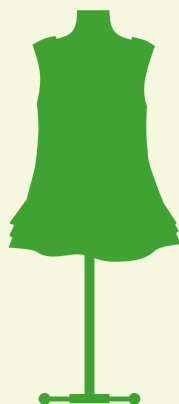


Tools



ELEMENTARY
Cycle 2, Year 4

Coordination of the *Mosaik* project

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This publication is specifically addressed to professionals in the health and social services and educational networks and community network outreach workers. It is available only in electronic format and at the following address:

www.msss.gouv.qc.ca/professionnels/mosaik.

Masculine pronouns are used generically in this document.

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STUDENT QUESTIONNAIRE

You have a budget of \$150.00 to buy clothes.

Before going shopping, you first need to ask yourself some questions.

1. WHO WILL CHOOSE YOUR CLOTHES?

- ☐ Dad
- ☐ Mom
- ☐ Me
- ☐ Someone else

2. WHO IS PAYING FOR YOUR CLOTHES?

- ☐ Dad
- ☐ Mom
- ☐ Gift
- ☐ Someone else

3. WHERE DO YOUR CLOTHES COME FROM?

- | | |
|--|---|
| <input type="checkbox"/> Store | <input type="checkbox"/> Tailor, hand-made |
| <input type="checkbox"/> Gift | <input type="checkbox"/> Second-hand clothing store |
| <input type="checkbox"/> Hand-me-down from my big brother/big sister | <input type="checkbox"/> Clothing bank |
| <input type="checkbox"/> Hand-me-down from someone else | <input type="checkbox"/> On-line |

4. WHY DO YOU BUY CLOTHES?

- ☐ Because I need them
- ☐ To look good
- ☐ To be fashionable
- ☐ All of the above

5. WHEN YOU CHOOSE A PIECE OF CLOTHING, YOU FIRST THINK OF: (ONE CHOICE)

- | | |
|--|--|
| <input type="checkbox"/> How good it looks | <input type="checkbox"/> The price |
| <input type="checkbox"/> How comfortable it is | <input type="checkbox"/> The brand |
| <input type="checkbox"/> What my friends wear | <input type="checkbox"/> What my parents think |
| <input type="checkbox"/> The occasion I need to wear it to | <input type="checkbox"/> I don't choose my clothes |

6. THE TYPE OF CLOTHING YOU LIKE BEST:

- | | |
|---|---|
| <input type="checkbox"/> Athletic gear | <input type="checkbox"/> Tank tops |
| <input type="checkbox"/> Jeans | <input type="checkbox"/> Cotton fleece |
| <input type="checkbox"/> Dresses/skirts | <input type="checkbox"/> Vests |
| <input type="checkbox"/> Blouses | <input type="checkbox"/> No particular preference |
| <input type="checkbox"/> Shirts | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> T-Shirts | |

7. HOW DO GET YOU IDEAS FOR THE CLOTHES YOU WANT?

- | | |
|---|--|
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Parents |
| <input type="checkbox"/> TV | <input type="checkbox"/> Friends, young people around me |
| <input type="checkbox"/> Stores | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Idols | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Brother/sister | |

8. YOUR FAVOURITE CLOTHING COLOURS:



QUESTIONNAIRE FOR PARENTS

In my Math class, we shopped for clothes based on a budget of \$150.00. I first had to fill out a questionnaire on my clothing choices. Now it's your turn. I would then like us to compare our answers to see if my way of choosing clothes is different from yours when you were my age.

Thank you for taking a few minutes to answer the questionnaire. We'll discuss our answers after.

WHEN YOU WERE IN ELEMENTARY SCHOOL:

1. WHO CHOSE YOUR CLOTHES?

- ☐ Dad
- ☐ Mom
- ☐ Me
- ☐ Someone else

2. WHO PAID FOR YOUR CLOTHES?

- ☐ Dad
- ☐ Mom
- ☐ Gift
- ☐ Someone else

3. WHERE DID YOUR CLOTHES COME FROM?

- | | |
|--|---|
| <input type="checkbox"/> Store | <input type="checkbox"/> Tailor, hand-made |
| <input type="checkbox"/> Gift | <input type="checkbox"/> Second-hand clothing store |
| <input type="checkbox"/> Hand-me-down from my big brother/big sister | <input type="checkbox"/> Clothing bank |
| <input type="checkbox"/> Hand-me-down from someone else | |

4. WHY DID YOU BUY CLOTHES?

- ☐ Because I needed them
- ☐ To look good
- ☐ To be fashionable
- ☐ All of the above

