

9 Messages girls see everyday

1

Hot Girls Win

“In an adult oriented, screen saturated world, little girls constantly absorb messages about the importance of being physically attractive, hot, sassy and sexy”.

— Sue Palmer
Author of *21st Century Girls*

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You Must Be An Avid Consumer

“Teenage girls spent over 9 billion on make-up and skin products alone, an example of advertisers successfully selling the “quick fix” we make you fit in/feel good/be happy”.

— December 2007 issue of *The Journal of Consumer Research*

7

You Must Be Liked (especially on social media)

“Teens today feel compelled to emulate their favorite celebrities by sharing outfits, hairstyles and the look-at-me poses to faceless peers who can judge them in a nanosecond.”

— Jessica Montague
Herald Sun, 2016

6 out of 10 girls felt prettier online compared to life – direct result of number of likes they get online.

— Dove Study 2016
#NoLikesNeeded Campaign

2

It's What's On The Outside That Counts

46% of girls aged 11 to 16 would consider cosmetic surgery.

— *Girl Guides Study* 2011

36% of Australian girls aged between 6 and 13 worry about their weight

— Roy Morgan
Young Australian's Survey, 2016

5

You Are Not Enough

At the age of 9, most girls are confident, assertive and felt positive about themselves. By the time they reached high school, fewer than a third feel that way.

— *American Association of University Women's Survey* 1991

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Being Assertive Isn't Worth It

“When she is 4 she is audacious, when she is 14 she has trouble speaking up for herself”

— Debra Anne Cihonski
Chicago Psychologist
University of Florida, May 2003

Study: *The experience of loss of voice in adolescent girls: An existential phenomenological study.*

3

Perfection Is The Only Option

The pressure of trying to meet artificial standards of feminine beauty and live up to unrealistic role models of “highly polished and glamorous female perfection” disempowers girls and affects their confidence and self-esteem.

— *Vic Health*

6

Not Everyone Is Equal

Fewer than one in 10 girls (8%) feel they are always treated equally to boys.

— *Everyday Sexism: Girls' and Young Women's Views on Gender Inequality in Australia*

9

Females Have Fewer Career Options

“Many girls don't picture themselves as future scientists or engineers. They don't put a female face on these professions because they rarely see life scientists”

— Sally Ride
Physicist | Astronaut 2006

Together we can change what girls see, so that they can fulfil their potential.