

Background
&
Research



Problem - Many children grow up with a lack of understanding of the LGBT. This lack of knowledge during early can result in kids being unaware of this community leading to later questions, discrimination or more.

Hypothesis - By incorporating LGBT themes into children's toys via play patterns, kids can grow up with a better understanding and acceptance of the community.

What does the LGBT consist of?

Lesbian - Women attracted to other biological women

Gay - Men that are attracted to other biological men.

Bi - An individual who is attracted to both biological men and women.

Trans - An individual whose biological sex does not match that of their brains.

Straight - An individual who is attracted to the opposite sex that they are.

+ (Ally, Asexual, questioning, pan, etc.)



Why should kids learn about the LGBT?

- Increase awareness.
- Decrease confusion, discrimination and violence.
- Decrease emotional struggles, relationship problems, and mental health struggles.
- Increases tolerance and acceptance amongst newer generations.

Tolerance is on a decline.

Is it politics? Hate speech? Social platforms?

Gen Z and Millennial's grow increasingly uncomfortable with the LGBT community.

Non LGBT individuals and older LGBT have grown less accepting of new community.

GLAAD survey found that "the idea of equal rights is largely supported in the US, but the same cannot be said for acceptance."

LGBT trying to force acceptance and taking it to the extremes.

A young child with curly hair, wearing a headband with two large, upright bunny ears, is the central focus. The child is holding a rainbow flag in their right hand and is being held by the hand of an adult on their left. The child is wearing a white dress with a leopard print pattern and a red bow at the neck. The background is a blurred crowd of people, suggesting a public event or parade. The overall lighting is dim, with a dark overlay on the image.

Early Development Exploration

Ages and stages

PRESCHOOL

- ◆ Talk about body parts using clinical words because euphemisms can give the impression that these are shameful or embarrassing.
- ◆ Talk about pregnancy and birth. A child may ask, 'Why does Johnny have two mommies?'
- ◆ Talk about what is a safe touch, and what is not.

TIP: If your child asks a question, clarify what he or she wants to know. Details may not be required.



AGES 5 TO 8

- ◆ Start talking about puberty. Explain how a child's body changes to an adult's.
- ◆ Tell your child that people sometimes look at pictures or videos of naked people on the Internet, and these aren't OK for kids.

TIP: Get a book about sex written for kids. Read it with your child, and leave it with them to read again in private.



AGES 9 TO 12

- ◆ Children need to begin to grasp that, when they are older, sexual relationships may be good but also may be dangerous.
- ◆ Parents should explain their own values concerning specific topics.

TIP: Look for teachable moments—Penn State. Anthony Weiner. Tiger Woods. The headlines may prompt your child to ask a question, which is a great opportunity to have a talk about values.



AGES 13 TO 15

- ◆ Talk about values and relationships—what is safe, healthy and loving in a relationship? Talk about safe sex and how people prevent pregnancy and sexually transmitted infections.
- ◆ Ask your child, When do you think a person is ready for sex? What are other kids doing at school?

TIP: Try talking in the car: Your teenager is captive, you're both a little distracted and there's no awkward eye contact.





Ages & Stages of Gender & Sexuality

Infancy - Parental interactions sculpt gender stereotypes and shape a child's basic understanding of the topic.

Toddlers - More defined gender and sex themes through play patterns, early care settings, family dynamics and gender specific toys.

Ages 3-4 - Children begin to connect the concept of "boys and girls to specific attributes."

Ages 5-6 - Much more aware of gender roles and stereotypes. Still not usually aware of sexuality but they now understand the basics of what constitutes a boy vs a girl.

Ages 7-8 - Kids begin to understand who they are a bit more in depth whether it be romantic attractions or gender dysphoria.

What IS NOT taught in SexEd?

- Mental health conditions and suicide tips / prevention
- Relationship advice and how to spot red flags for abuse, rape, grooming, etc.
- How to manage money, spending and do taxes
- How to help others and yourself
- Basic home economics
- **Genders and sexualities (LGBT)**

Why is this a problem?

Growing up with a lack of understanding of what the LGBT is can result in...

- Discrimination
- Confusion & frustration (to ones self or others)
- Relationship problems (with friends and family)
- Triggering the development of mental illnesses
- Self harming & Suicide
- Bullying & Violence

