



BC Society of  
Transition Houses



## *Empowering Girls to Speak Out about Sexualization in the Media*

### 1. **Media influences us all**

Critically ask: whose interests are being served? Who is the intended audience?

### 2. **How did that get there?**

Products appear in movies and TV shows because marketers are trying to sell it to you.

### 3. **You're more than how the media portrays you**

There's much more to what girls think, feel, and do than what is in the media.

### 4. **The truth is out there**

Challenge the media to promote more positive and balanced portrayals of girls by speaking out on social media.

### 5. **Labels are for clothing, not people. Be unique!**

Don't stereotype yourself: you're so much more than a label or a category in a magazine quiz.

### 6. **Anyone can like anything, regardless of gender**

"Girl stuff" and "boy stuff" are labels that deny girls and guys the opportunity to like certain things and be who they are.

### 7. **We're people first**

It's okay if you like the stuff the media calls "girly," just don't let it define who you are as a person.

### 8. **They really are there for you**

Don't overlook safe adults as possible role models and sources of information, advice, and support.

### 9. **Knowledge is meant to be shared**

Spread your knowledge to other girls, boys, and even your parents and teachers.

### 10. **Power in your hands and at your fingertips**

You have the power to speak out against things you don't like in the media. Social media makes it easy to have your say and find others who feel the same way.

*Adapted from the YWCA of Metro Vancouver*  
www.bcsth.ca

