

Your name	1. Do you agree with CAP and BCAP's proposal to introduce a new rule and supporting guidance into the Advertising Codes? Please include relevant evidence to support your view, whether you agree or disagree with the proposals.	Please include evidence for your proposals.
PI17	Yes	Yes, it's about time.
PI18	Yes	
PI19	Yes	gender stereotypes promote gender discrimination and intolerance
SW	Yes	
BTHA	Yes	We fully support a new rule, and accompanying guidance, as a good thing to give companies something to work towards so they can be more confident in their practices going forward. We also believe the guidance strikes the correct balance with ensuring no gender is excluded from aspirational goals and depictions without limiting companies in their development of products and services for specific genders.
PI21	Yes	but it must be fair to all parties and not force any view on others apart from normal behavior respect people that do not want to see minority stuff
PI22	Yes	n/a

PI24	Yes	Gender stereotyping is very damaging and give messages to children that things and whole careers are 'not for them'. Bullying is rife in schools as children pick up these damaging stereotypes through TV advertising especially during kids tv and things like X Factor
PI26	Yes	Children learn how to be adults from what they experience and observe around them; however subtle it might be, it influences their thinking and their behaviour in a lifelong way. This guidance begins to approach the sort of advertising which could cause real harm in children's development into adults.
PI27	Yes	I am currently training to become a primary school teacher and have completed a dissertation on the harmful effects of gender stereo typing. It mainly stems from marketing and the adverts and clothing children are swamped with. This affects their choices of toys which can then affect their learning. Then in turn affects their career choices.
PI28	Yes	
PI31	Yes	
PI32	Yes	I am a chartered engineer (and a woman). I feel that the narrow depiction of engineering, maths and engineering toys as only appealing to boys is harming the industry by putting girls off those subjects. Changing the depiction of STEM toys, clothes and professions in advertising can help open a pipeline of female talent for the engineering industry.
PI33	Yes	Many, if not most, adverts are explicitly or implicitly gendered in terms of stereotypes and I believe this is harmful for children's development as they absorb information on gendered 'roles' from many sources, including adverts.
MCL	Yes	My children often comment about the awfulness of stereotyping adverts especially for risky activities beung for girls and cute cuddly stuff being for boys ! As you can see from the attached photo some boys and girls like the same clothes hair styles and interests!

PI35	Yes	
PI37	Yes	Gender stereotyping is harmful particularly to young children as they feel they have to conform to one type and can feel excluded or get bullied if they don't fit in
PI38	Yes	Not a professional but a parent. My children are exposed to explicit and implicit gender based stereotyping in marketing and product and I welcome this as an opportunity to remove some of these influences from their lives.
PI39	Yes	Based on the ASAs Depictions, Perception and Harm report
PI40	Yes	
PI41	Yes	It's so important for children not to be subjected to the kind of stereotyping that is currently all around us. Absolutely agree that mocking, objectivising & sexualising is unacceptable. We know the power of advertising is huge and these nuances must be obliterated before it becomes ingrained in another generation that there is not parity between genders.
PI42	Yes	I think it's great that the Ad industry is doing something about this. Well done!
PI44	Yes	

PI45	Yes	I agree with the need for this proposal
PI46	Yes	<p>repeatedly showing e.g. girls playing with dolls and pink things, boys playing outdoors and blue things, sends the message that girls can't be tough or clever and have to be pretty and demure, boys have to be loud, noisy and not caring or nurturing. I believe this starts the cycle of girls giving up STEM subjects and sports, and boys not taking on caring / nurturing roles in society such as nursing and teaching. For the UK to succeed we need to address the gender balance in the work place and this starts with ensuring young children and not coerced into fulfilling typical male/female stereotypes. I have nieces under the age of 10 who have given up football because it's "not for girls", stop playing with space toys because "they're for boys" - how are we supposed to get more girls into STEM and sports if when they see adverts for science and sports it's only boys they see, or worse being actively told it's not for girls?</p> <p>I have seen boys in toy shops being stopped by adults from buying baby dolls because "that's for girls, see it's pink" - how are boys, future dads, uncles, teachers, nurses, supposed to develop their nurturing skills if they're being excluded by only seeing girls playing with baby and home-maker toys?</p> <p>If marketing and advertising displays such segregation at an early age (boys and girls don't play together and can't like the same things) how on earth can we expect children to grow up to believe they can work equally with the opposite gender on the same things at the same level?</p> <p>As so succinctly put by Let Toys Be Toys: telling children that certain toys, activities, personality traits, interests or jobs are only for men or women cuts them off from things they would enjoy, and prevents them from developing in a rounded way.</p>
PI47	Yes	<p>There is a real need to tackle gender stereotypes in advertising. I am aware of a current issue with regard to my local shopping centre, The Avenue in Newton Mearns near Glasgow. For a long time, the Centre has been using two rag doll mascots for its advertising: Newton (a boy), who is, 'a scientist who likes inventing things', and Fearn (a girl), who is, 'a rag doll who likes shopping'. (See attached photo.) Today, the two rag dolls were on sale for charity, and were being bought in large numbers by many parents for their young children. I think this is a perfect example of the kind of harm that can be done to children (especially girls), even when the promoter's intentions are benign.</p>