Current struggles in the LGBT community



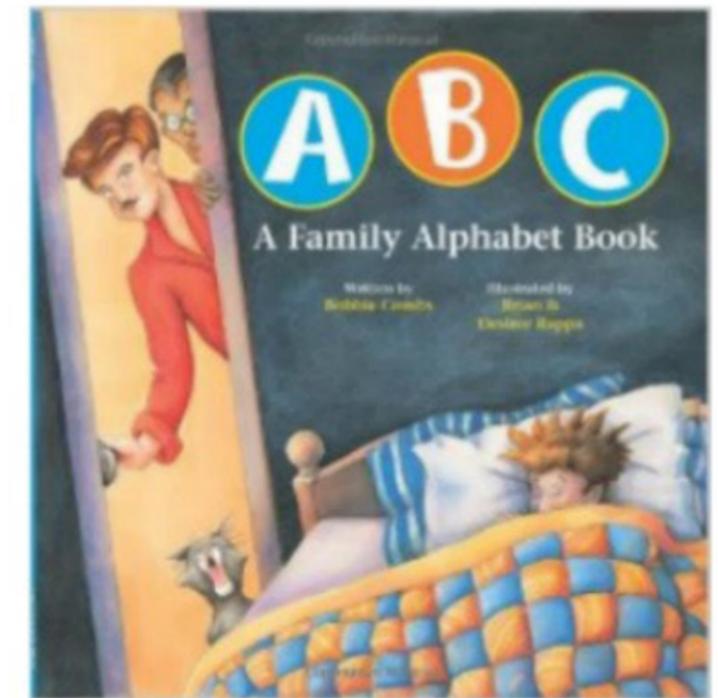
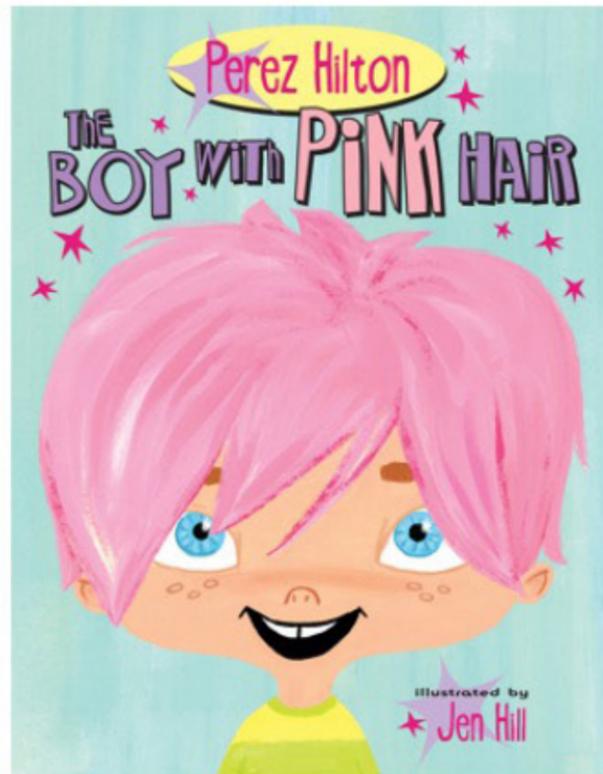
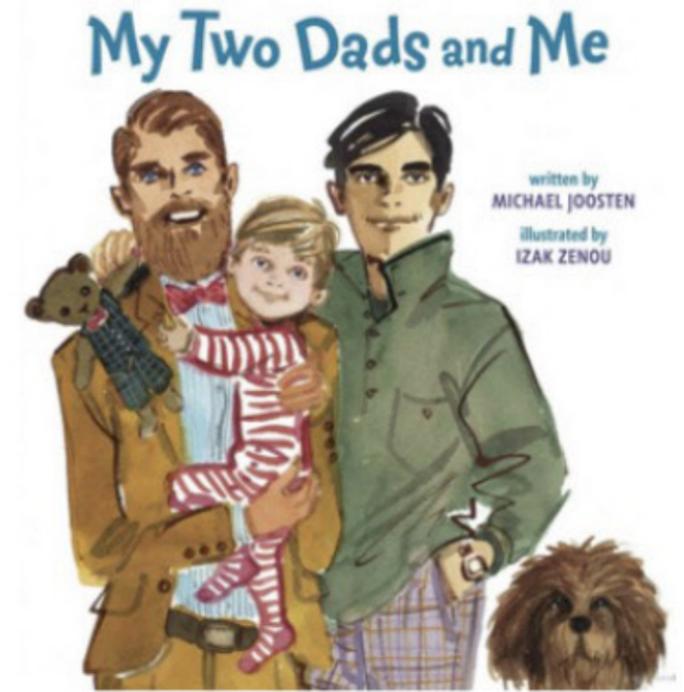
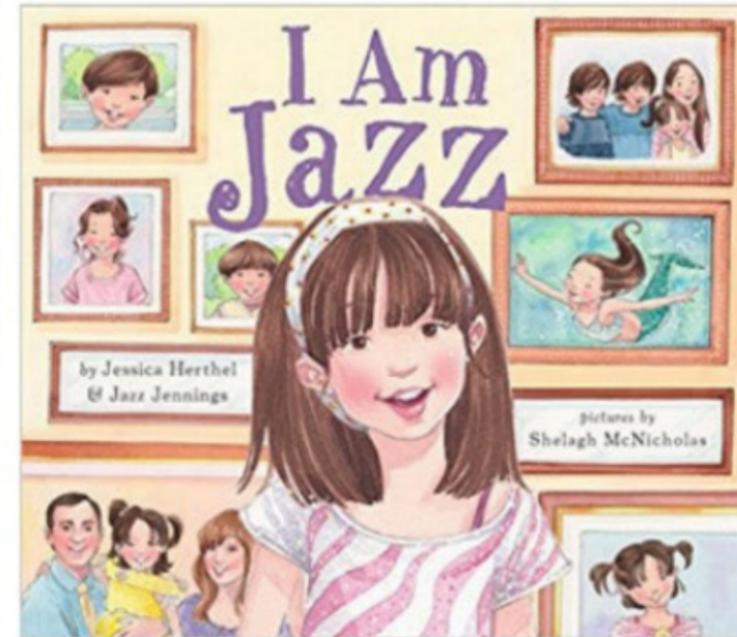
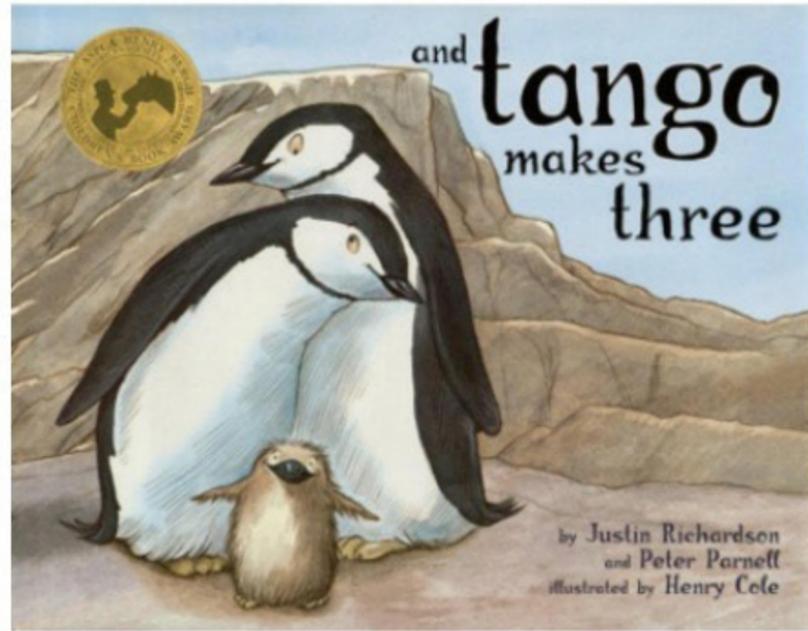
LGBTQ Acceptance Declining Among Young Adults, According to Study





