

**FIRST MINISTER'S NATIONAL ADVISORY COUNCIL
ON WOMEN AND GIRLS
5/6 MARCH 2018 – EDINBURGH
SUMMARY NOTES**

COUNCIL MEMBERS

- Amina Ahmed – Scottish Government Fairer Future Codesign Panel (plus support)
- Kara Brown, Lead Young Women's Engagement, World YWCA
- Tressa Burke, CEO, Glasgow Disability Alliance
- Catherine Calderwood MA Cantab. MBChB FRCOG FRCP Edin, Chief Medical Officer – 5th only
- Sharon Edwards – STUC Representative
- Vicky Featherstone, Artistic Director, London's Royal Court Theatre
- Jacqui Ferguson, Non-Executive Director at Wood – apologies
- Professor Anne Glover, President-elect, Royal Society of Edinburgh - apologies
- Katie Horsburgh, Girlguiding Scotland (plus support)
- Baroness Kennedy of the Shaws, QC – apologies
- Louise Macdonald OBE, Independent Chair and CEO, Young Scot
- Satwat Rehman, CEO One Parent Families Scotland
- Emma Ritch, Executive Director, Engender
- Suki Wan, Vice Chair, Scottish Youth Parliament – apologies
- Talat Yaqoob, Director, Equate Scotland and Co-Founder, Women 5050

- Deborah Gallagher, Scottish Government - secretariat
- Charlotte Liddell – First Minister's Mentee – shadowing the Chair

**FIRST MINISTER'S ADVISORY COUNCIL ON WOMEN AND GIRLS
PRE-EVENT WORKING DINNER
5 MAR 2018 - RIDDLES COURT - EDINBURGH**

Members attended a pre-event working dinner ahead of the meeting of the First Minister's Advisory Council on Women and Girls (the Council) the following day.

After the Chair of the Council opened proceedings, she lead on a brief introduction round to welcome members not present at the inaugural meeting along with our new member, Sharon Edwards. Our current read was the ice-breaker that accompanied general introductions.

2018 Priorities

On the agenda for the evening was the 2018 Priorities document, which is a strategy document that the Council have been working on since the previous meeting.

A few members wanted to explore the suggested approach in more detail – specifically the proposed topics and a concern was raised that we could be moving

too quickly and therefore leaving ourselves open to missing opportunities. The Council discussed the need to balance pace and momentum with accountability – and as the Circle are the influencers for this movement, what the best course of action for them would be.

Based on this discussion it was agreed that we would slightly alter the approach to the initial three year plan, by concentrating on one topic per year over three years (as opposed to three per year), whilst acknowledging that each of the three yearly topics overlapped each other and therefore we would move forward with this insight. Further discussion explored the logistics of how we would manage the topics and time with the Circle and how we would prepare for the Council deliverable – the end of year report. Looking at our three meetings per year it was agreed that we would open the topic at meeting one, dig deeper into responses at meeting two and use the third meeting with the Circle to close the topic and present our draft recommendations, to enable the Council to work on the report. It was also agreed that we would take the opportunity to feedback any immediate and obvious points to First Minister on points that didn't need to wait until the end of the year, to ensure pace and momentum were considered. This would allow giving topics time to breathe, without losing pace. The Council agreed that this would strengthen our strategy and produce something more substantial – a visual of the agreed annual model we will work to is at Annex A.

The Council then moved on to discuss the topic for the Circle the next day – Attitudes and Culture Change – and their thoughts on how culture change can happen. The discussion covered:

- Legislation can but doesn't always change societal behaviour. More is needed – a tipping point – a society that is motivated to want to change.
- Gender inequality is normalised – fundamentally we all buy into the misogynistic society.
- The conversation around privilege is a hard one – most don't want to admit they are privileged, if they even recognise it.
- Language is important – the word feminist has such negative connotations.
- Sustainability – things either cannot be sustained (old habit slip back) or people are tired of talking about this and nothing changing (apathy).
- In the main women are scared to challenge – we are conditioned to accept this behaviour. We need to come up with strategies to remove our shame. These are the kind of tools that help to shift culture change.

Looking ahead to the Meeting Tomorrow

The order of the next day was discussed before the Chair opened the floor for AOB.

The Chair then brought the formal proceedings to close at 20:00.

THE FIRST MINISTER'S ADVISORY COUNCIL ON WOMEN AND GIRLS

6 MARCH 2018 – 10-16:30 – SURGEONS HALL - EDINBURGH

The event moved venues one week before the event, due to the demand of Circle members and the original venue not being able to grow capacity.