5. WHEN YOU CHOSE A PIECE OF CLOTHING, YOU FIRST THOUGHT OF: (ONE CHOICE)

- | | |
|--|---|
| <input type="checkbox"/> How good it looked | <input type="checkbox"/> The price |
| <input type="checkbox"/> How comfortable it was | <input type="checkbox"/> The brand |
| <input type="checkbox"/> What my friends wore | <input type="checkbox"/> What my parents thought |
| <input type="checkbox"/> The occasion I needed to wear it to | <input type="checkbox"/> I didn't choose my clothes |

6. THE CLOTHES YOU LIKED BEST WERE:

- | | |
|---|---|
| <input type="checkbox"/> Athletic gear | <input type="checkbox"/> Tank tops |
| <input type="checkbox"/> Jeans | <input type="checkbox"/> Cotton fleece |
| <input type="checkbox"/> Dresses/skirts | <input type="checkbox"/> Vests |
| <input type="checkbox"/> Blouses | <input type="checkbox"/> No particular preference |
| <input type="checkbox"/> Shirts | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> T-Shirts | |

7. WHAT GAVE YOU IDEAS FOR THE CLOTHES YOU WANTED TO GET?

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Brother/sister |
| <input type="checkbox"/> TV | <input type="checkbox"/> Parents |
| <input type="checkbox"/> Stores | <input type="checkbox"/> Friends, young people around me |
| <input type="checkbox"/> Idols | <input type="checkbox"/> Other: _____ |

8. OUR FAVOURITE CLOTHING COLOURS WERE:



COMPARISON FOR QUESTIONNAIRE ANSWERS (STUDENTS AND PARENTS)

Now, compare your answers to the questionnaire. Are they the same?

1. WHICH ANSWERS ARE THE SAME?

2. WHICH ANSWERS ARE DIFFERENT?

3. TOGETHER, LET'S TRY TO FIND OUT WHAT MAY EXPLAIN THE SIMILARITIES AND DIFFERENCES IN HOW WE CHOOSE OUR CLOTHES. WE THINK THAT:

THANK YOU FOR FILLING OUT THE QUESTIONNAIRE!

(STUDENT'S SIGNATURE)



WORK BOOK



Name: _____

☐ Very well done

☐ Well done

☐ Satisfactory

☐ Unsatisfactory

GOING SHOPPING

It's recess time. Julianne and Simon are talking.

J.: *Guess what Simon, I got \$150.00 for my birthday to buy clothes and I can buy whatever I want!*

S.: *Wow! You're so lucky! If I were you, I would buy the sneakers I saw the other day at the sports store. They're so nice! They're the same pair my favourite basketball player wears. I saw them on a TV ad the other day.*

If you had \$150.00 to buy clothes, what would you buy?

Like Julianne, you have \$150.00 to buy clothes.

Before you go shopping, you need to read the following information and instructions:

- You need to choose clothing in catalogues and flyers that are within your budget of \$150.00. Cut out the pictures of clothing with the prices and glue them to a piece of paper.
- On your bill, write the name of each item along with the cost and the total cost of all items.
- The taxes are included.

MY REACTIONS

This topic interests me



The challenge was as big as



How do you feel about this exercise?

- ☐ I'm sure of myself.
- ☐ I need to think about it a lot.
- ☐ I'm worried.
- ☐ I'm frightened.

Because _____

WHAT I LEARNED

Write in your own words or represent in a drawing what you learned from this exercise.

Write down the important information.

To better understand:

I can talk about the situation in my own words.

I make sure I understand every part of the exercise.

I write down the information that is useful to me.

I represent the situation with a drawing or a graph.

COLLAGE

(If you run out of space, use another sheet)

MY CALCULATIONS

THE BILL

NAME OF ITEM	PRICE
Total:	

REFLECTION ON HOW YOU SOLVED THE PROBLEM

I'm proud of my work



What I found easy:

What I found difficult:

Did you run into a problem or problems?

☐ Yes

☐ No

If yes, specify which one(s) and explain your solution:

Did you need help?

☐ Yes

☐ No

If yes, at which step?



RESULT OF YOUR SHOPPING TRIP

We worked on the themes of sexual stereotypes, social norms, marketing and consumerism in my Math class. We went on a shopping trip with a budget of \$150.00. I would like to show you what I chose and get your opinion.

