

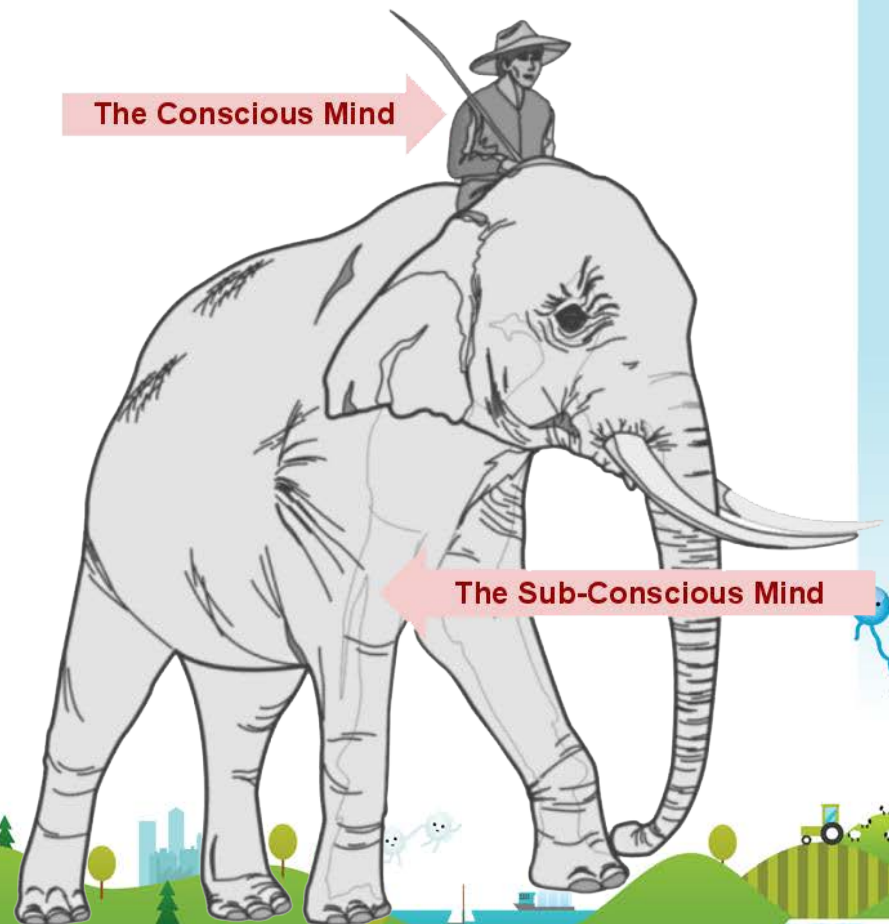


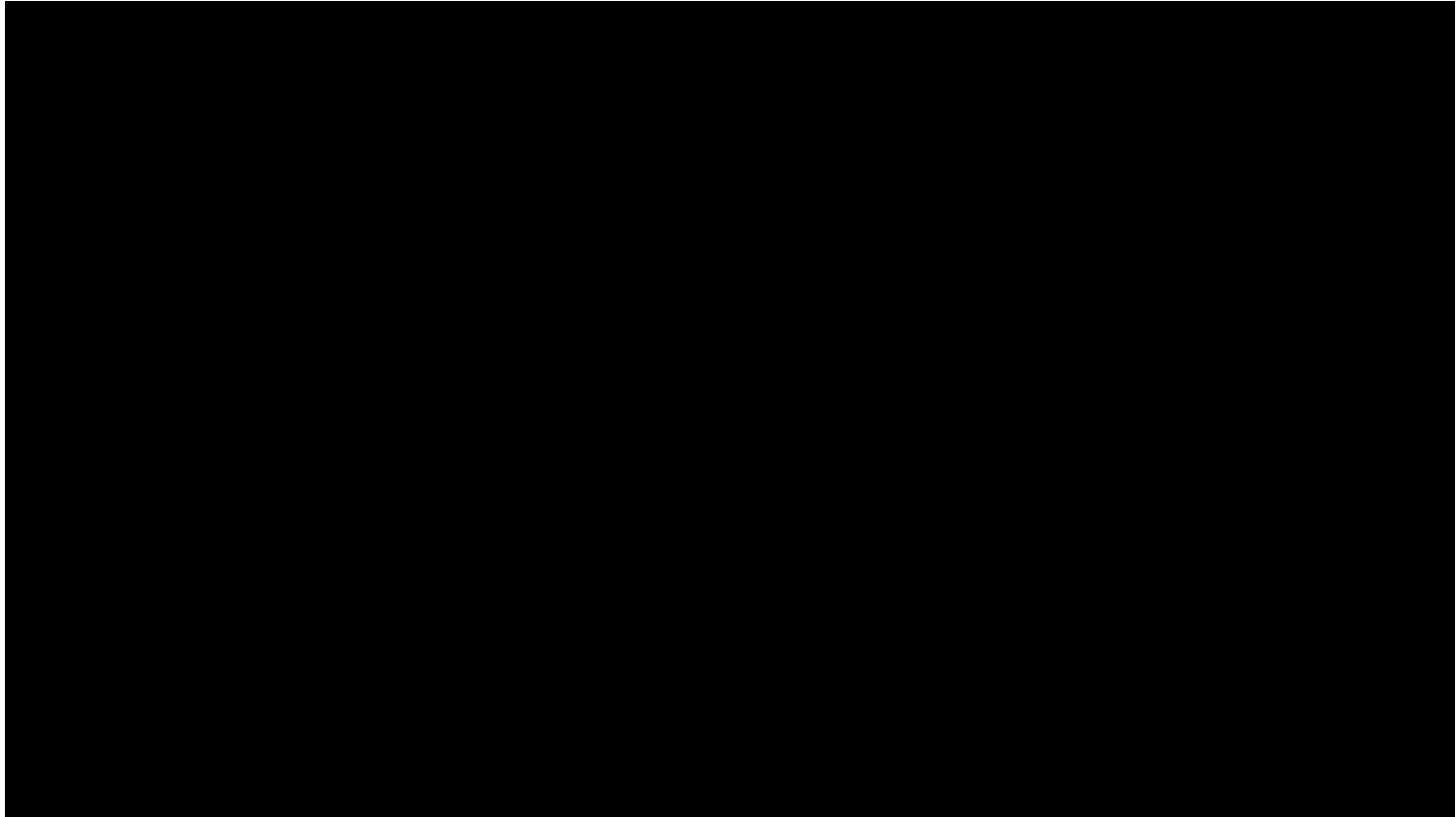
Towards a national strategy for improving gender inclusion
across formal and informal STEM education



