

**CHILDREN AND HYPERSEXUALIZATION: COUNTERING EXPLOITATIVE CHILD IMAGES**

**THURSDAY NOVEMBER 20, 2014 6:30-8:30 PM WELSH HALL**

**WEST VANCOUVER MEMORIAL LIBRARY 1950 MARINE DRIVE WEST VANCOUVER**

**WHAT IS HYPERSEXUALIZATION?** For some this may be a new word. The hypersexualization of children, particularly girls, refers to the process of inappropriately imposing sexuality on children. This is done through media, marketing, products, or other means and encourages children to act in adult sexual ways.

**WHY IS THIS AN IMPORTANT ISSUE?** This is a serious issue for it has become pervasive throughout our North American culture particularly in mainstream media (e.g. prime-time TV, TV commercials, music videos, magazines). Furthermore, studies have shown that frequent exposure to media images that sexualize and degrade girls and women can affect how girls conceptualize femininity and sexuality. It can lead girls and young women to accept more constrained and stereotypical notions about gender roles, accept unhealthy sexual roles, and endorse stereotypes that portray females as sexual objects. Additionally, this sexualizing as well as the depicting of violence against girls and women have been shown to have a direct impact on how boys and girls view dating. Also, these impact boys' attitudes toward sexual violence and sexual harassment.

**WHO SHOULD BE INTERESTED IN THIS TOPIC?** Everyone! However, it should be of special interest to teachers, administrators, parents and grandparents of pre-teen children and/or teenage youth.

**TO LEARN MORE ABOUT THIS ISSUE:** Attend the forum organized by **THE CANADIAN FEDERATION OF UNIVERSITY WOMEN (CFUW) NORTH VANCOUVER AND WEST VANCOUVER** AND TAKE PART IN DISCUSSIONS FOLLOWING PRESENTATIONS BY :

**MAUREEN PALMER** PRODUCER OF *SEXT UP KIDS* FOR CBC DOC ZONE, CO OWNER OF BOUNTIFUL FILMS

**AUDREY BRASHICH** FORMER PROFESSIONAL MODEL, AUTHOR OF *ALL MADE UP; A GIRL'S GUIDE TO SEEING THROUGH CELEBRITY HYPE AND CELEBRATING REAL BEAUTY*

**TARA ZIELINSKI** PRINCIPAL OF HOLLYBURN ELEMENTARY SCHOOL WEST VANCOUVER WHO EMPHASIZES SOCIAL AND EMOTIONAL LEARNING AS MOST IMPORTANT IN EDUCATION TODAY

**FREE ADMISSION COFFEE AND TEA PROVIDED**