



Keeping Excellence
in Training Standards

OCTOBER 2023

EQUALITY MATTERS

KEITS Training Services Ltd

THIS ISSUE:

Stereotyping, what is it,
who does it and why is it
damaging?

Tattoo chat!



Let's begin.. Stereotyping, what is it?

Stereotyping is something that most of us do, often without even realising we are doing it. It is an "...exaggerated belief, image or distorted truth about a person or a group of people." No one is exactly sure why we do it but theories suggest that as it is difficult for us to take in the complexities of other people, we use it as a tool to mentally organise large blocks of information: this enables us to simplify, predict and organise our world quickly...however inaccurate it often is!!

BEFORE YOU READ..

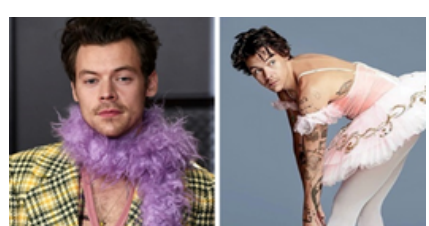
Have you ever been stereotyped, or have you have ever
stereotyped someone at the first impression?



Who do we stereotype?

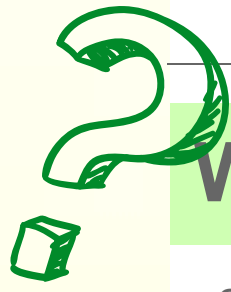
We make quick assumptions about many of a person's characteristics, such as their gender, race, disability, sexuality, age, in fact all of the Protected Characteristics.

It doesn't stop there! It could be what school they went to, clothes they wear, hair colour and taste in music...etc., etc. and these judgements are usually made with little or no personal knowledge of the people or groups we are evaluating. While it may seem harmless, stereotypes are often quite negative perceptions: blondes are ditzy; teenagers are lazy; the disabled are incapable; the elderly are forgetful; men can't cook; women are more caring; gay men are all effeminate; ... and so on. There may be some truth in these examples but if we generalise and ignore the actual individual in front of us, we limit our own understanding.



Despite being a heartthrob to women around the globe, Harry Styles embraces his feminine side and in interviews refuses to be drawn into answering questions about his sexuality and sexual preferences, as he says it is not relevant. Harry Styles refuses to be stereotyped.





Why is it damaging?



Stereotypes are often the foundation of comedy and jokes, as well as images in the media. This normalises the stereotype and then we start to associate this behaviour with other people who have the same characteristics.

The Advertising Standards Authority concluded that stereotypes in adverts "restricts the choices, aspirations and opportunities of children, young people and adults" and The UK's advertising watchdog has said it will ban "gender stereotypes that are likely to cause harm, or serious or widespread offence".

The Committees of Advertising Practice (CAP) said harmful stereotypes in adverts "contribute to how people see themselves and their role in society" and can hold some people back.

The ban covers things like, men struggling with household chores, or girls being less academic than boys. The rules came into force in June 2019. Images such as these will not be permitted.

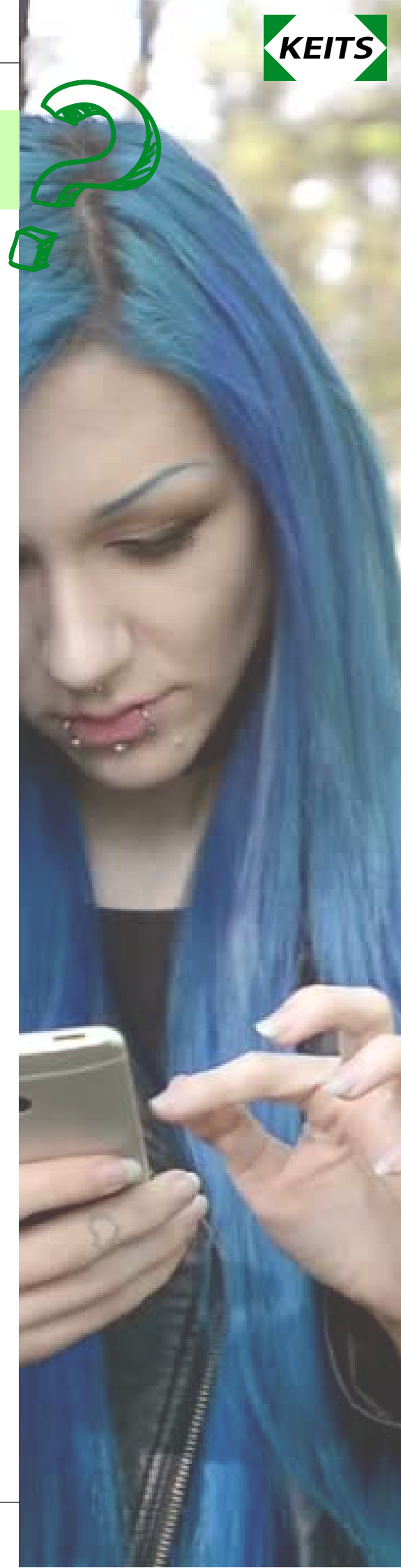
Why do we need to be aware?

Why do we need to be aware? What difference does this make to the world of work? Lots actually!

Your ability to obtain work, sustain it and progress in life, are closely linked to decisions you make and importantly, the ones others make about you.'

You want people to look at your ability to do something, not your hair colour, disability, interests/hobbies, gender, tattoos and so on.

Making assumptions about the capability or suitability of employees (or potential employees) restricts the development of the business. Having a diverse workforce that represents all types of people is vital and by eliminating stereotypes we can help to achieve that.





Let's chat..

Do you have a tattoo/s? and do you feel people judge you because of that?

Have you found yourself making judgments of others because they have a visible tattoo?

It is commonplace now to see tattoos on people, however there is still prejudice in many situations against people with tattoos.

Going back through modern history, tattoos have long been associated with criminality but today this line of thinking is mere stereotyping.

Looking even further back in history, tattooing was originally associated with the higher classes of society. For centuries, tattoos were an indelible mark of royalty, loyalty, religious devotion and pledges of love. In the modern take on the tattoo, one can see these connections with history.



Cont..

One of the biggest reasons for a tattoo in the modern day has to be for personal expression, they can be secretive, tucked away and covered by normal dress codes or bold and on show, worn loud and proud. They can make a statement, connect you to others, demonstrate a belief or passion, act as a memorial and reflect beautiful artistry and skill.

There is no doubt that tattoos can be beautiful pieces of art work, pushing illusion of the body to the limits and they can also send strong messages. Tattoos themselves do not discriminate. They are not a luxury, afforded only by the rich and higher classes, you do not need to be part of a gang or have a strong belief.

You can walk in off the street with a creative idea, choose a design and have yourself tattooed. What does that make you?

It makes you like millions of other people across the world who choose an indelible brand or piece of personal artwork to carry with them.

Tattooists are highly skilled artists that work in clean and healthy environments. So, why do we still discriminate and stereotype? Do you believe that you don't? Consider this... what would you think of the monarchy if they had visible tattoos?... Food for thought !