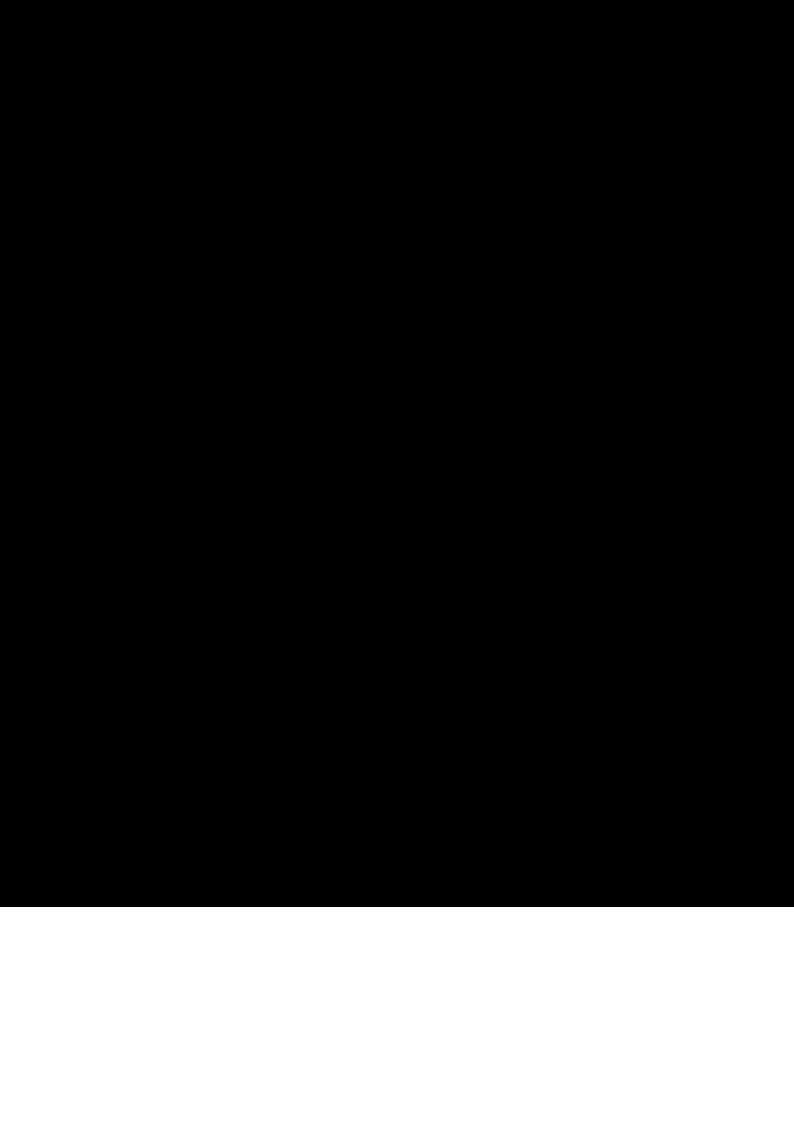
Thank you for joining me. My name is Bizabeth Wynn, I'm the Equality and Diversity Manager at the going

to talk a bit about gender stereotypes and the harm they can have, then how toys play into this before finally moving on to what individuals can do to make changes in this area. Please be aware that I'm going to be very briefly touching on issues of mental illness, including self-harm and suicide, and domestic violence.

I expect everyone in this audience is familiar with gender stereotypes, but I'm just going to start by



In 1905, she found that there were no gendered toy adverts in the catalogue. And in fact, there were very few toys at all. By 1935, dolls and homemaker style toys, so like kitchen sets, were advertised for girls, but very few toys were advertised as being only for boys.

By 1955, there had been a major shift and most children's toys were advertised in a gendered way. But not so many toddler toys were. As I was saying about advertising being a reflection of societal attitudes, this is in the post war period,

that if only 25% of girls are being bought Legos, there's a lot of room for improvement in that area for them. So no matter the reasons behind it, it's still positive to see a

get involved in these activities. That's everything I wanted to talk about today so thank you very much for joining me.