Equality Breakthroughs

LGBT Elements in Children's Books



LGBT Elements in Children's Shows



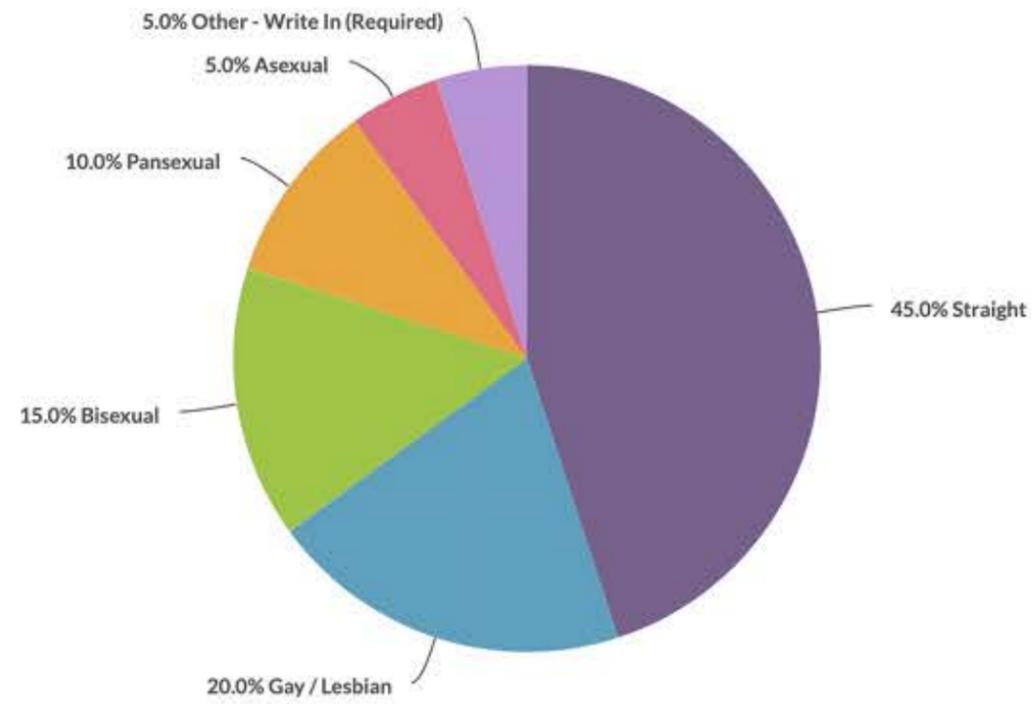
Other Breakthroughs



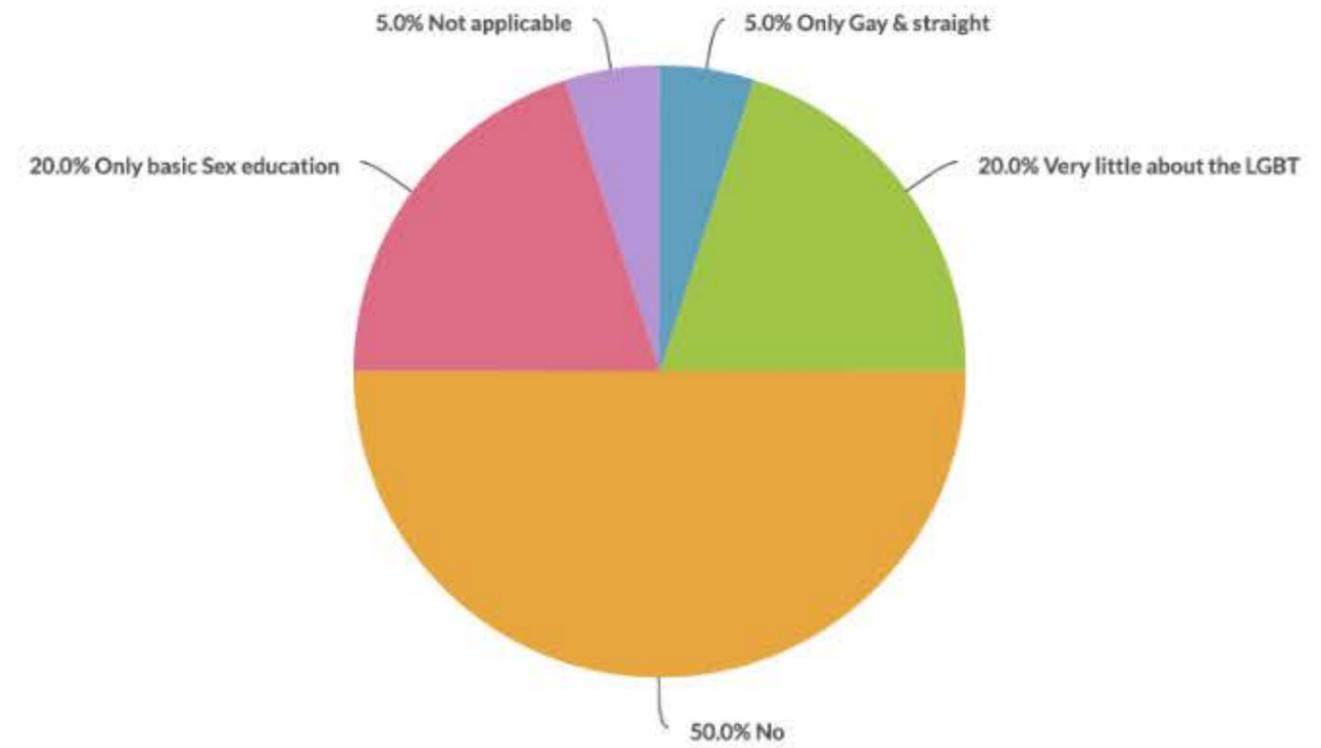
A photograph of a classroom where several students are raising their hands. The image is split vertically: the left side is dark and semi-transparent, while the right side is bright and clear. The text 'Interviews & Surveys' is centered over the dark portion. The students are seated at desks, and a teacher is visible at the front of the class on the right side.

Interviews & Surveys

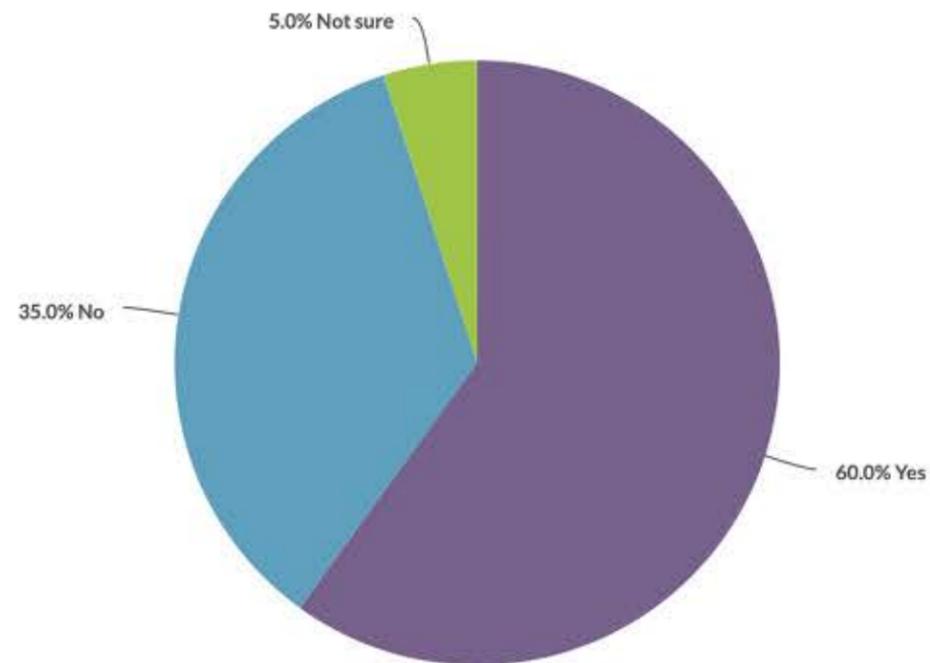
What is your sexuality?



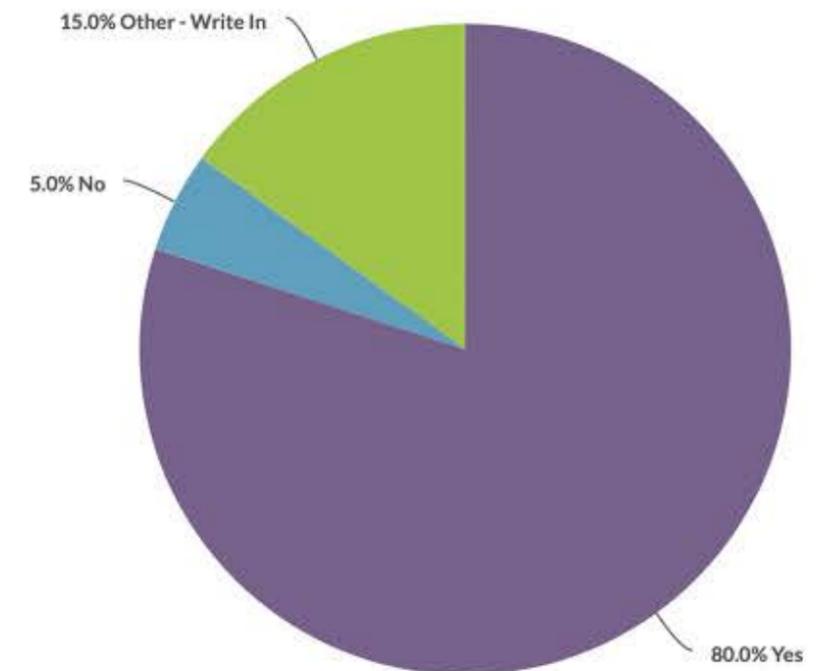
In grade school, were you taught about different sexualities?



Even if you identify as straight, did you ever question your sexuality growing up?



Do you think that LGBT children's toys should exist?





Murat Altinay (Psychiatrist)

Treats mental health, mood disorders and depression to both gay and straight patients.



Beth Shapiro (Clinical social worker & gender therapist)

**- helps educate parents and children struggling with LGBT topics
- uses play therapy to help children better understand themselves and others in their lives. Is also part of the LGBT.**



Dr. Ng (Physician at Metro Pride Clinic)

Works primarily with LGBT patients within the clinic however you do not have to be LGBT in order to go to the pride clinic.



Ellen Rome (Pediatrician)

Primary care physician for children and specializes in mental disorders.



Elizabeth Dimmock (CNP)

Lakewood Family health center. Treats LGBT patients such as educating trans patients on how to take injections.



Aj Roller (Trans Male)

An older LGBT individual, has been on hormones for over 20 years. Does not accept much of the “new” LGBT generation. Doesn’t understand why new LGBT members do not wish to conform.



