

# 10 steps to inspire creative play



Brought to you by the LEGO Group based on research and advice from the Geena Davis Institute on Gender in Media.



# 1

## Switch It Up:

Make a list of the activities your child enjoys and think about the last time you encouraged them to try something new. Try switching it up by encouraging your child to take part in a range of performance, artistic, action-packed or physical play.

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## Actively Introduce New Activities:

The best way for your child to embrace atypical gender roles is to build their confidence in taking part in varied activities. Try encouraging them to express themselves through creative activities such as cooking, painting, gardening or constructing a play den.



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## Role Swap:

Show your child that gender roles aren't fixed. Having your child perform the role of characters of a different gender in a book or during play can help demonstrate that they are capable of writing their own script in any way they choose!

## Role Models:

Introduce your child to role models they may not have heard of before. If your child loves airplanes, read together about inspirational pilots such as Bessie Coleman, Amelia Earhart and Marina Raskova. Seeing a diverse range of genders and ethnicities taking part in a range of career paths can be a powerful way for your child to see that identity isn't destiny

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## Praise Creativity, Don't Judge:

When your child shows interest in an activity outside the norm, praise their creativity and ingenuity, and avoid redirecting them to more traditionally "acceptable" activities, which they might find mundane or uninspiring.



## Encourage Mixed-Gender Friendships:

Mixed gender groups encourage children to take part in a range of activities and can help dissolve traditional gendered activities and cliques. Host mixed-gender birthday parties, sign your child up for co-ed extracurricular activities, or increase the number of playdates your child has with children of different genders.

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## Challenge Stereotypes:

While children are susceptible to assuming gender roles, they also want to try things outside the norm. To keep them curious and open, talk frankly with them about existing gender stereotypes and encourage them to question and challenge them.

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## Media Matters:

Be deliberate about what books, TV shows and movies your child sees. Content is more diverse and accessible than ever. Recommendations that challenge bias can easily be found online. What kids see on screen or read in books has an impact on their perception of themselves, others, and the world.

# 9

## Heroes at Home:

You are your child's everyday hero and are the primary teachers of the future generation. Our findings showed that many children are nervous about trying an activity that is not traditionally associated with their gender. If your child sees you doing a mix of activities, this is a great way to motivate your child to engage in gender atypical activities at home.



# 10

## Step Outside Your Own Comfort Zone:

It is important to remember that parents are just as aware of gender roles as their children, so it will take a conscious effort to try some of these recommendations. But stepping outside your comfort zone to try something new will be fun and a great way for you and your child to bond.



Geena Davis Institute  
on Gender in Media

*If she can see it, she can be it.*