

GIRLS INC. TIPS FOR TEACHING GIRLS TO BE MEDIA SAVVY

**girls
inc.**

Inspiring all girls
to be strong,
smart, and bold

- Encourage girls to question media messages and think critically about the entertainment, news, and advertising media they consume.
- Provide access to an array of toys and guard against verbal or nonverbal signals that you approve or disapprove of certain toys because of their gender association.
- Celebrate the accomplishments of women who are succeeding in nontraditional areas. Through books, videos, the Internet and real life meetings, introduce girls to a wide range of successful women.
- Confront notions of female fragility. Encourage girls to challenge views in the media and elsewhere of assertive women as “unfeminine” or destructive.
- Debunk the myth that girls and boys are “hardwired” for completely different styles of play, education, and fields of study.
- Help girls develop a healthy body image by teaching them that beauty comes in different sizes, shapes, colors, and abilities. Encourage girls to focus on health, flexibility, and strength.
- Offer information and encourage skill development and attitudes to advocate for changes in how media represent girls and women, including stereotypes, lack of diversity, body image, and sexism, as well as other issues such as substance use, violence, and consumerism.
- Ask girls to notice the number of slogans and logos they encounter in everyday life and remind them that the purpose of advertising is to persuade people to buy or use certain products.