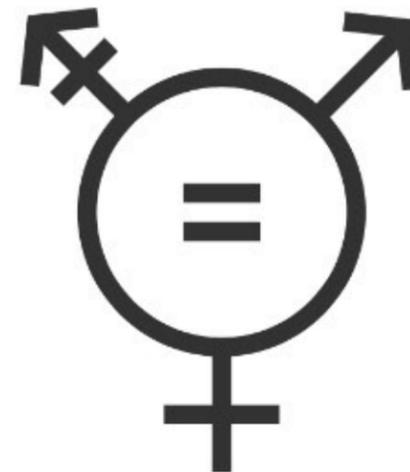
Lakewood Pride Center
- Meet up groups and talks



Case Western Reserve
- Attended a TedxCWRU
on
LGBT and gender studies



Online forums
- meetup.com LGBT
groups
- Youtube live chats
- Instagram
- etc.



Lindsay (Mother of 4)
Children are ages 2-7 and
she
would be a potential buy-
er.



What needs to change?

Stop trying to take out gender roles.

A healthy gender development gives a child the ability to figure themselves out in a more structured environment. This does not mean that kids **NEED** a mom and dad. They need a “family dynamic” and parental figures.

Support gender expression but don't force it.

Kids need to be taught a “centrist” variation of the LGBT. Extreme left and right groups force a kid to believe in an “all or nothing” mentality which makes it hard for a kid to understand and find their own place.



Key Takeaways

Age range 5-7 may be best for the introduction of LGBT subject matter.

Teaching kids through storytelling and play patterns.

Allowing kids the ability to explore and be creative without feeling like they are right or wrong.

Marketing it in an unbiased way, keep to the centrist ideology.

Keeping labels to a minimum. Not labeling things as gay or straight to allow kids to figure it out on their own.

Making sure to target to both boys and girls.

Showcasing that it is ok to be who you are.

Concept 1

Save the prince and/or princess
Choose to be a boy or girl and save your prince or princess

Simple candy land style game
Up to 4 player game

Choose to save a character

Concept 2

Like heads up but your Crush and LGBT themed.

Guess your crush?

Teaches kids about relationship differences through a simple game.

Concept 3

Simple explanation of LGBT elements

Create a match!
= match to color

Create matches in order
Move forward in the game

Matches are based on colors
Couples have the same color shirts

Concept 4

Lily pad examples → CAT

There once lived a _____
Boys like _____
What's your fav. animal?

Interactive game to develop stories

Lily pad story creator
Make stories by hopping on pads with words, colors, and pictures on them

Concept 5

Book w/ character in story

ME AND MY TWO DADS

MY FRIEND HAS TWO DADS

Series tackles each of the LGBT+ topics.

Series educates kids on Basic LGBT elements

Concept 6

Story about different families
Story comes with collectable characters

Different books in the series
Challenges gender stereotypes

My Friend has Two Dads

Educates kids about the differences of families no matter the race, sexuality, etc.

Concept 7

Comes with a book that provides stories to reenact. LGBT education guide but can be a teaching tool for all sorts of subject matter.

Teach children through story telling.

Comes with basic boy and girl puppets. Other puppets can be purchased separately.

Kids and parents can teach, learn and play together.

Concept 8

Can save stories and put them onto your phone

Let's create a story

Tells the story out loud after

Buttons let you manually create stories or you can simply talk back to the owl.

Concept 9

When you search "family doll set" online, you can only find straight couples.

Now family sets - Lesbian - Gay - Straight Plus mixed races, adopted children, and more.

Concept 10

Three variations
Prince with Prince
Prince with Princess
Princess with Princess (Different races and sizes too)

Challenge the stereotypical fantasy "relationship."

Concept 11

Love is love no matter the race, sexuality, gender, or views.

RIGHT TO BARE ARMS
MEDICARE FOR ALL

Signs showing differences

Yin yang platform showcasing A balance even if opposites

Concept 12

Mix and match characters to create full hearts

Dress your characters with a range of clothing and hair.

Turnable head
Movable arms & legs
Gender neutral body type
Magnetic feet to stand on base

Concept 13

Mix and match plushies

Plushies that can hold hands With one another

Concept 14

Flip to change colors

Dress figures the way you want

Rubber clothing changes When you flip inside out

Concept 15

Character couple keychain sets

Gender neutral body types

Collectable sets!

