

EQUALITY BEYOND GENDER ROLES' PROJECT

The campaign being organised by the National Commission for the Promotion of Equality (NCPE) as part of the co-financed project 'Equality between Gender Roles' aims to:

Challenge and break down stereotypes tied to traditional gender roles;
Highlight the importance of men's role in achieving gender equality, in order to reach a fair and equal balance between work and private life, as well as between paid and unpaid work;
Encourage men to share domestic duties and care/family responsibilities, as well as to strive towards equal economic independence between the genders; and
Raise and/or increase awareness of the importance of the provision

and uptake of Family Friendly Measures (FFMs) to and by men, as well as the benefits and responsibilities of making use of them.

We encourage you to follow us on the Online Media Campaign on Facebook, YouTube, Twitter, Wordpress and NCPE's website where you can get more information on the project and subjects being discussed.



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National Commission for the Promotion of Equality

NCPE Malta



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BREAKING GENDER STEREOTYPES



#BREAKINGSTEREOTYPES

"Nixtieq nara bidla akbar fis-soċjetà, speċjalment fil-parlament fejn issib iktar irġiel min-nisa"

Daniel Galea, Student



#WORKLIFEBALANCE

"Family-friendly measures ensure a balance between work and family life"

Shaun Briffa, Student



#SHARINGRESPONSIBILITIES

"Hemm bżonn li ż-żewġ ġenituri jagħtu sehemhom fil-familja"

Johann Caruana, Student



#GENDEREQUALITY

"Women have the same capabilities as men, everybody should have the same opportunities"

Kyle Cutajar, Student



A stereotype is a label given to a person, based on assumptions about the group s/he belongs to. Essentially, it is about putting people into colour-coded boxes from a very young age. Girls wear pink, boys wear blue. Girls like dolls and boys like sports. Women taking care of the family, men earning an income.



Nowadays, men are moving away from the traditional roles. The men in the pictures below chose to have a career and care for their dependents (children, parents, etc.) They prepare breakfast, take their children to school, go to the park and attend to medical appointments. They cook; do the laundry and other necessary housework. They are also in gainful employment and have successful careers.



#BEINGAMAN

However, there are other people who believe that men and women should still occupy specific roles, such as men being the main breadwinners and women taking care of children and the household.

Today, you are being invited to think about the role of men within the family:

Should men share domestic responsibilities?

Are men capable of taking caring roles, like looking after children or the elderly?

Are men missing out when abiding to traditional roles?

What do men gain when they share family responsibilities with their partner?

Both men and women should have the equal opportunity to work, progress in their careers as well as enjoy family time. Stereotypes limit the development of our potential as individuals. Every person has the right to choose what s/he wants to do with their life.



DO NOT LET STEREOTYPES GET IN YOUR WAY!

- Choose subjects that you really want to study – boys can choose Textile Studies and girls can choose Computer Studies
- Engage in relationships that empower your potential
- Show respect to others who may be different
- Have more than one perspective, learn to think outside the box

“ When my wife and I decided to share care responsibilities, those around me thought I am not manly enough as I should be earning money while my wife cares for our son ”

MARIO MALLIA, HEAD OF
SCHOOL AT ST. ALBERT
THE GREAT COLLEGE