Our Unconscious Bias:

- Normal, natural, quick and effective at helping us navigate the world
- Rooted in our background, cultural and environmental experience
- At the core of understanding where our stereotypes come from
- Effects our decision making and impacts those we engage with

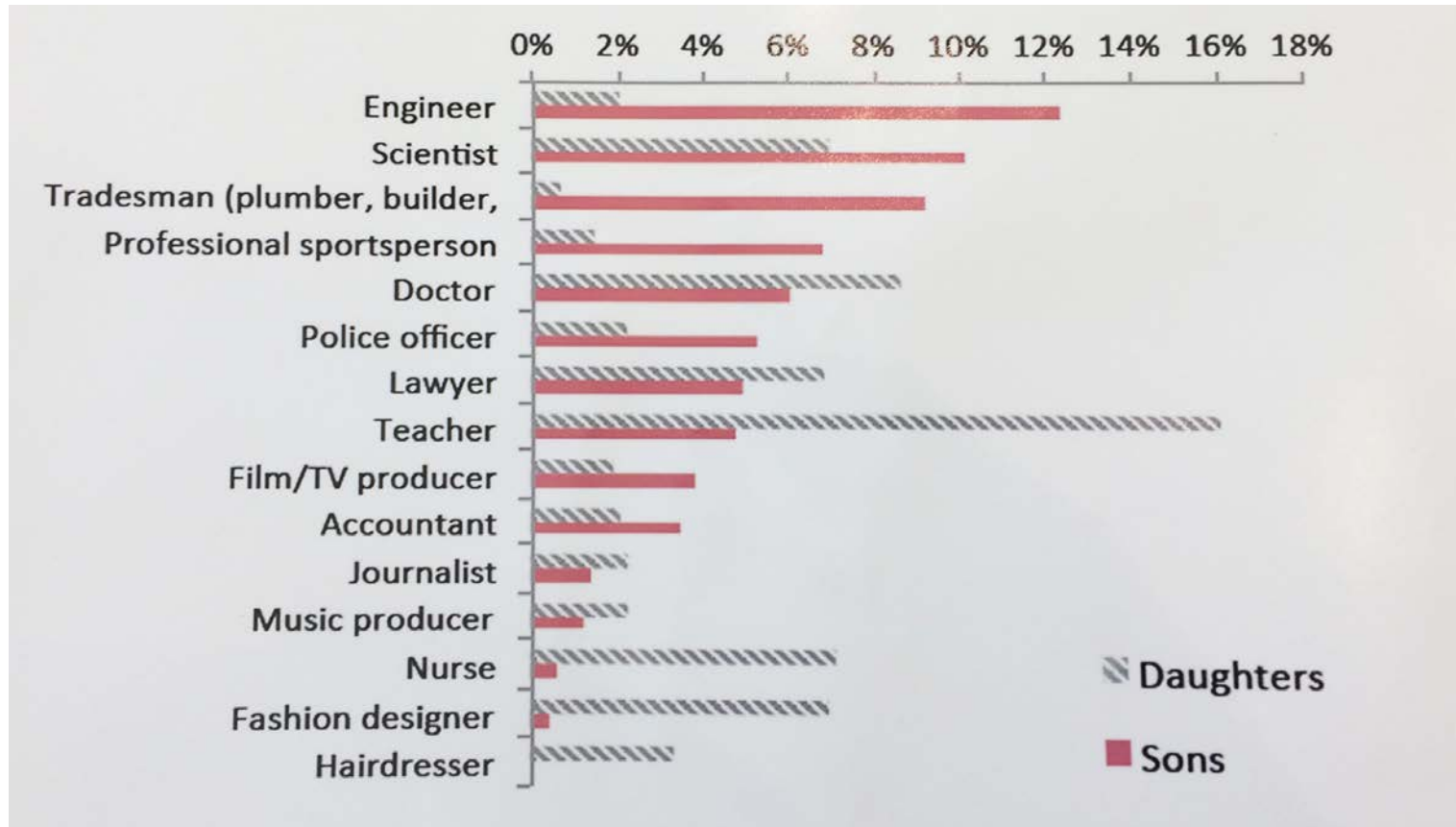




Inspiring the Future – Redraw the Balance
Credit: The Education and Employers Taskforce, and MullenLowe London



Key influencers: Parents



Campaign for Science and Engineering (2014)
PISA/OECD data (2012)



Break stereotypes

Associate female with scientist