Show off on bag Or share with friends

Concept 16

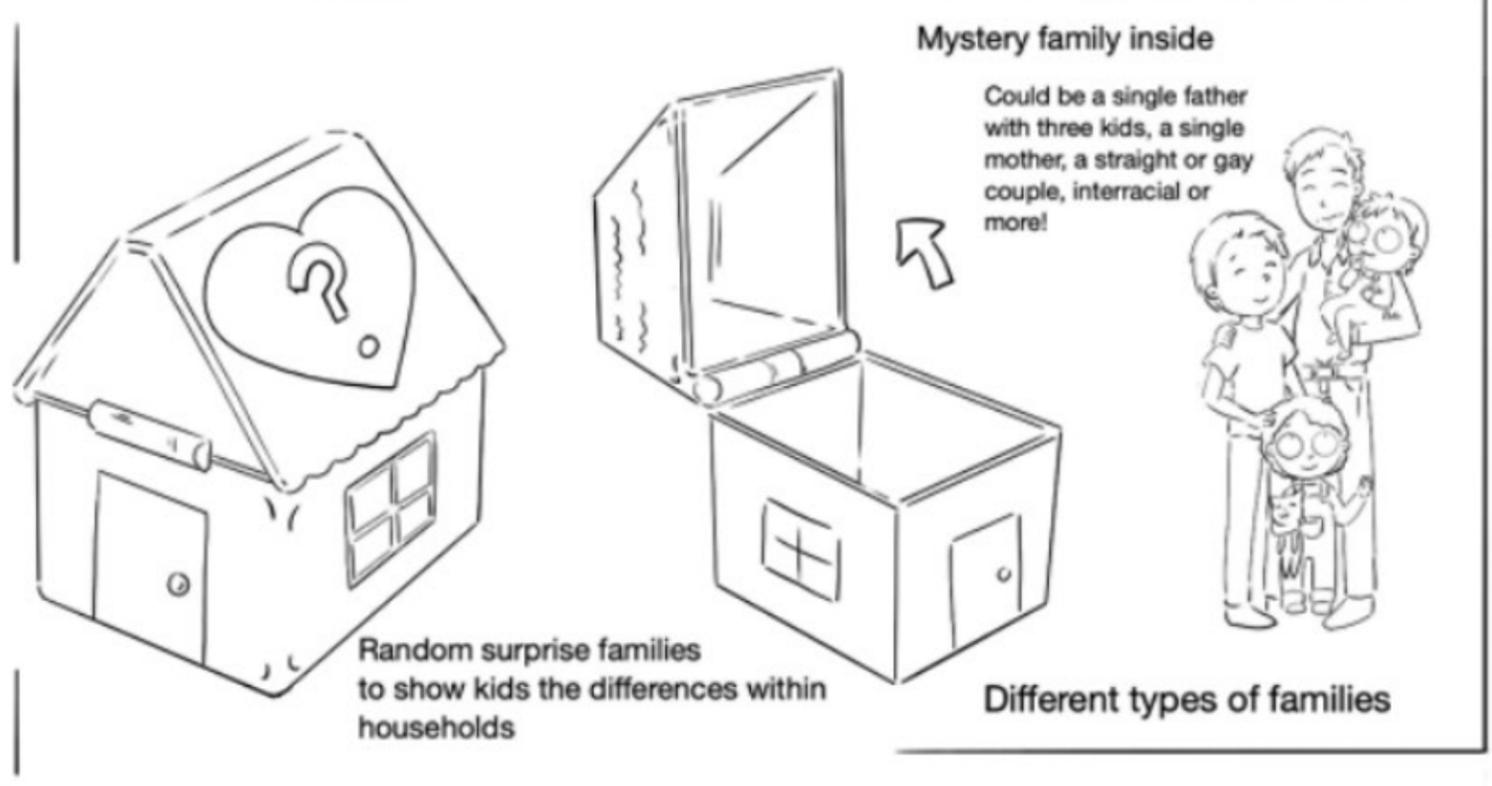
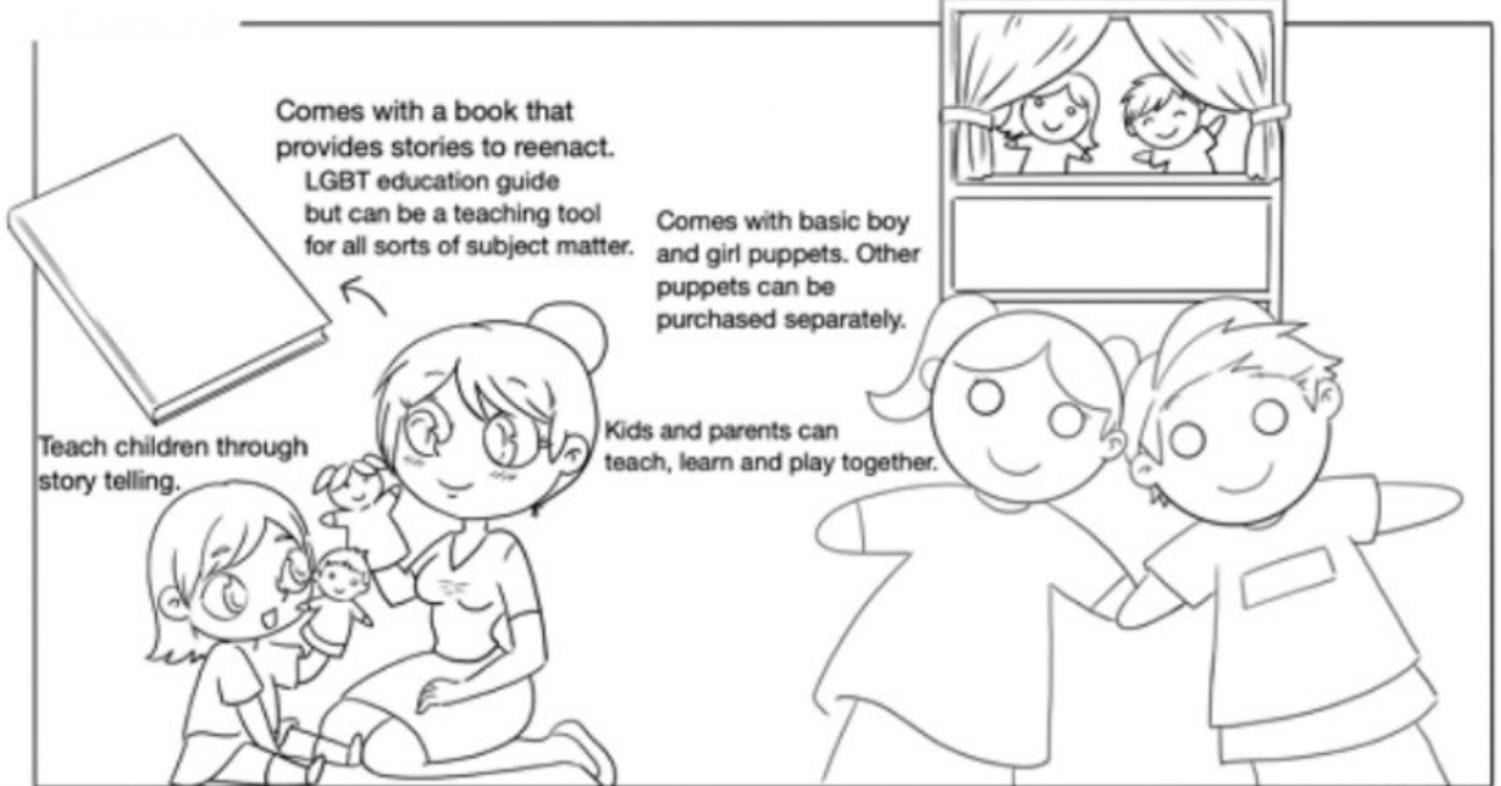
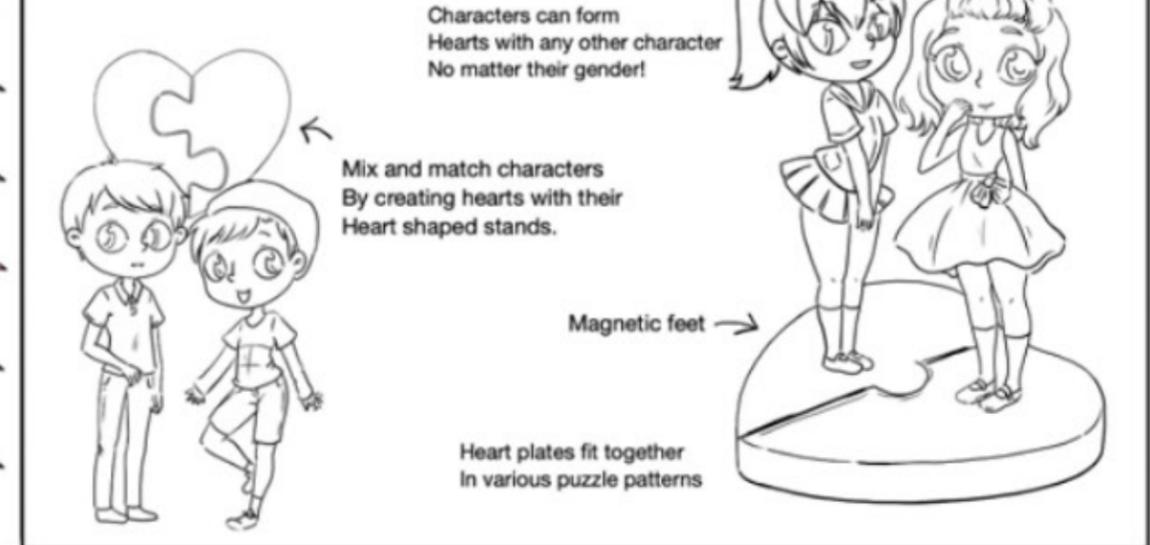
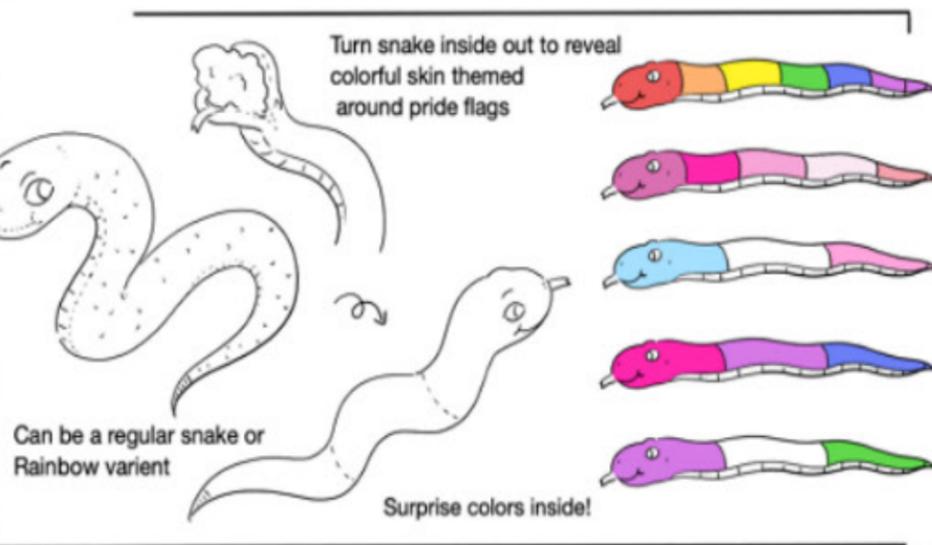
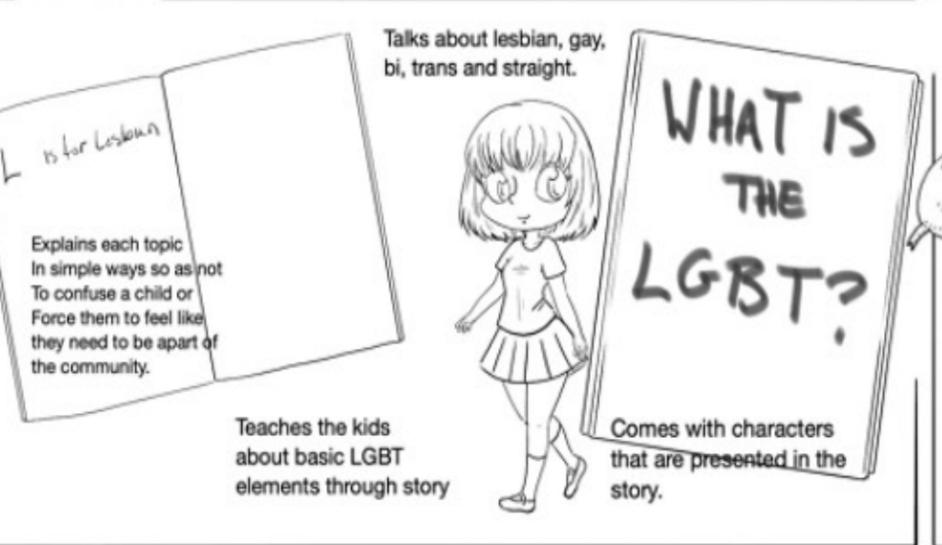
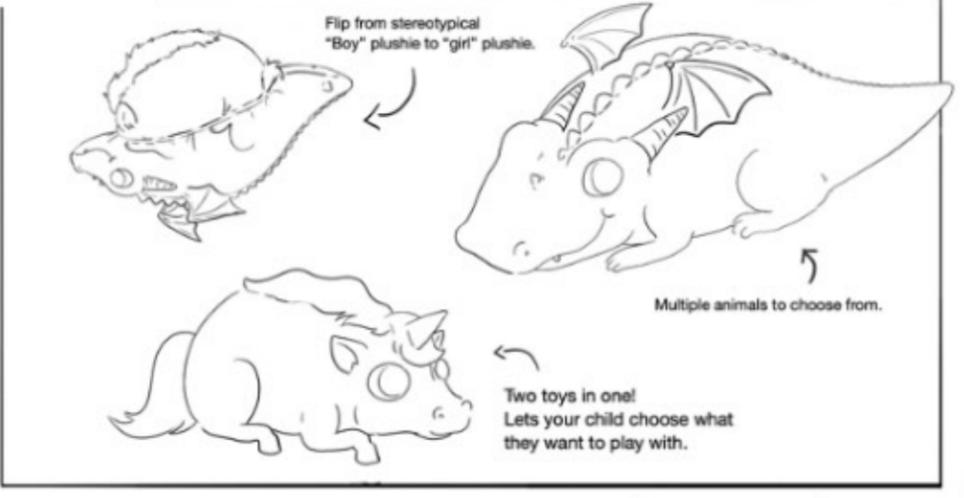
Magnetic heads to "kiss"

