



She Can STEM

Campaign Talking Points

Issue Background

Research shows that young girls like STEM subjects – science, technology, engineering and math – but, as they get older, they start to feel that STEM isn't for them based on outdated stereotypes. As girls look around for female role models, they don't see anyone who looks like they do. If we want girls to succeed in STEM, we have to show them it's possible.

Campaign Background

The Ad Council has partnered with GE, Google, IBM, Microsoft and Verizon to create a campaign focused on empowering girls in STEM (science, technology, engineering, and math). Nonprofit campaign partners include Society of Women Engineers, National Center for Women & Information Technology (NCWIT), Girl Scouts, Girls Who Code, Black Girls Code, ChickTech, the New York Academy of Sciences, and Girls Inc.

Our campaign, launching during back-to-school 2018, targets tween girls (ages 11-15) and aims to showcase female role models in STEM to reinforce the idea that STEM is cool, creative, and inspiring. To give girls the inspiration they need, we need to show them that if She can STEM. So can you.

Talking Points:

- Young girls like STEM (science, technology, engineering and math) subjects. But research shows that when they get to middle school, they start to feel that STEM is “not for them” because they don't see role models who look like them or the different ways they can bring the subjects to life. In order for girls to succeed in STEM, they need to see someone who looks like them.
- If we want women to be the next generation of STEM leaders, girls need to see that it is possible. If they can see it, they can – and will – be it.
- Girls are using STEM in their everyday lives without even realizing it! Making slime, creating your own lip gloss and baking brownies are all examples of STEM in action.
- She Can STEM aims to get girls involved in science, technology, engineering and math and show them just how creative, unexpected, cool and inspiring STEM can be.
- The campaign showcases real women who have accomplished great things in the STEM fields. Their achievements are a rallying cry for the future generation of girls in STEM.
- Follow @SheCanSTEM on Instagram to find inspiring stories of women who have done incredible things in STEM fields and resources for getting involved in and staying in science, technology, engineering and math.