Emotional with intelligence

Boys with calm

Stay practical and Hands-On

It is a great way for all to learn

Think about your language

“guys” “man-made” “housewife”

Slow down

Give yourself time and allow

for less confident children

to put themselves forward

What Works in Shows?

**Your unconscious bias is easier for
your colleagues to spot!**

Maintain eye contact

move around and

consciously make sure you encourage

and give attention equally

Practice demos and rehearse

Bad habits will surface when you

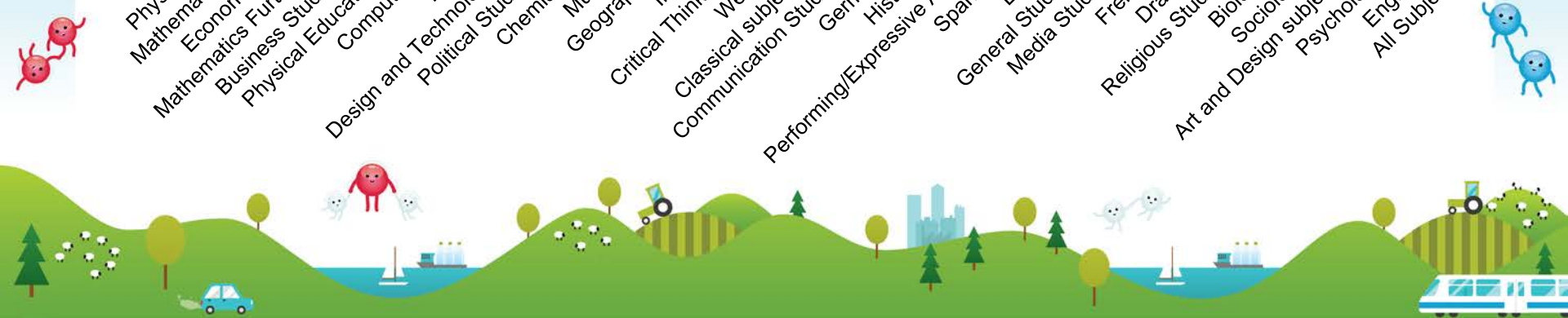
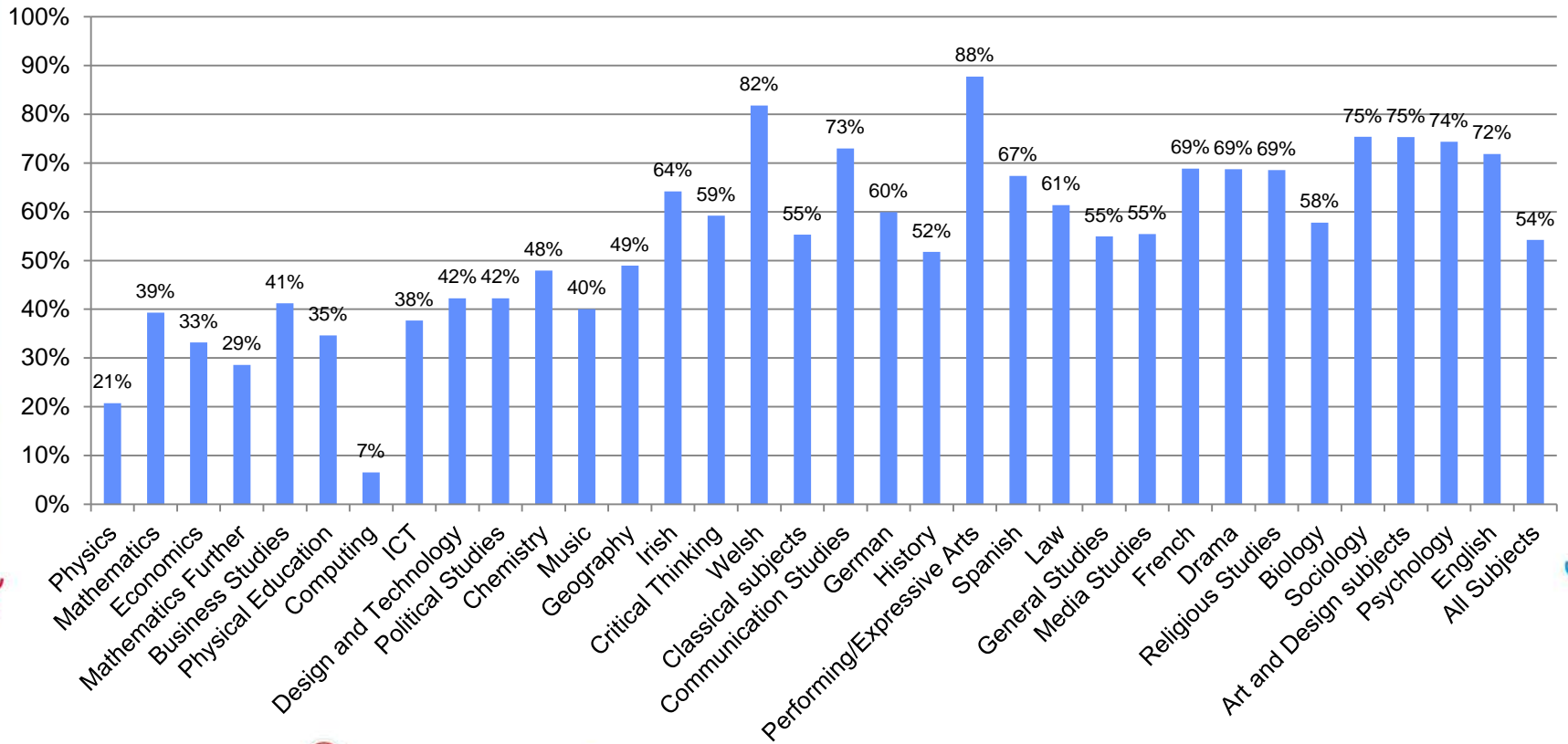
are under pressure