Can remove keychain

Head can turn

Standable via pegs in feet

Stand as well as box to hold figures



Concept 6



Three variations
Prince with Prince
Prince with Princess
Princess with Princess
(Different races and sizes too)



Challenge the stereotypical
fantasy "relationship."



Concept 7



Mix and match characters
By creating hearts with their
Heart shaped stands.

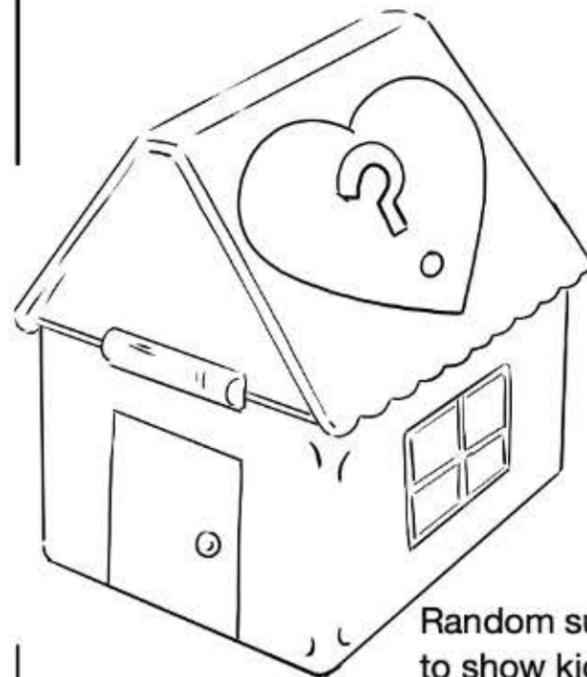
Characters can form
Hearts with any other character
No matter their gender!

Magnetic feet →

Heart plates fit together
In various puzzle patterns



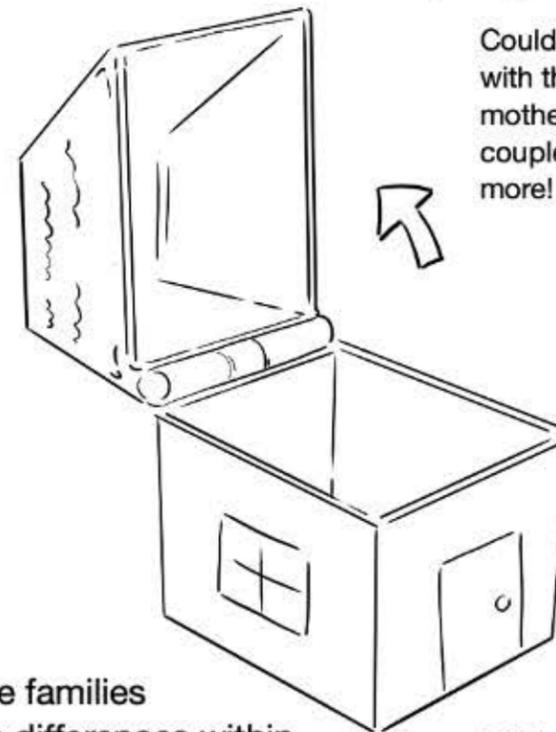
Concept 17



Random surprise families
to show kids the differences within
households

Mystery family inside

Could be a single father
with three kids, a single
mother, a straight or gay
couple, interracial or
more!