P148	Yes	As a parent of young children I have been astonished and absolutely dismayed at how toys and generally how girls, boys, men and women have been portrayed in adverts. The lazy stereotyping does have an impact on wider society - not only on women (as outlined in detail in Sheryl Sandberg's Lean In book) but also with boys/men being told they must inherently be "naughty" and repress their emotions. This "one size fits all approach" appears to create a toxic male persona - worrying when the level of male suicides ia climbing. As a parent, I try to create an environment where my children can play with whatever toys they wish to, and they do. However most Adverts do not reflect that children are children and instead want to direct them into lazy stereotype roles. I find this infuriating as it is limiting play and research shows it does damage children and limit opportunities later in life. The power of advertising is immense; just like children are protected from toxic ads glamorizing smoking and alcohol; adverts creating gender stereotypes and directing what they should and shouldn't play with should also be removed to protect their mental well-being.
P150	Yes	As a parent and teacher I am very aware of both the amount and type of adverts that stereotype children. I watch TV with my 2 children who are girls. As a teacher I am involved in a day to day conversation with children and I can see the impact that these messages provide.
P120	Yes	It's a start, as a principal, but it needs to go further to have a meaningful impact
P155	Yes	My 3 year old thinks there are things she can't do because she is a girl, for example, she said 'is that not for girls, mummy?' when she saw an advert only showing boys playing with a certain toy (some sports equipment I think). I want her to be shown that she can do anything she chooses. Role models and seeing other girls doing things are the best way of showing her what's possible.
P157	Yes	Gender stereotyping harms us all and should not be implicit in everything our children watch
P158	Yes	
NEU	Yes	Please see attached document below.
P159	Yes	

PI60	Yes	Toxic masculinity is harmful to males mental health as well as the safety of women. This type of learning stems from unhelpful childhood stereotypes
BE	Yes	A move which is well over-due. Report attached.
SLL	Yes	Included in attached file.
PI63	Yes	My children watch tv and I believe they get strong messages from the adverts targeting their age. I think advertisers need to be more responsible and not promote gender stereotypes.
LTBT	Yes	We agree with the need for a new rule. Gender stereotyping causes significant harm, particularly to children, who are actively seeking cues and guidance to learn what it means to be a boy or a girl. Repeated exposure to narrow stereotypes and templates in advertising can turn children away from their true interests and limit their chances to grow and develop, feeding directly into the inequalities we see in adult life. http://lettoysbetoys.org.uk/what-do-toys-have-to-do-with-inequality/ Our research report (submitted via email) into TV toy ads, includes detail on: - evidence of the strongly stereotyped messages of TV toy ads, including statistical analysis and word clouds - why gender stereotyping in toy ads is a problem (outline and research review) - commentary from parents and children on the effect of stereotyped ads As evidence, we would also highlight the BBC2 documentary 'No More Boys and Girls', currently being repeated and available on iplayer: https://www.bbc.co.uk/programmes/b09202jz This showed in a live setting, how reducing stereotyped messages, and directly challenging stereotypes has dramatic positive effects, particularly on girls' self-esteem, maths performance, and boys' behaviour.

ZT	Yes	<p>Thank you for offering us this opportunity to feed into the consultation on the proposed rule and guidance to address the use of gender stereotypes in advertising. Zero Tolerance is a Scottish charity working to end men's violence against women (VAW) by challenging the attitudes and structures which normalise violence and abuse.

Zero Tolerance supports the new rule and associated guidance and is pleased to see that the harms of gender stereotyping and sexist advertising are acknowledged throughout. We believe this will go some way to challenging the norms and values which permit and excuse VAW.

The Scottish Government rightly recognises that VAW is a cause and consequence of gender inequality. Unequal power relationships and expectations of how women and men are supposed to act, cause violence and allow it to continue. This is outlined in Equally Safe: Scotland's Strategy for the Elimination of Violence Against Women and Girls, which states within its foreword: 'We need to eliminate the systemic gender inequality that lies at the root of violence against women and girls'.
This strategy is equally clear on the role of the media, stating that it has a 'key role to play' in shaping attitudes. There is compelling evidence that people who hold stereotypical views about gender are also more likely to tolerate violence against women and girls or hold attitudes which perpetuate it. The Scottish Social Attitudes Survey found that 'those with stereotypical views on gender roles were less likely to think that the man slapping his wife after she has had an affair was seriously wrong and caused her harm.' There is also much evidence that gender stereotypes contribute to homophobia and transphobia. Advertising therefore has a key role in the production and reproduction of gender stereotypes which fuel inequality and violence, we are delighted to see the ASA take steps to challenge gender stereotyping in advertising.

