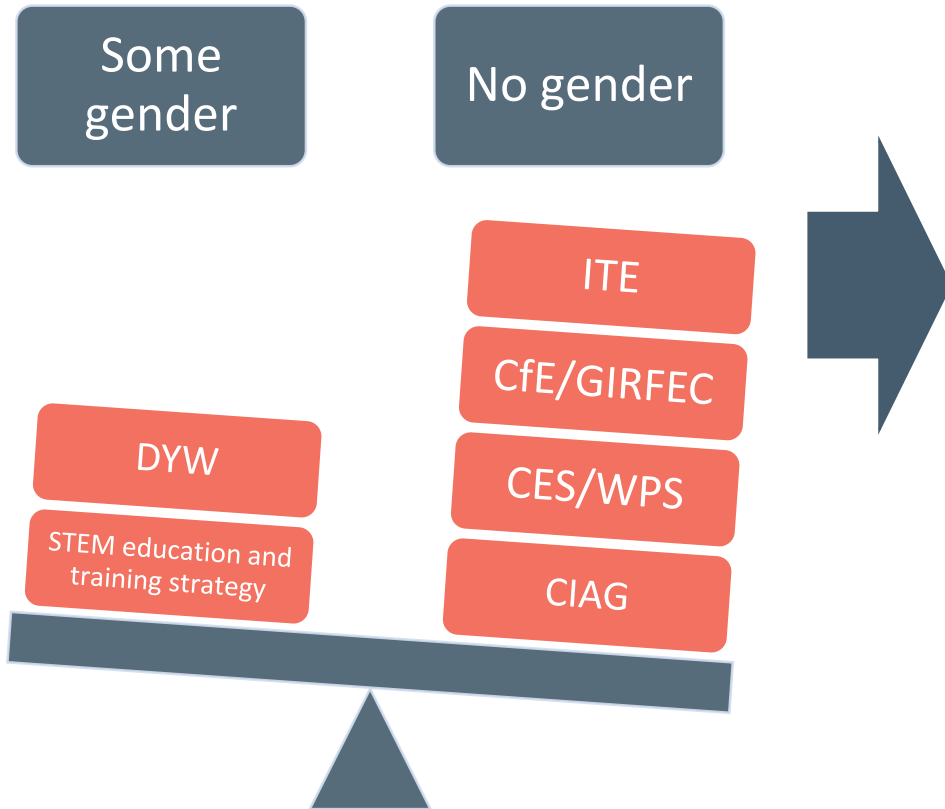


Source: *Girlguiding UK (2016) Girls' Attitudes Survey*



WHY?

Gender in education policy

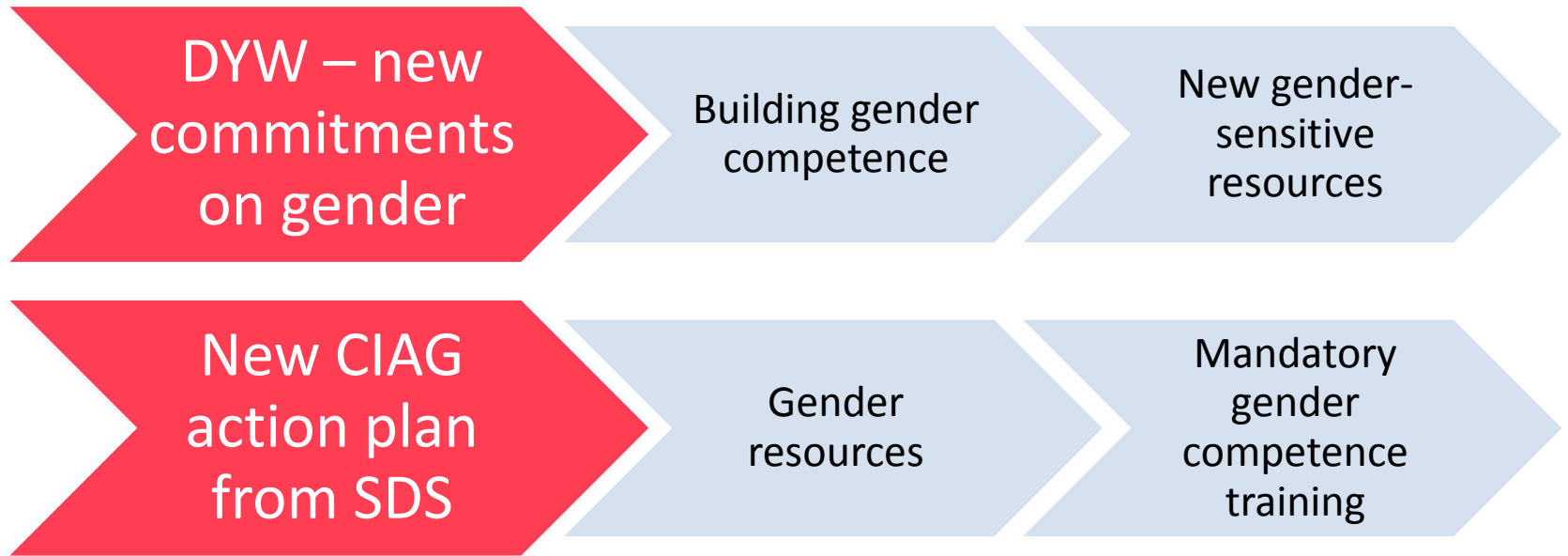


Result

- No strategic approach
- Low priority
- Lack of gender competence
- Generic approach



Some recent progress





Some problems remain

Still struggle to
acknowledge lack
of progress

Gender
stereotyping seen
as inevitable,
natural

Complacency

Sense of defeatism
– other
actors/spaces

Fear of change

Don't know where
to start



Practitioner perspectives

What do you think are the main barriers to taking a gendered approach to careers advice?

What support and training do you need?

Practical suggestions for solutions from a practitioner perspective?



Role of Career Adviser

- Be aware of gender stereotypes
- Build gender competence
- Reflect on your practice
- Learn how to critically evaluate policy
- Speak up



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