

LGBT+ GSA Weekly Activity

Example



Starter Activity - The Name Game.

Ask each member of your group, in turn, to introduce themselves by sharing:

- Their name
- Their pronouns (i.e. she/her, they/them, he/him)
- An advert they can recall, that really appealed to them – exploring the reasons why it appealed, if there is time.

Activity:

Last week, we saw the release of a new advert for a car that features a lesbian storyline, show the film to the group – <https://youtu.be/MrNCVAqbCDO>

Questions to ask the group:

- What did you think of the advert?
- What does it feel like to have your lives represented in adverts?
- Are adverts like this trying to be more equal, or is representation in this way tokenistic?
- Does adverts like this make you feel more or less inclined to buy a particular product?
- What do you think is meant by the phrase "Pink Pound"?

The colour pink has been synonymous with the LGBT+ community since the 1970's when it was reclaimed after World War II. During the war, concentration camp prisoners, specifically those determined to be gay, were made to wear a pink triangle to categorise their 'kind' or 'breed'.

The phrase 'pink pound' first appeared in the Guardian newspaper in 1984 and is often used to describe the purchasing power of the LGBT+ community. It ties up with an assumption that people in the LGBT+ community are less likely to become parents, and therefore have more money to spend on other products.

Have a look at these other products, which are definitely being marketed (sometimes only around Pride season) with you in mind. Click on the text to get an image of the product or ad;

- [A sandwich](#)
- [Shoes](#)
- [Biscuits](#)
- [A burger](#)
- [A car](#)

Questions to ask the group:

- Are you more likely or less likely to buy these products?
- What impact would it have on your decision, if profit made from the sale of such products was donated to LGBT+ charities?

When you join the LGBT+ Groups in Schools Alliance, you will receive activities like these, direct to your inbox, each week.

To discuss more or simply ask us how it works, contact us at training@theproudtrust.org



LGBT+ Groups In Schools Alliance – theproudtrust.org/lgbt-gsa