MORNING SESSION WITH THE CIRCLE

The Chair of the Council opened proceedings and after a short welcome asked members to let us know who wasn't in the room who they thought should be, before they left today. Louise then introduced the first speaker, Vicky Featherstone, Artistic Director of the Royal Court Theatre, London, and Council member.

Vicky delivered an uplifting and motivational speech, stating that it was possible to take forward change and that she had a recent example of how. She described how after the Harvey Weinstein scandal broke, she decided to take a look at the culture within the National Theatre and was surprised at the results. This exercise opened her eyes and made her realise how we all collude in normalising inappropriate behaviour and how creating empathy helped with their culture change. You can read more about the action taken and the result in the speech notes at Annex B.

Vicky ended by stating that rarely are we at the complex centre of the story – women and girls have limited, defined roles too often in culture - and that we need to write new stories and create empathy, so society is receptive to the change that is required.

A short Q&A followed:

Q1: "Inclusion Rider Contracts" – being introduced in the film industry, but what would that look like in other settings? The example given was that when invited to join a panel, the diversity of the panel was reviewed and if not diversely representative, then the request was turned down!

Q2: You asked us to look around the room and tell you who's missing – the children and young people are missing. Can we include primary school children in this conversation? After pointing out that there are three young women on the council, the youngest being 15, and that there were young people and youth organisations on the Circle membership, the Chair said she'd consider how to further involve children and young people – though wished to be thoughtful about ensuring we do not duplicate the work of others.

Q3: What's the barrier to older women with nothing to lose speaking up against gender inequality?

Vicky explained how she was really scared before tweeting and then more so afterwards. The only thing that kept her going was the support network around her.

Q4: How do we all muster up that power within ourselves?

Vicky advised that everybody has that power within their immediate circles and that we have to build on that. She also discussed handing that power over – the significance of mentoring.

The Chair thanked Vicky before introducing the next speaker of the morning, Poet and Performer Jenny Lindsay.

Jenny gave a short introduction to piece that she was about to deliver, explaining that it was a section of a larger piece and that it was born out of anger and frustration and how there was a deep need for collective thinking. Jenny then delivered a performance 'The Imagined We', an excerpt from *This Script and Other Drafts*, Jenny Lindsay: 2018 - and the full transcript can be found at Annex C.

Facilitated table discussions followed, after a short comfort break and the volume in the room really turned up!

Feedback Summary (full feedback at Annex D)

Q1. Everyone says that to tackle gender inequality we have to “change attitudes and culture.” Give us your definition of what that ACTUALLY means!

What came across loud and clear is how hard this is to define. The Circle had a lively and rich discussion but because of the complexity, naturally drifted into observations and solutions.

There was a large focus on challenging and tackling social norms and the need for different examples to follow – language and leadership key. The focus was also on breaking the task down and tackling it at all levels – key was education, early years but also educating everyone, from workforce to individuals.

Bridging the gap between ideology and reality was also a feature. We have values and beliefs but are these played out? UN Charter (Article 29). We also have systems in place – how to work with these?

Q2. Tell us about examples you know of that have impacted and challenged attitudes, resulting in lasting change - please provide enough information so we can go and find out more.

Lots of useful information was collated about high level campaigning and local strategies. Some interesting topics were also explored, such as standards along with the key ingredients that delegates thought made up successful campaigns. Again delegates strayed into problem solving and some very good suggestions were also collated.

Q3. Many initiatives that try to tackle attitudes end up preaching to the converted, how do we make sure we engage those who need to be engaged the most? Who would you define as those who need to be engaged the most?

Some very useful suggestions were collated along with suggestions for how to engage. Delegates were mindful of ensuring we were as inclusive as possible, that we went as wide as possible and that we made the most of digital channels.

Q4: Recognising the powers that Scotland has – tell us three things you think we could do in Scotland that would create real, lasting change against sexist attitudes.

Some really useful suggestions were put forward by delegates. Education and awareness, targeted at all levels was a key one. Standards and supporting the citizens of Scotland to challenge inappropriate behaviour was also a feature. Mentoring, language and media were also suggested.

The Circle session ended with a networking lunch and closed at 13:30

SESSION TWO

The Council convened at 13:30 and had an hour together before the First Minister arrived. They discussed what they'd observed and heard during the table discussions, a summary of which is below and the full list of feedback is at Annex C.