Different types of families

Form Exploration



Dunny dolls

- simple
- sometimes flocked
- movable heads and arms

Kokeshi dolls

- wooden
- super simple yet distinguishable

South Park

- similar in body shape to sunny
- squat, round, unique

LAMO toys

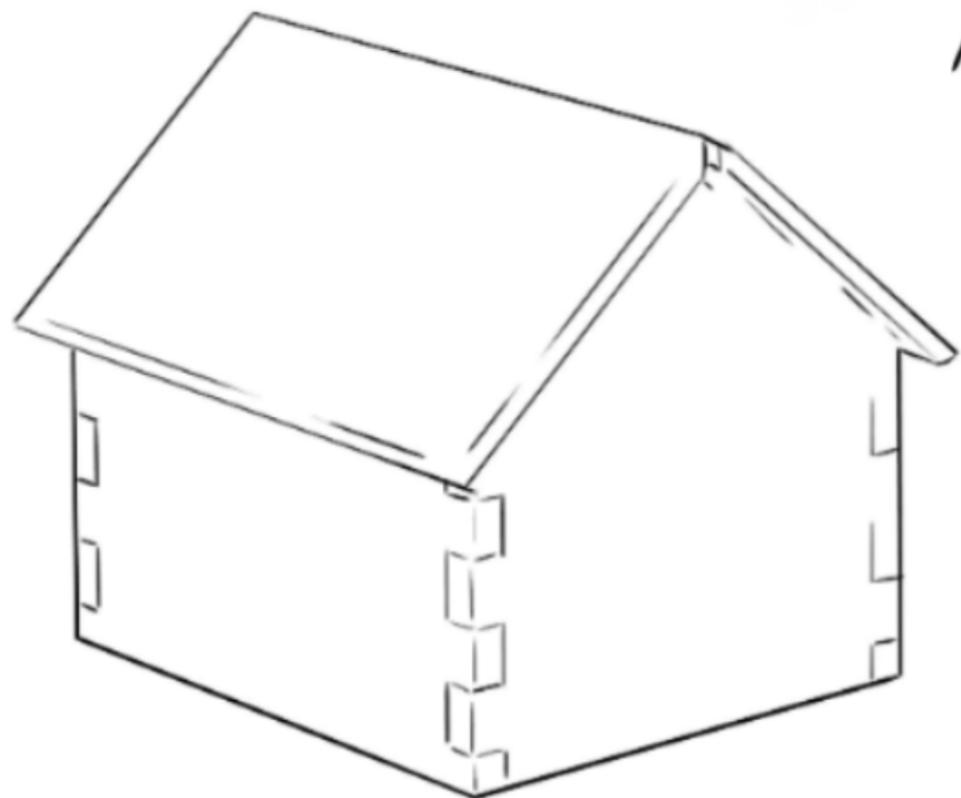
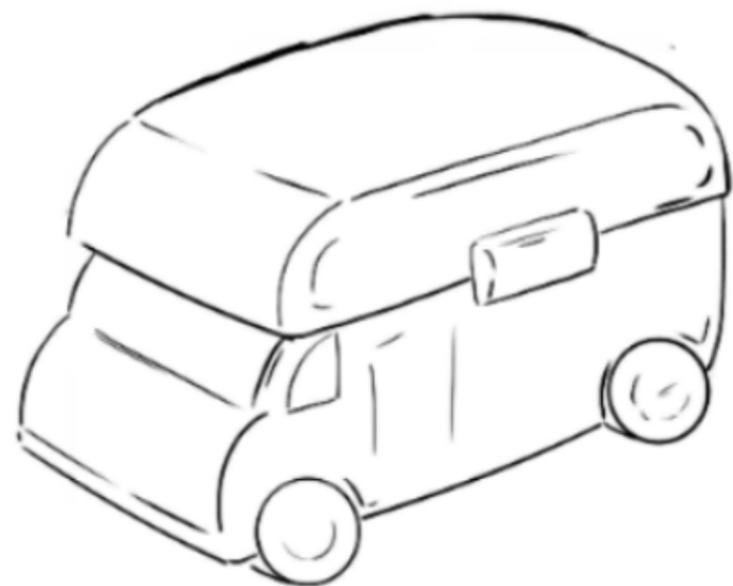
- very unique in facial features
- simple yet still distinguishable as males or females

Sketch Exploration

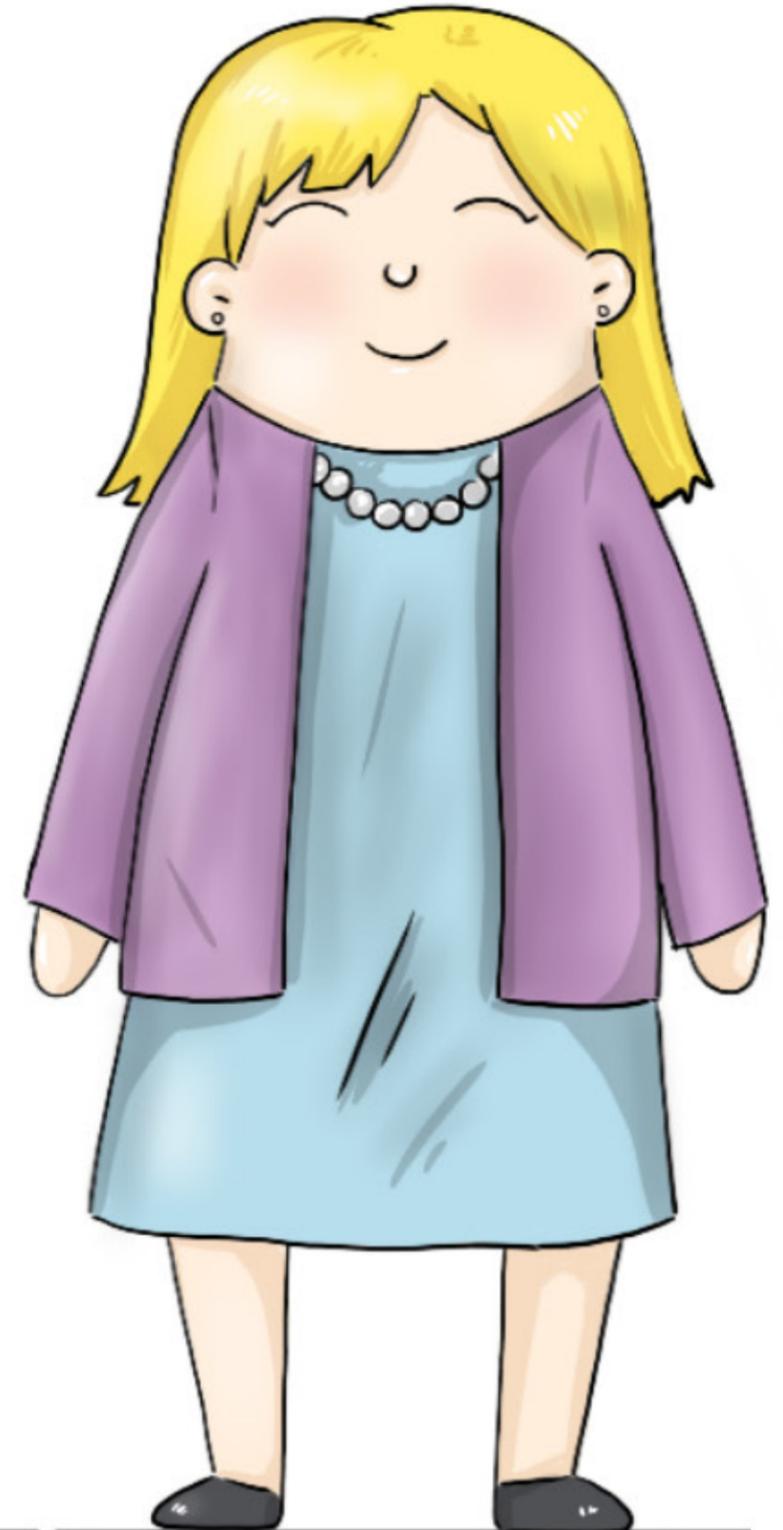




More Exploration



Final Figure Design



How It Works?

Step 1. Pick out a house!



