

Promoting Gender Equity in the Early Years



Win

10 STORYBOOK
PRIZES

COLOURING IN COMPETITION

Dear Parents and Carers,

The early years of a child's life are a critical time when gender roles and stereotypical beliefs of what it means to be a boy or girl are shaped, and when positive influences on children's and families' understanding of gender norms can most easily be achieved. (Rainbow Families Council, 2012; Our Watch 2015).

The Colouring In Competition is open to local children aged up to 5 years. This activity was created to raise awareness of gender equity in the 16 days of Activism campaign against gender-based violence (25th November – 10th December).

This colouring activity is a great way for families to have a positive influence on gender, promoting that boys and girls can like and do the same things. You can pop your child's colouring on the fridge at home creating awareness and conversation.

To enter the draw to win one of 10 children's story books

- take a photo or scan your child's entry, and
- email to us with your contact details to eatmovesmile@shdh.org.au

You can discuss as a family how girls can be similar to and different from each other and how boys can be similar to and different from each other. This helps teach children that games, clothes, colours and toys that people prefer do not have to match whether they are a boy or a girl. This can be broadened to adults; just like girls and boys are the same and different, so are grown-ups. Men and women can have any favourite clothes or colours and can choose the kind of job they like. There are endless opportunities for parents and carers to have a positive influence on gender, through encouraging children's play, language, toys and storytelling.

The issue of gender equity is everybody's business and everybody's responsibility. We need to work as a whole community to create a more equitable Swan Hill District and what better place to start than with our future generation!

For more information contact Health Promotion 5033 9337.



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