Check all your written and visual
promotion, content and resources

use diverse examples



Gender Imbalance is Common Chemistry is an exception!



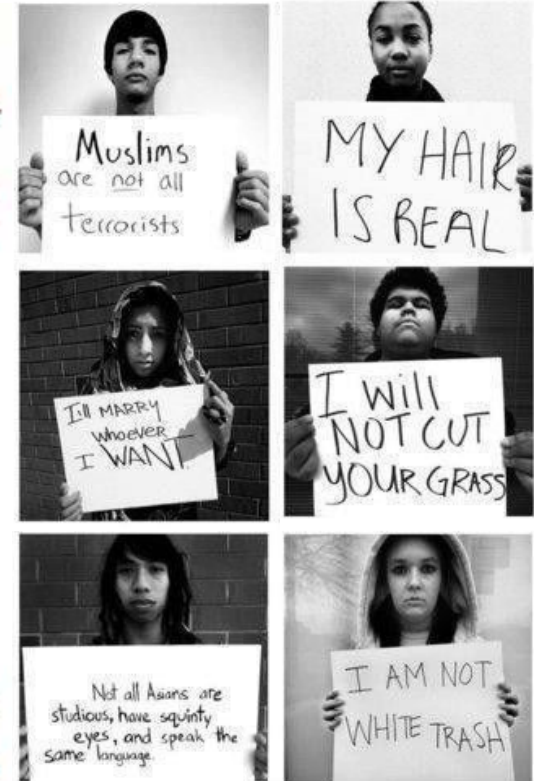
How would you adapt your show?



We have names **just like you.**
We like art **just like you.**
We are people **just like you.**
We don't like being interrupted...
JUST LIKE YOU



Please treat disabled people **JUST LIKE YOU** would like to be treated.





Hypatia
PROJECT

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Further reading:

"Improving Gender Balance" Institute of Physics, 2017

"Not for people like me?" Professor Averil McDonald, 2014

"Science Centres effectively engaging under-represented groups" Dr Penny Fidler, 2014