- Who are we not speaking to – the need to consider those farthest from the table, along with all intersections and abilities
- Early education – female and male role models in early years, and the potential for a mentoring and role model system.
- How the powerful in the commercial world should be involved – commerce often makes things happen – look into capitalist thinking?
- White Ribbon Campaign - crucial to have men involved – not many men in the room in the Circle yet.
- A different approach for different generations.
- The need to work with families.
- Baby Box – include info on the importance of gender equality.
- Early Years Programmes and Bookbug – inclusion of non-gender stereotyping books.
- Love is Love Campaign.
- Importance of language – very important to ensure we use the correct/inclusive language in everything we do.
- Socialisation – stop stereotyping at a young age.
- Education – staff need training.
- Quality standards – a kite mark for gender equality (using Stonewall as an example) in Scotland? Equally Safe example.
- Supporting men to challenge others.
- Changing structures and systems – develop the driver diagram?
- People don't see the world through a gendered lens and deny there is an issue. For example, 99% of organisations will say that they have equal pay but only 3% will admit to progressing any issues with it.

The Chair had been taking note on flip chart and she then directed discussion to agree on the points the Council wished to highlight to First Minister when she arrived.

First Minister joined the meeting and the Chair updated her on the progress to date – outlining the agreed strategy that is documented in the 2018 Priorities document and giving a précis of the morning's event. She advised that the 2018 Priorities document would be forwarded to her along with the immediate feedback which she went on to cover and is summarised below:

1. **Existing programmes/work:** add more of a gendered lens to, or ensure a gendered lens is applied – for example:
 - Childcare Expansion
 - Baby Box
 - Early Years Programmes and Bookbug
 - New Powers

2. **Accountability:** what more can be done by pressing harder? Target Public Services – link to the Review of Public Sector Equality Duty.
3. **Minimum Standards:** review the Business Pledge? Explore creating a minimum standard. Suggested mentoring expansion (and appropriate training) and peer support. Could the Care Inspectorate play a role in monitoring?
4. **Education and Learning** – be bolder!
 - PSHE Review – what has happened with this?
 - Education – needs to be wider than schools and equality training to be incorporated into training for teachers/youth workers/social work/health workers/care system/etc. (leaders and workforce, new starts and CPD). Minimum standards should be applied to such critical positions and people need to see the importance of this and the part that they have to play in this, to normalise gender equality. This links with minimum standards and DYW. Also possible links to new GTC/CLDS Council.
5. **Gender equality is good for Scotland.** There was an ask of First Minister to use her influence and power to champion why gender equality is good for everyone – and specifically to push the economy and public health message.

The First Minister was pleased to receive immediate feedback and considered that everything that we had discussed seemed obvious and an opportunity not to miss. First Minister had a few asks of the Council, following on from the above. She was very interested in the minimum standards point, but highlighted that there's already lots out there and that there might be a risk of crowding and already busy landscape. She asked Council members to think about this in more detail and apply their creative minds to coming up with a solution. First Minister also asked for suggestions about how the mentoring scheme could be improved upon and to think about how sustainability is built into what we do.

Summary and Next Steps

The Chair started by reiterating that there are different starting points for different people and different levels of understanding across Scotland – therefore different receptors and different approaches required. She asked the question of how to challenge gender inequality without turning people off? She discussed language again and how crucial this would be to our movement. She also discussed the need to think more about defining what we mean – setting our context in a clear and powerful way that resonated with everyone and gave the urgency to the issue that we felt. If we could construct this 'Holy Grail' then we would have a solid foundation to work with going forward, which would help frame our position and be clear about what we are doing and why.

The following actions were agreed:

1. Finalise the 2018 Priorities document, based on the slight changes to our approach.
2. Produce the model that we will work to
3. Develop our thoughts to prepare for feeding back to First Minister.
4. Work on a definition – A Pressure Point Lens Statement (Louise & Talat to clarify)

General logistics regarding communications (where the Chair was asked to be more directive and set deadlines for response!) and details re potential dates for the next meeting were discussed before the Chair brought the meeting to a close at 16:15.

