



Media Mindful Challenging Gender Stereotypes



Welcome to your one stop guide to Girlguiding Scotland's new campaign, Media Mindful.

What is Girlguiding Scotland's Media Mindful campaign?

51% of girls aged 11-21 have seen adverts online that made them feel pressured to look different

43% of girls aged 7-21 felt they didn't have or weren't sure if they had the skills to understand what is real and not real in the news, media and online

68% of girls aged 11-21 feel newspapers, magazines and influencers on social media need to do more to stop reinforcing gender stereotypes

Too often the media uses gender stereotypes or focuses on the appearance of women and girls, rather than their abilities and skills. This portrayal and a lack of diverse representation is holding girls and young women back from pursuing their passions and reinforcing the idea that their value is only in how they look. This is having a negative mental health implications and girls and young women need more support to navigate and speak out against these pressures.

Media Mindful aims to empower and support girls to:

- Challenge gender stereotypes and negative portrayals of women and girls in the media
- Equip them with the skills to be critical about what they are reading, watching and creating
- Take action to ensure the media is more equal and fair

The campaign has been developed by Girlguiding Scotland's Speak Out Champions. Speak Out is Girlguiding Scotland's Youth Voice, launched in 2018 as part of the Year of Young People. We lead the group because we want our work to reflect the issues girls and young women are facing. Speak Out provides us with a platform to use our voices to seek change at the highest levels.

As part of the campaign we've teamed up with the University of Strathclyde and Gender Equal Media Scotland to create the Media Mindful challenge pack full of activities designed to equip girls to develop media literacy skills.

You can download the full pack [here](#) and check out the Media Mindful badge that Girlguiding members can earn.

What are we calling for?

- Newspapers, magazines, businesses and influencers to ditch narratives that reinforce gender stereotypes
- The media to celebrate and promote a more diverse range of women that reflects the population, particularly in reality TV and in the beauty and fashion industry
- Politicians and the public to call out gender stereotyping in the media
- Print and online magazines to stop publishing articles that compare women's bodies and promote body shaming
- Social media platforms to urgently address the ways in which its users reinforce appearance pressures
- Greater transparency on how girls and young women can be raised and report concerns on social media

How can you get involved?

You can show your support for Media Mindful by taking to your own social media platform!

Jump to the back of this pack and you'll find our supporter sign. You can either print one off, pose for a Media Mindful selfie and share this with us by tagging @GirlguidingScot and using the #MediaMindful. Or why not share our [digital supporter sign](#) instead?

Below is some sample wording but feel free to write your own.

I'm supporting @GirlguidingScot's new #MediaMindful campaign created to empower girls & young women to challenge how women are represented in the media. Find out more → girlguidingscotland.org.uk/media-mindful

I'm proud to be #MediaMindful! @GirlguidingScot are launching their new campaign to support girls and young women to take action and put a stop to sexism in the media. Find out more → girlguidingscotland.org.uk/media-mindful

Check out my #MediaMindful selfie! Find out more about @GirlguidingScot's new campaign created to end gender stereotypes in the media. Find out more → girlguidingscotland.org.uk/media-mindful

Week of Action

Join us from 23 - 29 November for our Media Mindful week of action! During this week we will be asking everyone to take part in our #ChangeTheHeadline challenge to correct sexist news headlines.

E.g. "Angelina Jolie hides figure in black baggy sack dress as she visits Syrian refugees." →

UNHCR Special Envoy, Angelina Jolie, met families displaced by the conflict in Syria.

Much better.

Want to find out more?

If you would like to find out more about the Media Mindful campaign and how you can get involved in Girlguiding Scotland's wider work to empower girls in Scotland, please contact Nicoletta Primo, Policy Officer at Girlguiding Scotland on:

Email: nicoletta@girlguiding-scot.org.uk

Mobile: 07852 554 779 (out of hours)

We hope you will support us in our Media Mindful campaign and help us change the narrative.

Hannah Brisbane, Lead Volunteer for Voice & Girlguiding Scotland's Speak Out champions





I support
Media Mindful

Girlguiding Scotland