

DIY

COMMERCIAL SEXISM CRUSHING MACHINES!

What you'll need:

- Lots of Lego (blocks and figures)
- Sticky notes
- Coloured felt tips

1

Using the sticky notes, write down a gender stereotype used by the commercial world to sell products.



Smasher-Crasher

2

Make a machine or create a scenario that combats corporate or commercial sexism using the lego blocks and characters.

3

Name your machine or scene. Draw around your construction if you want to.

Work in groups or on your own.

ENJOY & DESTROY!



The Sexist Comment Cleaner



Plank of Doom

"The lego workshop made me think that no matter what gender you are you can like whatever you want"

"It was amazing to see how something serious, like sexism, could be explored in a fun way"

"I was surprised at how open the Year 6s were to talk about gender"

"I really enjoyed seeing how they were thinking about gender stereotypes for the first time"

"Using lego to talk about gender stereotypes made it a lot more fun"

"I loved the way students would bring their own experiences to the task"

"I felt that children enjoyed the activity because they weren't being lectured at"



Seven year old girl confronts Lego for building gender stereotypes

The gendered marketing of 'Lego Friends'

Lego gets political

How toy ads reinforce gender stereotypes

Gender stereotypes stop you doing stuff

Boys things and girls things?

Lesson plans for teachers

What do sexist comments have to do with domestic abuse? Watch this Australian TV advert to find out more



Before you begin adapting this activity for the children and young people in your setting, read the section on **Safety and Support**.