NACW&G
March 2017

**FIRST MINISTER'S NATIONAL ADVISORY COUNCIL ON WOMEN
AND GIRLS
HIGH LEVEL ANNUAL WORKING MODEL**

MEETING ONE	<p>Action: The Circle will explore the topic. The Council convene after the Circle meeting.</p> <p>Response</p> <p>Within three weeks of the meeting an initial feedback paper will be drafted for the Council to reflect on.</p> <p>The First Minister will be updated with any interim feedback, based on the observations of the Council – importantly, this will emphasise aspects that have been identified that are deemed not necessary to wait until the end of year report - for example, where work is currently underway.</p>
MEETING TWO	<p>Action: The Circle build on outputs from meeting one and take a deeper dive into the specifics – asking specific questions to probe deeper into the issue.</p> <p>The Council convene after the Circle meeting.</p> <p>Response</p> <p>Meeting feedback paper produced as above.</p> <p>Interim feedback to First Minister as above.</p> <p>Council develops initial draft recommendations.</p>
MEETING THREE	<p>Action: The Circle will be given the opportunity to view draft recommendations that the Council has formulated, based on the work over the previous two meetings.</p> <p>The Council convene after the Circle meeting.</p> <p>Response</p> <p>Meeting feedback paper produced as above.</p>

	<p>Interim feedback to First Minister as above.</p> <p>Agree on a plan to finalise the recommendations and submit the report to First Minister.</p>
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GENDER EQUALITY: ATTITUDES AND CULTURE CHANGE... IN PUBLIC LIFE, IN WORK AND IN LEARNING SYSTEMS

***Below is a detailed summary of what Vicky Featherstone covered during her speech, based on her notes – she didn't read verbatim from a prepared speaking note.*

Vicky opened with reflections on #metoo and #Timesup – what opportunities for Scotland?

Why are we looking AT attitudes and culture change --- today as the first big project of the Council?

Over the years there has been much legislation and policy-making which has led to change - the Marriage Act which was passed in Scotland in 2014, the smoking ban in 2006 to name two we mentioned last night – we can all see and feel the change there.

BUT we have to question why - in spite of many attempts - after ALL women over 21 getting the vote in 1928, the abortion act in 1967, the equal pay and sex discrimination act in 1975 when the equal opportunities commission was established, the Scottish law that sexual harassment is sex discrimination and can be challenged in 1986 – I could go on - things haven't REALLY changed. Have we actually made significant enough progress?

There is still a huge gender pay gap, there is slow progress in parliament which despite a woman FM and a mandate for public boards to be gender-balanced is still riddled with all male committees, admissions of inappropriate behaviour and only 35% representation of MP's. There is still horrific and systemic violence towards women, we are still not the centre of the narrative.

IT IS BECAUSE WE LIVE IN A SOCIETY WHERE THE CULTURE AND ATTITUDES TOWARDS WOMEN COMES FORM A DEEP-ROOTED MISOGYNY THAT WE ALL COLLUDE IN AND NEED TO CHANGE. THE FACT THAT SEXUAL HARASSMENT AND ABUSE STILL EXISTS TO THIS EXTENT IS THE ABSOLUTE MARKER THAT PROGRESS HAS BEEN WOEFUL AND THAT SOCIETY NEEDS TO CHANGE CULTURALLY AND IN ITS ATTITUDES TOWARDS WOMEN.

****THINK ABOUT a scenario, something that you have witnessed either to you or observed that you did nothing about. Imagine it. Consider these questions:

- IS GENDER EQUALITY POSSIBLE?
- AND MOST IMPORTANTLY DO WE REALLY WANT IT AND ITS CONSEQUENCES?
- AND IF WE ACHIEVE IT CAN WE MAINTAIN IT?

- AND what is different about now?

I think we say YES, yes and yes... to those first 3 questions..

And as for why now..?

Towards the end of last year a couple of brave actresses spoke out against Harvey Weinstein and his shocking abuses of power in Hollywood.

These were individuals – deciding it had gone far enough and they had to do something to end the silence and the behaviour. The details are well-documented – AND THIS IS KEY - the women had a voice and a platform – they were well known and suddenly realised that from being the least powerful in the situation they had power. They were supported by The NY Times and lawyers. They spoke of things which their community recognized so they got behind them and which as a result of their bravery means things can never be the same again.

In mid October I tweeted about Theatre needing to get its own house in order as a result of this... and what should we do. I was inundated with 100's of messages and suggestions and realized that I had to harness this.

Explain ELABORATE...

I had held a town hall meeting at The Royal Court a year or so earlier when it came to my attention that even in a female-led organization we had sexual harassment issues.

- We decided to hold a day of action on October 28th – 10 days after my tweet.
- Invited testimonies of experiences – we got 157 - 5 and a half hours – use of the 2 spaces experience heard and change upstairs, bearing witness and making change happen.
- Those voices once heard could never again be unheard.
- Came up with Code of behaviour by the end of the week...
- We released it to the press and online...
- The theatre community leaders were polite but a bit miffed that we hadn't done anything together, but I knew if we over-consulted and discussed every word it would lose its impact.