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PI65	Yes	<p>Whilst I am responding in a personal capacity, this response is based on work at City Hall on supporting more girls into science, technology, engineering and maths (STEM) education and careers. Evidence suggests that the gender disparity in specific sectors such as STEM is correlated with the perpetuation of various gender stereotypes, which negatively impact upon identity and aspirations.

Girls are good at science, technology, engineering and mathematics (STEM) – they outperform boys in every subject at GCSE and A-level. However, women make up just 14% of the UK's STEM workforce.

We know children's career choices begin to be fixed from as early as age 4 – yet STEM toys are three times more likely to be advertised to boys than girls.

City Hall consulted with stakeholders during the London STEM Roundtable (www.london.gov.uk/stemreport) in November 2016, and the Mayor's Education Conference in February 2017 (https://www.london.gov.uk/sites/default/files/mayors_education_conference_-_2017_report.pdf - see part 4).

Consultation showed that to support more girls into STEM, pervasive gender stereotypes needed to be challenged early.

Play helps to develop children's world views and aspirations where toys introduce topics and skills. These correlate with future career paths. Segregating toys by gender can lead to career opportunities being defined by a child's gender, rather than their potential.

Therefore, the CAP and BCAP's proposals to move towards banning adverts that have harmful gender stereotypes is beneficial for everyone. It will contribute towards the momentum building around people's skills and aspirations not being defined by gender - especially for children. This means people's opportunities are broader and those that fall outside of out-dated stereotypes can reach their full potential - with benefits to the individual, the economy and society.</p>

		<p>This is a joint response from End Violence Against Women (EVAW) (www.endviolenceagainstwomen.org.uk), Rape Crisis England and Wales (www.rapecrisis.org.uk), Imkaan (www.imkaan.org.uk) and Rape Crisis South London (www.rasasc.org.uk)</p> <p>EVAW is a leading coalition of specialist women’s support services, researchers, activists, survivors and NGOs working to end violence against women and girls in all its forms.</p> <p>Rape Crisis England & Wales is a national charity and the umbrella body for our network of independent member Rape Crisis Centres.</p> <p>Imkaan is a UK-based, Black feminist organisation and the only national second-tier women’s organisation dedicated to addressing violence against Black and minoritised women and girls i.e. women and girls which are defined in policy terms as Black and ‘Minority Ethnic’ (BME).</p> <p>Rape Crisis South London provides support to people who have experienced sexual violence, they are A professional and passionate team working in a centre of excellence, dedicated to the healing and empowerment of survivors of sexual violence.</p> <p>As organisations working in the Violence Against Women and Girls (VAWG) sector, we know that societal attitudes including belief in and the propagation of stereotypes can have a catastrophic impact on the daily experiences of women and girls. Use of stereotypes in advertising act to further normalise and reinforce negative social attitudes and existing gender inequality which is both a cause and consequence of VAWG, they therefore disproportionately effect women and girls.</p> <p>44% of UK women say that advertising makes them think they’re not good enough</p> <p>sUM London – ‘Women in Ad’ (http://umww.co.uk/news/2017/07/three-quarters-of-uk-women-say-they-are-stereotyped-in-adverts),</p> <p>“The overwhelming message that girls and young women are sending us in this year’s survey is that they live in a world where sexism and gender stereotypes are entrenched in all areas of their lives. From a young age, girls sense they face different expectations compared to boys and feel a pressure to adjust their behaviour accordingly. Girls encounter stereotyping across their lives – at school, in the media and in advertising, in the real and the virtual world, from their peers, teachers and families.” Girls Attitudes Survey 2017 –Girlguiding (https://www.girlguiding.org.uk/globalassets/docs-and-resources/research-and-campaigns/girls-attitudes-survey-2017.pdf)</p> <p>42% of girls 11-24 said they had seen adverts they classified as sexist in the previous week.</p> <p>47% of girls ages 11-21 had seen stereotypical images of men and women in the media in the past week that made them feel less confident to do what they want.</p> <p>95% of girls aged 11-21 said the advertising industry should show more positive diverse representation of girls and women.</p> <p>30% of girls aged 11 to 16 think computing is more for boys.</p> <p>37% of girls aged 11 to 21 say their confidence would be better if there were no gender stereotypes.</p> <p>Girls Attitudes Survey 2017 –Girlguiding (https://www.girlguiding.org.uk/globalassets/docs-and-resources/research-and-campaigns/girls-attitudes-survey-2017.pdf)</p>
EVAW+	Yes	
GG	Yes	See attached document
IPA		See attached document