

For Non-Profit Organizations and Charities

Beyond Gender Stereotypes (BGS) is a foundational, evidence-based programme that strengthens the work of NGOs and charities in England by addressing gender equity, wellbeing, misogyny, and safeguarding. As schools face increasing concerns about online polarisation and misogyny, it is crucial to give boys and girls the opportunity to question these assumptions during primary school, which can help build confidence, widen aspirations and create a more inclusive environment for everyone.

BGS provides a solid starting point for whole school approaches and complements other programmes and interventions by helping children understand where ideas about gender stereotyping begin - so every programme that follows can go further.

And we'd like to collaborate!



We need to be proactive, there's lots of need to address gender and misogyny. And we want to be one step ahead. We want to be preventative rather than reactive, which is why we got involved with BGS.

– BGS Lead

BGS at a glance

- ▶ **Whole school approach**
Teacher-led, CPD-certified, easily integrated into PSHE/RSHE
- ▶ **Early intervention**
Works before stereotypes become entrenched behaviours
- ▶ **Evidence-based**
Strengthens inclusion, wellbeing and safeguarding
- ▶ **Scalable and sustainable**
Free, flexible and designed for busy classrooms

Programme overview

BGS supports children to understand and challenge limiting gender stereotypes that affect both girls and boys – helping schools build confidence, respect and inclusion from the ground up.

Alongside addressing barriers facing girls, the programme explores how restrictive ideas about masculinity can limit boys, encouraging them to be caring, connected and allies for equality. When norms on masculinity are left out of gender equality programmes, boys tend to disengage from or reject messages around gender equality and girls' empowerment. This is especially important as schools face increasing concerns about online polarisation and misogyny.

Developed with input from education specialists as part of The Children's Society's Lifting Limits programme, and part of the [Global Boyhood Initiative](#), coordinated by [Equimundo: Center for Masculinities and Social Justice](#), BGS is designed specifically for busy classrooms, supports whole-school inclusion priorities, and is aligned with current RSHE statutory guidance.

BGS is not a competition...

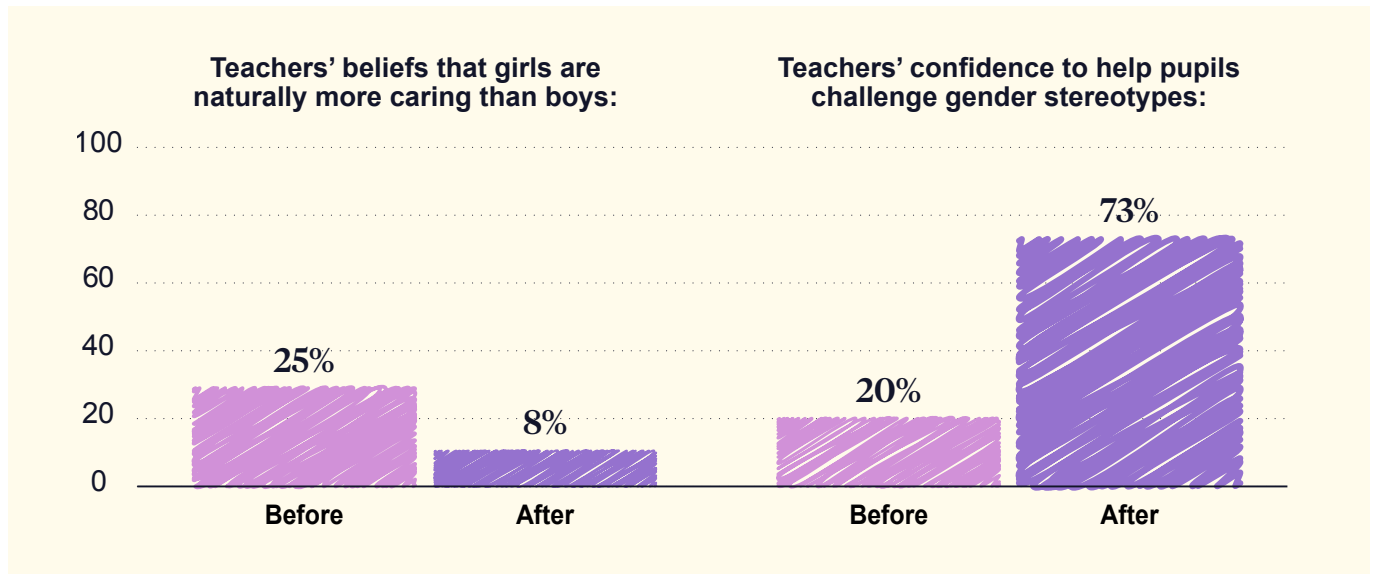
It's a foundation

BGS's early-stage focus makes it a natural complement to programmes that address later behavioural outcomes. It provides the early-prevention foundation that makes later programmes more effective and can be used as one of many layered interventions that contribute to a young person's development.

Other programmes	How BGS adds value
 Violence prevention/ misogyny	Builds early empathy and respect with a specific focus on boys, addressing stereotypes that limit boys' emotional expression and connection, and encouraging cross-gender play and friendships.
 Healthy relationships/ consent	Helps pupils understand where ideas about relationships and roles originate.
 Digital citizenship/ online safety	Encourages critical thinking about gender norms, which are the root of much online polarisation and exploitation.
 Safeguarding and wellbeing	Embeds preventative culture and supports whole-school inclusion.
 STEM and careers education	Challenges gendered assumptions about ability and aspiration.

It's evidence-based

Equimundo, in partnership with The Children's Society, led the evaluation of BGS between September 2025 and April 2026. A total of 24 schools in England, with 300 educators and 2,300 pupils in the programme, and 1,000 pupils in control schools, took part.



"I learned that it's okay for boys and girls to play together, because I used to just only play with boys until we did the gender stereotypes lesson."

Pupil, Y3-4



It offers opportunities to collaborate

Many programmes exist to support whole-school culture change, and some programmes work at specific intervention points. BGS builds the foundations for healthier, more equitable school communities.

We're seeking partners to:

- Integrate BGS into existing work with primary schools
- Signpost BGS via programme website and school networks
- Support BGS's rollout by sharing key messaging with existing supporters

How can you help?

We'd love to hear from you at bgs@childrenssociety.org.uk