As a result it has been taken up all over the UK, it is in rehearsal rooms, I have attended drama schools federation to discuss it, it is being used in Australia, by the federation of women in theatre in Europe in the US
I'm speaking at the house of commons about it next week, Ireland has followed suit, the possibilities are growing daily...

WHAT DID WE LEARN?

- That we have all colluded and normalised this behaviour, knowing about it and not wanting to cause upset, that institutionally there are people and structures which have enabled it.

- We recognized patterns whereby it was at its worst, we were accused behind our backs of a witch hunt, it was intimidating and galvanizing.
- We were reminded of our complex physical relationship with the world as women, that very few women feel they have a voice, that young women need role models – people with nothing to lose, to take the first steps for them.
- We learned that we need to create new vocabularies to face the behaviours and that men need to be included in this journey too.

Why is it relevant that this group spoke out – since then of course many other industries and professions have come forward and that must be encouraged...

We make theatre and art to reflect the world we see back at us, to learn and empathise with it and to also reflect the world as we want it to be.

Empathy is the most sophisticated human emotion and sets us apart from the animals yet sexist and misogynistic behaviour is deeply instinctive and we all know needs to be changed.

What better place to challenge these attitudes and change the narrative than through art and story.

For ever women have struggled to be at the heart of this narrative, we are the bad mother's, the wronged girlfriends, the evil stepmother's, the raped prostitutes – all to get a story going, but rarely throughout time are we the centre of a complex story. Rarely are we represented as the intersectional, complex and influential beings that we are.

We must do this by writing new stories, by not accepting a marginalized picture – I challenge every play we do – what is the role of the women are the protagonists or story devices. It is shocking to me, that the *Shape of Water* is being celebrated as the only film to won best film at the Oscars with a woman in the central narrative in 25 years. That is shocking. But what is more shocking and let's remember how far we still have to go – she is playing a disabled woman, there is not a disabled actress in the role and it is fantasy based on a fairy tale so not exactly exerting or asking difficult questions of the times we live!

This week women writers in TV have been talking about the lack of women in the current ITV programme. The photo shows all white non-disabled women.

BBC 4 project – representation on stage. 8 stories, all female crew etc...
What are the stories?

- At NTS – Glasgow Girls...

There is a culture change happening within the arts – we have woken up to our responsibility as story-tellers and we have the public platform to put our own house in order and to challenge the structures that have decreed what stories we tell and about who.

We can then use those stories to be part of a re-education, who are we, how do we want to be in the world, who do we look up to and why?

Strong men and women that believe in equality and are role models, Wakanda Forever.

I'm a bit sick of the argument about inviting women to the table – the table is riddled with failure and inequality, we need to have the confidence to start another table and ten people will join us.

I feel very positive about this – we have a cohort of young women at the Royal Court – a racially and sexually diverse mix between the ages of 19 and 25. They came to me asking if they could set up their own programme for the year. It doesn't look anything like I would have done it, there are safe spaces, there is activism and anger, there is true inclusion and they say they are creating a movement for change. They were liberated by the fact we spoke out at the Royal Court, they say it gave them license to approach us with their idea... and now they are running with it.

That is living proof that in a very small way and within a specific community we can change attitudes and culture – the trick is how do we maintain it and not slip back again into the dark ages. And next we must harness it to make a fundamental shift in attitudes towards women..

As I always said when I was Artistic Director for National Theatre Scotland – one of the many brilliant things about Scotland is the size – things can really change here and the rest of the world can follow.

THE IMAGINED WE

A performance poem: part of the show 'The Script and Other Drafts':

Jenny Lindsay 2018

We are never permitted to be human poets, writers, journalists, whatever.

We are women poets, female writers, we are murdered women, we are statistics.

We are problems to be solved.

We are problems to be represented.

Each of the imagined 'we' who rises up becomes us,

whether we like it or not.

Do not tear them down, sisters. Do not tear us down, womenfolk. It is not womanly of us to us to be at each other's throats, when they are our throats, when sirens are the soundtrack to our newsfeeds...

Or, we are slashed at the throat. We are severed heads weighted down with rocks, heads sunk far from our bodies, our humanity shucked off by default humans' hands.

*

We stand in the shower.

Our blood trickles down our thighs on

one of **those** days

one of *those* days

one of **THOSE** days

where we're encouraged "me-time."

