

### Parenting Beyond Pink & Blue: How to Raise Your Kids Free of Gender Stereotypes

Christia Spears Brown

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A guide that helps parents focus on their children's unique strengths and inclinations rather than on gendered stereotypes to more effectively bring out the best in their individual children, for parents of infants to middle schoolers.

#### Reliance on Gendered Stereotypes Negatively Impacts Kids

Studies on gender and child development show that, on average, parents talk less to baby boys and are less likely to use numbers when speaking to little girls. Without meaning to, we constantly color-code children, segregating them by gender based on their presumed interests. Our social dependence on these norms has far-reaching effects, such as leading girls to dislike math or increasing aggression in boys.

In this practical guide, developmental psychologist (and mother of two) Christia Spears Brown uses science-based research to show how over-dependence on gender can limit kids, making it harder for them to develop into unique individuals. With a humorous, fresh, and accessible perspective, *Parenting Beyond Pink & Blue* addresses all the issues that contemporary parents should consider—from gender-segregated birthday parties and schools to sports, sexualization, and emotional intelligence. This guide empowers parents to help kids break out of pink and blue boxes to become their authentic selves.



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