



If you would like to find out more about these issues, we have a free booklet that explores them in more detail, as well as resources to find out more. Contact:

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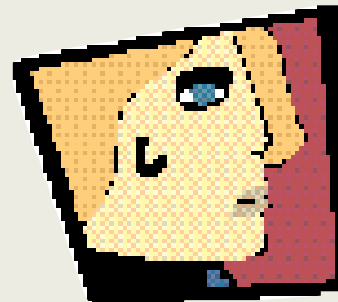
## *The Effects of Stereotyping*

Stereotypes are always less than the whole picture. They allow people to be treated based on only certain aspects of who they are. Stereotypes **IGNORE HUMAN DIVERSITY** and individual abilities and talents.

Stereotypes **LEAD TO UNFAIR TREATMENT** of people through decisions based on prejudice and actions that discriminate. Many kinds of discrimination are not only unfair, but illegal.

Stereotypes can **LEAD TO VIOLENCE AND ABUSE**. It is easier to abuse people when we believe they are not like us and are not equal to us.

Stereotypes **INVOLVE LIES AND MYTHS** about people. When we believe lies about ourselves, we feel oppressed. When we believe them about others and act according to these lies, we oppress others. Oppression occurs when one group has power over another. We have to see ourselves as "groups" first—as "us" versus "them."



## *What Can We Do?*

Oppression is not any one person's problem, yet the solution lies with all of us. We need to see that what we want is personal power—the power to make decisions and choices for ourselves—not power over others.

Stereotypes grow and spread in our families, our communities, our cultures, our organizations and media. If we want to think of how big stereotyping is, we can think of the images of women shown on television screens all over the world. But even though sexism is global, we can all work against it and other stereotypes.

We are capable of change. Only a generation ago, stereotyping, prejudice and discrimination based on religion were common in this province. We have come far, and can go much farther.

We can...

think about the issues

talk about the issues

approach each new person we meet with openness

treat each other with respect

find out more

*Celebrating Diversity*



*Respecting Differences*



GOVERNMENT OF  
NEWFOUNDLAND AND LABRADOR

Women's Policy Office

# Have you or someone you know...

- ♦ felt you were treated unfairly because of your age?
- ♦ been shut out of a program, activity or chance of a job because of a disability?
- ♦ felt people were assuming things about you based on race before they even knew you?
- ♦ gotten unequal treatment because you are a woman?
- ♦ felt uncomfortable or in danger in a situation because you are lesbian or gay?
- ♦ been denied a service or treated unfairly because you are poor?



If so, you or the person you know has faced discrimination. Discrimination is unfair treatment. It is against our rights as human beings.

The examples above show six kinds of discrimination: ageism, ableism, racism, sexism, heterosexism and classism.



# Discrimination is

Sometimes, we think: "That kind of thing has never happened to me."

Yet many people in this province have felt the sting of comments about Newfoundlanders.

Are we really lazy good-for-nothings addicted to government handouts? Of course not.

This is a stereotype. Ageism, ableism, racism, sexism, heterosexism and classism are also based on stereotypes.



*unfair treatment*

# People Experience Discrimination and Stereotyping Every Day...

The bank wouldn't cash my check. They wanted a driver's license. Of course I don't have one. Where would someone on my income get a car?  
—Classism

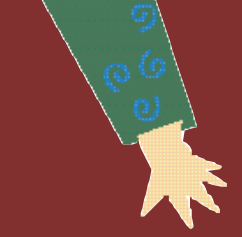
The doctor didn't really listen. He said I should expect discomfort at my age. But this pain was new. I kept saying that.  
—Ageism

This minister in my home town just comes right out and says he is praying for homosexuals to give up their evil ways and avoid the flames of hell.  
—Heterosexism

He said, "You must find it really cold here." He said it just because I'm a woman of colour. I said, "Oh no, I was born in Winnipeg."  
—Racism

My employer was going to let me go. He saw that as the way to solve the problems of my hearing loss. But all we needed were a few changes around the office.  
—Ableism

The supervisor said the first shot at the jobs would go to family men, breadwinners. I said nothing. Now I wish I'd said, "I win the bread and make it too."  
—Sexism



We all live with stereotypes. We all carry some of them with us.

A STEREOTYPE is a general idea about a group of people. It is always too narrow to be accurate.

Stereotypes lead to prejudice and discrimination.

SEXISM is prejudice or discrimination based on gender.

RACISM is prejudice or discrimination based on race or cultural background.

HETEROSEXISM is prejudice or discrimination based on sexual orientation.

ABLEISM is prejudice or discrimination based on ideas of ability and disability.

CLASSISM is prejudice or discrimination based on class, income, status and/or source of income.

AGEISM is prejudice and discrimination based on age.

Together, these ISMs affect the everyday lives of many people.