ME

TIME

Alone with chocolate and

Scrummy bubblebaths in delicious flavours:

Misogyny Mudpie & Mint

Creamy Dreamy Cum-dumpster Froth

Raspberry Coulis & Kool-Aid – mm!

Paedo Pear with Jojoba & Argan Oil.

LOLLIPOP

We plug it in all holes, don't we?

We lean our heads on the tiles and watch our blood plop and pool

because the plug hole is blocked.

*

We imagine an epic car chase followed by fist fights led us here, to this bleeding from a hidden wound. And that we are renegades! We are superheroes! (Or, perhaps, functioning-drunk anti-heroes); we have trauma in our pasts and we are setting things right!

The imagined *them*, the *bad guys*, have been left in pools of bleeding regret; some have wooden stakes sticking out of where their hearts once were (back when they still loved their mothers); some of them turned to dust in front of our eyes.

And we are bruised.

We are injured.

But we are alive.

We are just temporarily crunched over, tenderised, bleeding from the fights...

This script writes itself; plop, plop, plops in our silence...

*

PICTURE THE SCENE:

Strings rise up – and soon accompanied by brass as the camera angle switches from our point of view. Starts at polished toe-nails that sparkle through our bloodied feet; pans up smoothly in the opposite direction but at the same speed as that constant, little trickle. The lens ensures a glimpse of our shaved mound; there's a slowing at unsuckled nipple.

And now our face: our face in tight-lipped defiance. Closed-eyed. Anger. And then a sudden, snappish open! Clearly fierce pain inside! And

(Is it possible to cry in the shower, by the way? We should know by now...)

The scene ends with our fists punching and then pummelling the tiles,

Strangled throats expletting, our knuckles bloodied too now,

All this fucking pain.

At which an audience cries, "BRAVO!!"

"What fighting spirit!"

"Triumph over adversity!"

"All those banished demons!"

And the removal of awards.

Rewards limited to a fist smashing another fist and being told that

the fights against us are what makes us who we are.

And we must love the pain of this at all costs.

Circle Table Discussion

This annex contains full capture of table discussions.

Q1. Everyone says that to tackle gender inequality we have to “change attitudes and culture.” Give us definition of what that ACTUALLY means!

What came across loud and clear is how hard this is to define. The Circle had a lively and rich discussion but because of the complexity, naturally drifted into observations and solutions.

There was a large focus on challenging and tackling social norms and the need for different examples to follow – language and leadership key. The focus was also on breaking the task down and tackling it at all levels – key was education, early years but also educating everyone, from workforce to individuals.

Bridging the gap between ideology and reality was also a feature. We have values and beliefs but are these played out? UN Charter (Article 29). We also have systems in place – how to work with these?

- **Power** structures
 - It means transformation of power
 - Power is a two way dynamic – what power do men have?
 - Do we want to talk about power?
 - Financial power
 - A comfortable language
 - Structural and Cultural Power Balances that place different genders on different pedestals – a sense of division in discussing
 - Power versus privilege – are we talking the same language?
 - Division of labour – the value of women’s work
 - Driven by profit
 - Young women have little self-confidence – prevents reaching for power
-
- Gender roles – who defines them? Why do we have them? Let’s NOT do this.
 - Be curious, challenge learned behaviours, environmental behaviours/factors – family and society involves changing structures, education and institutions
 - Culture change comes before attitude change (individuals, policy, etc.)
 - Culture can change attitudes – stories and cultural spaces
 - “Checking their own privilege” – individuals and community
 - It means change at different levels and at the same time
 - Different starting points for all women
 - Women come from a fundamentally different perspective
 - Facilitating safe spaces to allow discussion about change
 - “What we need is new tables” – with three legs – equality, diversity and inclusivity (without one the table falls)

