

# Picture News



## How can shops make sure everyone feels represented?

Stef Reid MBE, a former Paralympian medal-winner who represented Canada and Great Britain, is asking Nike and other sportswear companies to start selling individual trainers to single-leg amputees. The request comes after noticing the company using mannequins with running blades to promote its products in shops. Stef has said that by refusing to sell single shoes, Nike is not living up to its values of diversity and inclusion. In a video viewed over 3 million times, Reid said she was thrilled to be shown photos of mannequins in Nike stores with running blades wearing a single shoe.



- Look at this week's poster and share your thoughts on what the story could be about.
- Read the information, found on the assembly resource, all about Stef Reid and her request for Nike to allow people to buy single shoes. Share your thoughts on Nike's response.
- Can you come up with any other ways shops can make everyone feel welcome?
- Watch this week's useful video, which shows Paralympian Stef Reid recently speaking about not being able to buy a single shoe from Nike. Why do you think the video has been watched and talked about by so many people?
- Do you feel big companies such as Nike have a role to play in making everyone feel welcome in their shops?
- Consider how everyone is different - can you think of ways to ensure everyone is included and reflected in your school community?

### Reflection

Everyone is different, from our personalities and experiences to our physical traits. This makes the world a wonderfully diverse place but also means we all have a responsibility to ensure everyone is included and has opportunities to reach their potential.

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## KS1 focus

### What does 'representation' mean?



- Remind children of this week's story about Stef Reid, former Paralympian medal-winner and single-leg amputee.
- Look at this week's poster, which shows a Nike store using mannequins with running blades (prosthetic limbs used by amputee athletes) wearing a single shoe. Why do you think Nike might use these mannequins? What benefits do you think this might have?
- When Stef saw photos of these mannequins, she said that it made her really happy. Why do you think she might have felt this way?
- Look at the children on resource 1 and read about their experiences. What do you notice? How are they the same as or different from you? How do you think they might have felt as a result of their experiences? Why?
- People can be different in lots of ways; we might look or sound different or come from different places, we may hold different beliefs or have different likes or dislikes.
- Differences make each of us unique and this makes our world a diverse and exciting place!
- Do you think learning about differences might help us in our own lives? How? E.g., becoming more understanding, trying new things, learning new ways to do things.

### Reflection

Representation is everyone feeling loved and accepted for who they are. Having our differences understood and celebrated can help us to feel included.

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## KS2 focus

### What are some examples of businesses making their products inclusive?



- Think about some of the items you see and buy, or would like to buy, such as clothes, games, drinks. Where have you seen these items? Why do you want to buy them? What clothes, games, drinks do you prefer? Does everyone agree?
- Can you think of a time you have wanted to buy something, but you couldn't find the right size, fit, colour, shape etc? How did you feel?
- Look at resource 2, which shares examples of businesses trying to make their products inclusive. Do you think these businesses have succeeded in being inclusive? Do you think there is anything more they could do? If so, what?
- Focus on Mattel's 'Barbie'. It claims to be the most diverse doll line with, '35 skin tones, 97 hairstyles, 9 body types and counting.' It also has dolls representing a range of disabilities and careers. How important do you think it is that the people we see in toys and games are diverse? Can you relate to any characters you have seen? How does this make you feel?
- Everyone is unique and special. We all have different features and characteristics. Can you describe your features and characteristics? How do you express who you are e.g., the clothes you wear, your hobbies, your hairstyle?
- There are nine recognised and legally protected characteristics. Do you know what they are?

### Reflection

In recent years, many companies have considered ways to ensure the products they sell are inclusive. We can use our voice to challenge companies, who we believe are not representing everyone.

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## KS2 follow-up ideas

### Option 1

Think about some of the businesses selling products you might buy.

- Do you believe their products are inclusive?
- Do they sell something that represents you?
- Are there any companies that you think could be more inclusive?
- Can you suggest how a company could be more inclusive?

Use this opportunity to write a letter to a company of your choice to share your voice. It might be that you join Steph Reid in her request to Nike or you may even write to a company to congratulate them on their inclusivity!

### Option 2

Steph Reid wanted to buy Nike Vapourfly trainers costing £250 per pair.

- How much would one trainer cost?

Nike offered Steph a 10% discount.

- How much would the Vapourflys cost Steph with a 10% discount?
- If you only paid for one trainer, what percentage discount is this?
- What is the difference in price between paying for one trainer and both trainers with a 10% discount?

Using an online search engine, explore the cost of trainers. For each, record the cost of one trainer and the cost of the pair with a 10% discount.

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## KS1 follow-up ideas

### Option 1

It can help us to feel understood and valued when we see ourselves represented in the books that we read. Go on a library trip – this could be to your school or local library – and browse a selection of books.

- Can you find a book with a character that is like you in some way?
- Can you find a book with characters that you want to find out more about?

Share the books you have found with your classmates. Take a selection of books back to your class book corner or use them for story times. Do you think there are any differences that are not represented in the books? Perhaps you could research some new books and write a letter to your headteacher asking if they can be added to the library.

### Option 2

Talk to a friend to find out about your similarities and differences. Think about:

- What hobbies do you enjoy?
- What food do you like?
- Where are you from?
- How many people are in your family?

Draw and colour or paint a portrait of yourself. On the back, write down all the things that make you unique. Hang your portrait on a washing line, along with those of your classmates. Enjoy and celebrate all the different portraits. Read about everybody's differences. Did you learn anything new about any of your friends?

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## This week's useful websites

### This week's news story

[www.bbc.co.uk/news/newsbeat-68739752](http://www.bbc.co.uk/news/newsbeat-68739752)

### This week's useful video

Steph Reid speaking about her contact with Nike  
[www.tiktok.com/@runjumpstefreid/video/7355961228709203232?lang=en](https://www.tiktok.com/@runjumpstefreid/video/7355961228709203232?lang=en)

### This week's Virtual Picture News

[www.picture-news.co.uk/discuss](http://www.picture-news.co.uk/discuss)

### This week's vocabulary

#### Amputee

Someone who has had all or part of an arm or a leg removed.

Steph Reid... is asking Nike and other sportswear companies to start selling individual trainers to single-leg amputees.

#### Biochemistry

The scientific study of the chemistry of living things. Steph has a degree in biochemistry.

#### Diversity

Including many different types of things or people in something.

Steph has said that by refusing to sell single shoes, Nike is not living up to its values of diversity and inclusion.

#### Mannequin

A life-sized model of a person used to display clothes in a shop window.

Reid said she was thrilled to be shown photos of mannequins in Nike stores with running blades wearing a single shoe.

#### Potential

Someone's ability to develop, achieve, or succeed. We all have a responsibility to ensure everyone is included and has opportunities to reach their potential.

#### Request

Politely or officially asking for something.

The request comes after noticing the company using mannequins with running blades to promote its products in shops.