1. WHAT I BOUGHT ON MY SHOPPING TRIP

2. IN YOUR OPINION, WHY DID I CHOOSE THESE CLOTHES?

- | | |
|---|--|
| <input type="checkbox"/> Because they looked good | <input type="checkbox"/> Because I need them |
| <input type="checkbox"/> Because they are comfortable | <input type="checkbox"/> So that I can look good |
| <input type="checkbox"/> Because my friends wear them | <input type="checkbox"/> To be fashionable |
| <input type="checkbox"/> Because of the price | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Because of the brand | |

3. ARE THE REASONS THE SAME? IF NOT, EXPLAIN TO YOUR PARENT WHY YOU CHOSE THESE CLOTHES AND GIVE YOUR REASONS BELOW.

4. WHAT DO YOU THINK OF MY CLOTHING CHOICES? WHY?

5. DO YOU HAVE ANY SUGGESTIONS FOR ME?

Tell your parent about what you learned from this class activity. To help you, here are some subjects that were discussed:

- the differences between girls' and boys' clothing choices
- the importance placed on clothing
- fashion
- the influence of advertising
- etc.

IN THIS ACTIVITY, I LEARNED:

THANK YOU FOR FILLING OUT THE QUESTIONNAIRE!

(STUDENT'S SIGNATURE)



The influence of friends and the media

Ages 9-10

WHAT IS YOUR CHILD GOING THROUGH?

At each stage of their development, children need models of men and women to construct their identities as boys or girls.

During childhood, their main models are the members of their **family**. As they grow, young people place greater importance on their **friends**. They want to be accepted by their peers, and their behaviour and tastes can be more easily influenced. The **media** also play a prominent role in the lives of young people: advertising and their idols can influence them in various ways (e.g., haircuts, clothing style, attitude, way of talking or dancing, etc.).

Young people aren't always aware of the influence of their friends and the media, particularly when it comes to their clothing choices.

WHAT CAN YOU DO AS A PARENT?

Help children become informed consumers when it comes to choosing and buying clothes

Help them make choices that aren't solely influenced by their friends or the media by asking them:

WHY DO YOU WANT THIS CLOTHING ITEM?

- | | |
|--|---|
| <ul style="list-style-type: none"> ■ Because you need it? ■ Because your friends are wearing the same thing? ■ Because you think it looks nice? | <ul style="list-style-type: none"> ■ Because it's fashionable? ■ Because you think you look good in it? ■ Etc. |
|--|---|

DO YOU REALLY NEED IT? EXPLAIN TO CHILDREN THAT THEY NEED TO ASK THEMSELVES DIFFERENT QUESTIONS BEFORE BUYING CLOTHES:

- | | |
|--|---|
| <ul style="list-style-type: none"> ■ Will this piece of clothing be useful? ■ Will I wear it often? ■ Can my parents afford to buy it for me? | <ul style="list-style-type: none"> ■ Do I need to have everything that's in fashion? ■ Do I have to buy everything my friends have? ■ Etc. |
|--|---|

What will happen if I can't or don't want to buy you this clothing item?

The answer to this question will give you an idea of how much your child really wants the clothing item. She may realize that she doesn't really need it. Or, you will see how important it is for her. Based on her reasons for wanting the clothing item, you can decide whether to buy it or not and explain your decision. For example, you can say:

- "I don't think that wanting this shirt because all your friends have one is a good reason. You already have a lot of shirts. We can look at buying it when you really need one."
- "I can see it's important for you to have this sweater. You think it looks good and you can wear it all the time. Are you sure this is really the one you want? Because I can't buy you another one for a while after that."
- "You want these running shoes because they're a specific brand. Just remember that the symbol on the side costs a lot of money. If these are really the shoes you want, you'll have to pay for part of them. Do you think you can wear them for gym class?"



Tips

Be aware that, just as they do for adults, clothes and accessories can help your children feel that they look good and at their best and give them confidence. However, help them understand that their appearance isn't the only way to feel good and accepted by others. Their values, skills and attitudes are also important parts of their personality.

Negotiate with your child. This will help them develop critical thinking and an ability to accept "no" and to respect authority. These skills will be useful throughout their lives.

Reflect on how the media influences your own consumer habits, clothing choices, and behaviour. You are a model for your child.

WHAT CAN HELP YOU?

Documents for parents

OFFICE DE LA PROTECTION DU CONSOMMATEUR, and ÉDITIONS PROTÉGEZ-VOUS. *Vos enfants et la pub.* (In French only.) Available from the following website: www.opc.gouv.qc.ca (Information per consumption topic/Advertising, contests and solicitation/Advertising directed at children).

YWCA MONTREAL. *Early Sexualization: A Guide for Parents of Preteen Girls.* 2009. Available from the following website: www.ydesfemmesmtl.org (under Leadership/Tools, Resources and Publications/Resource Material).

Web site

www.mediasmarts.ca

Do you need a professional resource?

Call Info-Santé at 811 or the parent help line at 1-800-361-5085.

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