- Parallels between gender and race equality. Unconscious bias hasn't been addressed.
 - Complex – links to race, LGBT, etc.
 - Need to recognise the culture we have before change
 - Give people the tools to change/effect change
 - Need to target different groups – e.g. different messages that resonate with men
 - Societal attitudes need to be tackled on all levels – different strategies for older, migrants, communities, boys/men
 - Generational issue – do women in their 50's understand the pressures on young women (e.g. social media)?
 - Are we adding to pressures on young people by making them responsible for change?
 - Need to support communities and individuals, so kids not fighting inequalities when they go home
 - Change norms – intergenerational/ingrained – e.g. Presbyterian ordained priests
 - Make inequality socially unacceptable
 - Social structures and government need to change – be persistent, use legislation
 - Are laws up-to-date – do they reflect needs?
 - Raise awareness of unconscious bias - help Scotland to see how unequal things are
-
- What is the relationship between attitudes and culture?
 - Do values influence attitudes? Need to work with young people universally.
 - Requirement to change attitudes – evidence to support the importance of early years education – use this well
 - Gender inequality starts at a very young age
 - Positive messaging from birth – building a positive reality for women
 - Being inclusive of developing skills – especially IT
 - Media has a big part to play
 - Level playing field should be a starting point
 - Hate the idea of gender full stop. There's no one way to be. Stereotypes are restrictive – face the scism of staggered access.
 - Measuring attitude is measuring change difference. Do we identify milestones on our journey to utopia?
 - How to start conversations? And trigger the desire for change?
 - Engage those who have not found a voice
 - **Awareness Campaign** – everyone look in the mirror!
 - Challenge indifference – create empathy
 - Attitude – view looking out as a woman – view looking in as a woman
 - Change attitudes through leadership and facilitation
 - What you permit you promote – lead by example – show leadership – encourage leadership
-
- Education system is key
 - Education and legislative sustainability is crucial to normalise

- Working from the early years – in pockets there are really good practice
- Publishing is doing a lot of work but there is much more awareness needed
- Priorities of Government
- Gender not seen as a priority in funding circles
- Gender imbalance in writing
- Enhance and overhaul recruitment practices
- Change is supported by people on the ground – this needs supporting by policy and funding
-

Q2. Tell us about examples you know of that have impacted and challenged attitudes, resulting in lasting change - please provide enough information so we can go and find out more.

Lots of useful information was collated about high level campaigning and local strategies. Some interesting topics were also explored, such as standards along with the key ingredients that delegates thought made up successful campaigns. Again delegates strayed into problem solving and some very good suggestions were also collated.

- Tonic Advance Programme in England and Wales (an action learning programme delivered by Tonic Theatre – Rebecca Davis)
- Improving Gender Balance Pilot in Scottish schools – funding was stopped!
- Marriage equality in Ireland – the way the campaign was developed was fundamentally built on empathy and deployment of ‘Irish Mammies’. Became something people wanted to be associated with. Allowed families to ‘open up’. Observed effect on attitudes with family. Unintended outcomes [?].
- Smoking ban and plastic bag levy – created lasting change by putting simple or strong legislation ahead of public attitudes – taking attitudes along afterwards
- The plastic movement post Blue Planet II is also really interesting, showing how strong narratives can lead to public calls for change, or influence government and industry.
- EIS Publication *Getting it Right for Girls* – used in schools to support and empower girls and change behaviour in boys
- Period Poverty Campaigns
- Love is Love Campaign – has got young people talking
- LGBT Charter – promotes whole organisational change through reflections of policy and practice improvement
- Cost of the school day – work to highlight what impacts this has and how to challenge that
- Drink driving and seatbelt campaign
- ACE’s and the lightbulb moments it creates
- Public health approaches do not always work
- WhoCares
- Kite mark for gender equality
- Living wage campaign

- Awareness – education - regulation – need all three
- People need to give up power – it is a positive thing for society
- This Girl Can Campaign – built on stats/big data/diagnostic on barriers
- Violence Reduction Unit – knife crime – understand attitudes
- LGBT Charter for schools – Earlston High School
- Kirkaldy High School Leadership – Fife Pride (Heather Stuart)
- Belfast Pride – coalition and collaboration, politics and third sector. Slow progress but progress of attitudes. Await government reopening to lobby. The will is there.
- Changing attitudes to HIV within the church. Ensuring message that faith and medicine can work together.
- 50/50 split of consultants in the NHS (although still a pay gap due to more women recruited recently and therefore on the lower pay scale. May even out in time.
- No recourse to Public Funds Campaign
- Blue/pink toy campaign – parent led
- Baby Boxes gender neutral
- John Lewis (and others) gender neutral clothes
- Pink Stinks Campaign
- PANTS Campaign
- Culture trumps law – this needs to be considered – system change required
- Mentors in Violence in schools
- Green Lobby
- Organ Donor Campaign
- Research and pilots which are changing sectorial thinking around supporting parents and carers (R.davis@stellarQuines)
- Can we learn from for right to take space?
- How did Iceland get to 90% of mat leave taken up (since the 80's – two generations)?
- Children will help to reinforce messages their parents receive, if they are getting them at school

Q3. Many initiatives that try to tackle attitudes end up preaching to the converted, how do we make sure we engage those who need to be engaged the most? Who would you define as those who need to be engaged the most?

