



~Points of Consideration for Educators~

Requested by Pigtails Pals Parent Community

Dear Teachers,

Pigtails Pals loves teachers. We know how hugely important you will be to our children. We ask that you provide a classroom that is a vibrant and colorful learning space, free of commercialization, gender stereotypes and sexualized media/toys.

Girls are currently stereotyped and sexualized from birth. Visit any infant layette section of a store, and you'll come across a sea of pink, and nothing but pink. As our girls grow, they receive unhealthy, limiting messages during their toddler and preschool years from media, clothing, and toys. For girls, the marketplace seems to focus on beauty, shopping, Princess obsession, hyper-femininity, and sex appeal at too early of an age.

At such a crucial time of development, parents want to make sure these messages are not reinforced in the classroom.

- Media Literacy efforts initiatives need to begin for teachers, parents and children at a preschool level. It will take all of us working together to create change.
- Our kids receive so many advertising messages during a normal day, we ask that their classroom stay commercial-free.
- Girls who are preliterate are most vulnerable to sexualized imagery, as they are an age when gender permanence takes place as they form ideas of what it means to be a girl. Images and pictures are a child's first language. Please ensure the toys, books, images, magazines, and websites used in your classroom represent girls as being smart, adventurous, kind, creative, and curious. (Same for the boys!)
- Young children's toys and media characters need to fit within guidelines that limit the violence and sexual stereotypes and sexual content conveyed to the young consumers who use them. These types of toys have no place in a learning environment for young minds.
- Please do not gender art projects or lesson plans. Do we really need a Princess Unit? How about a Fairytale Unit, and teach stories from around the world? Or during art, let the boys and girls decide for themselves who wants to make a sword, and who wants to make a magic wand.
- We know as teachers that you value childhood as much as we do. Please ensure your classroom remains a tribute to childhood, and the natural curiosity that resides there.

Thank you for making your classroom an amazing place for our kiddos to learn!