

The Social Construction of Gender: The Cursed Pink

Public English version. Teachers' personal contact details have been replaced with XXXXXX. This is an unofficial translation; the approved Greek document prevails.

School year	2025-2026
Programme type	Health Education Programme
Programme code	3655
School unit	1st Laboratory Centre of Athens District D (Agios Dimitrios)
Director	DIMITRIOS KOTSIFAKOS
Coordinator	MPEZIRTZOGLU MARIA
Teaching branch	ΠΕ87.09
Teacher telephone	XXXXXX
Teacher email	XXXXXX
Participating teachers	CHALKIADAKI VASILIKI
Number of students	15

Main topic and thematic units

The programme examines the social construction of gender and stereotypes symbolised by the phrase “the cursed pink”. It explores how family, work, language, culture and media shape expectations and may contribute to discrimination or gender-based violence.

Educational objectives

Students identify stereotypes, distinguish biological and social dimensions of gender, develop empathy and respect, recognise discrimination and strengthen critical media literacy and inclusive attitudes.

Implementation methodology

An interdisciplinary and experiential approach combines guided discussion, analysis of media and advertising, case studies, creative workshops, role play and student-produced communication material.

Duration and start

Sixteen weeks, one one-hour meeting per week, beginning after the programme opening event.

Visits and partnerships

Possible partners include public equality bodies, counselling centres, organisations working against gender-based violence and educational or cultural institutions.

Links with the curriculum

The programme connects with psychology, human development, pedagogical environments, creative activities, health promotion, communication and social inclusion.

Dissemination

Posters, presentations and social-media material will communicate messages on equality, empathy and the critical deconstruction of stereotypes.

Evaluation

Pre- and post-programme questionnaires, participation observation, analysis of creative work and reflective discussion will assess changes in knowledge and attitudes.

Timeline

December: detailed design and evaluation tools. January-February: workshops and partnerships. March: final products, presentation and evaluation.

Teachers' telephone numbers and email addresses are redacted in this public version.