Some very useful suggestions were collated along with suggestions for how to engage. Delegates were mindful of ensuring we were as inclusive as possible, that we went as wide as possible and that we made the most of .

- This must be inclusive – not just about who but how we tackle this
- Entrenched thinking
- Empathy
- Design thinking is strong in Scotland – focus groups
- Children

- Involve men – they need to experience empathy to gain perception and change programmes – help men change
- Consumer boycott
- We should go to people and not wait for them to come to us
- Use tech and digital to encourage people across all ages
- Immersed within the community, working alongside community professionals
- Accessible and in the language which is understood by individual cohorts (young and old) – using the converted as advocates (domino effect)
- Need to engage female/male, professionals, well educated, homeless, working class people, early years children
- Business
- Churches
- Older generation
- Media
- Other countries
- The bodies that hold people to account
- Trans community groups
- Community voices
- Messages need to be tailored – one size won't fit all
- Men who think feminism is just for women
- Employers! EHRC Results – 30% thought it ok to ask a woman about family planning at interview.
- Women who do not normally get involved in the conversation. Women need to support women. All sectors of women in society (inc refugees/immigrant/younger/older). Reaching out to them to avoid intimidation setting
- Social media – break through and disrupt – use it wisely – awareness by stealth
- Create a test to identify unconscious bias of media and marketing
- Ethnically diverse communities
- Families
- Women and young girls are key
- Communities and workplaces – the places where conversations happen are key
- Find ways to hear voices with respect, dignity and support
- Put out the messages through the places where people live their lives – the school gates, the pub, hairdressers, football grounds
- The role of social media to engage and raise awareness, but how to harness this?
- Men need to be part of the solution
- Not preaching – developing an understanding

Q4: Recognising the powers that Scotland has – tell us three things you think we could do in Scotland that would create real, lasting change against sexist attitudes.

Some really useful suggestions were put forward by delegates. Education and awareness, targeted at all levels was a key one. Standards and supporting the citizens of Scotland to challenge inappropriate behaviour was also a feature. Mentoring, language and media were also suggested.

- Gender equality in education at all levels
- Tackling sexual exploitation, modern slavery and prostitution
- Developing a new language and a safe space to discuss issues
- Involve the media – and by extension the imaginary life we live
- Legislation – we can actually use Scotland's unique political system
- Conversations through leadership – formal and informal
- Education and participation – FMQ's = senior role modelling different behaviours – more inclusive society (for FM and politicians)
- Policy and law – changing/challenging behaviours of our FM/politicians. Are they breeding an inclusive society (eg FMQs)
- Media campaign on positive female roles (radio, twitter, Facebook, TV, etc.) – focus on the next generation
- Promotion Boards – gender balance
- Legislate for gender equality on boards of companies
- Differentiate young people to take account of gender 'equal doesn't mean the same'
- Poverty – citizen income
- Ameliorate the effects of the 'rape clause'/child cap through the new benefits powers which have come to Scotland. Find a way.
- Procurement process – can't bid for things unless you have gender equality policies
- Sharing parental leave
- Education – reorganising working vs working hours – higher expectations crowd inclusion, especially in primary school – inclusion rider curriculum
- Inclusion Rider – government to lead by example – only agree to gender balanced events etc – gender equality charter
- Personal actions – bring someone along/have a conversation with someone who isn't on the page
- Protest/boycott – eg advertising use gender stereotypes and are highly visible
- Organisations to 'make a pledge' to gender equality (much like a White Ribbon Campaign)
- Capital investment in infrastructure of care/micro business
- Organisations pledge to embed role models into early years. Continue this throughout their career path thinking. In and out of school engagement.
- Influence through media campaigns – public and private sector
- Change policy inclusion rider in ALL policies – eg procurement
- Manage economy to help women – eg tax
- Incorporation of rights into domestic law. Requirement for legal accountability (economic and social rights)
- Utilise the commitment and investment in early education. Make social and emotional learning mandatory in early years. (3-5).
- Change language/attitudes/policies
- Educate everyone

- Should children and young people write our standards?
- Empower young people to challenge in schools
- Help and inform kids to think differently
- Legislation which supports cross gender change
- Flexible working – affects balance at home
- People in positions of power need to look at themselves first. Models of behaviour
- Tailor messages that meet individuals at all levels