Step 2. Open the house



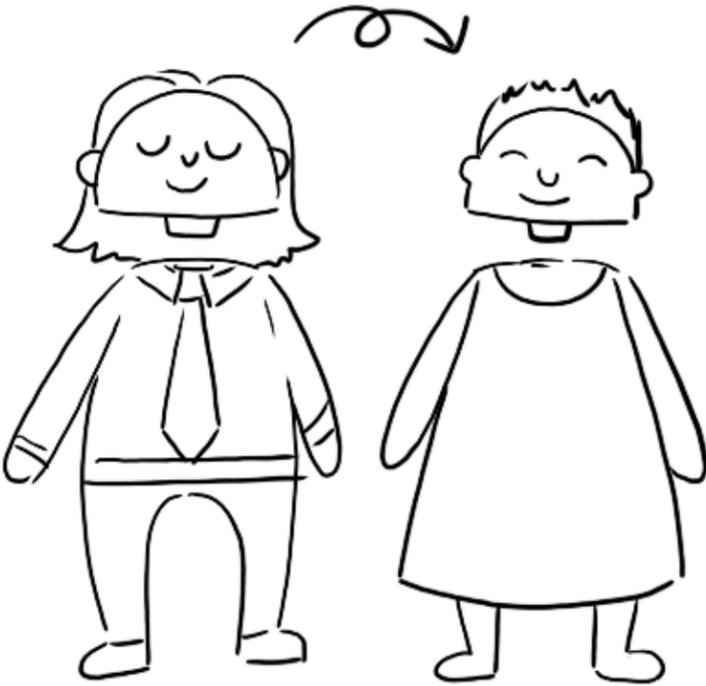
Step 3. Reveal the mystery family



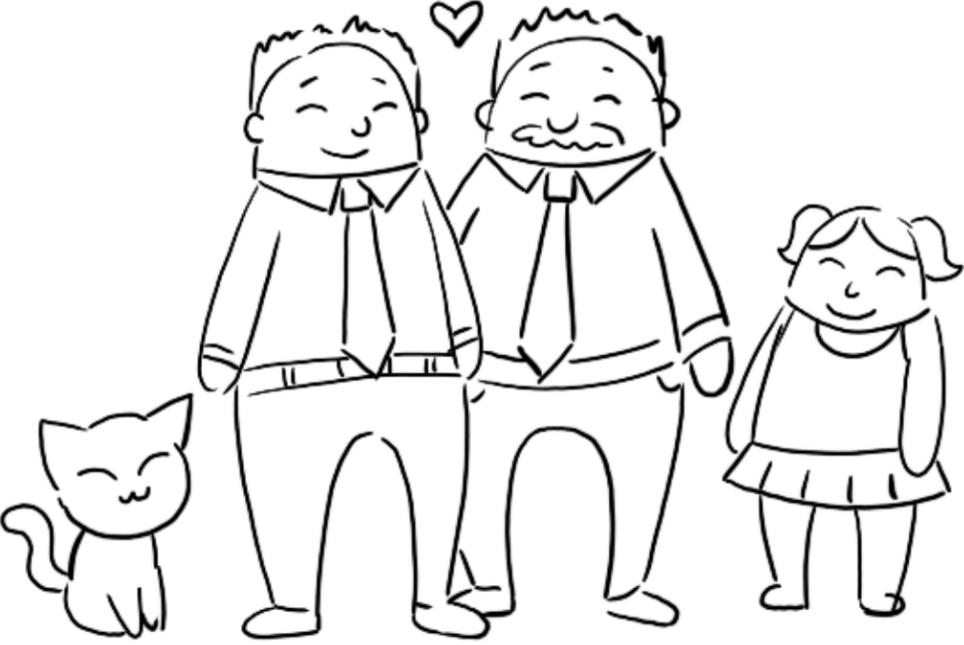
Step 4. Collect them all!



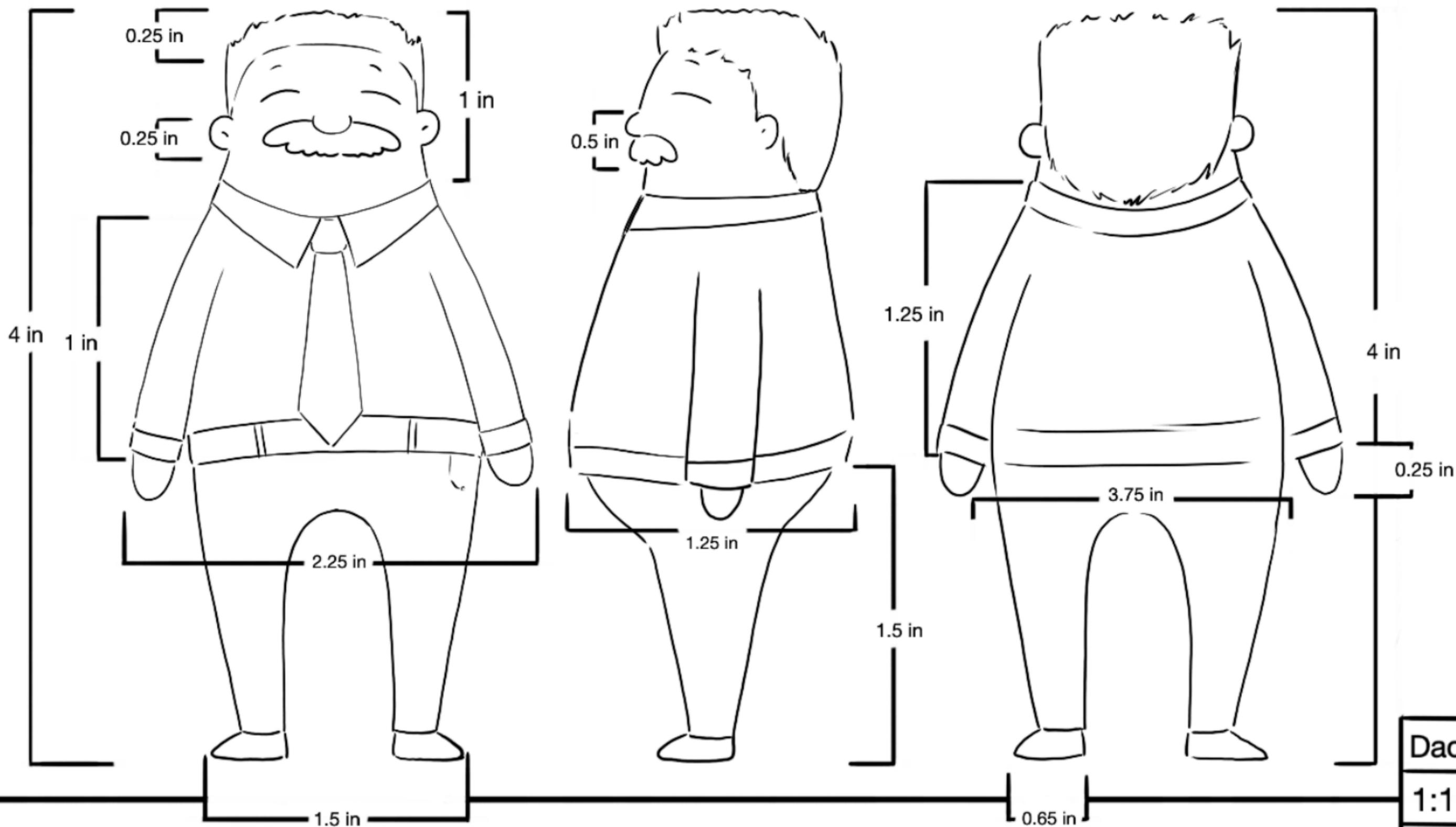
Swap heads / outfits with characters



Create families



Adult Ortho

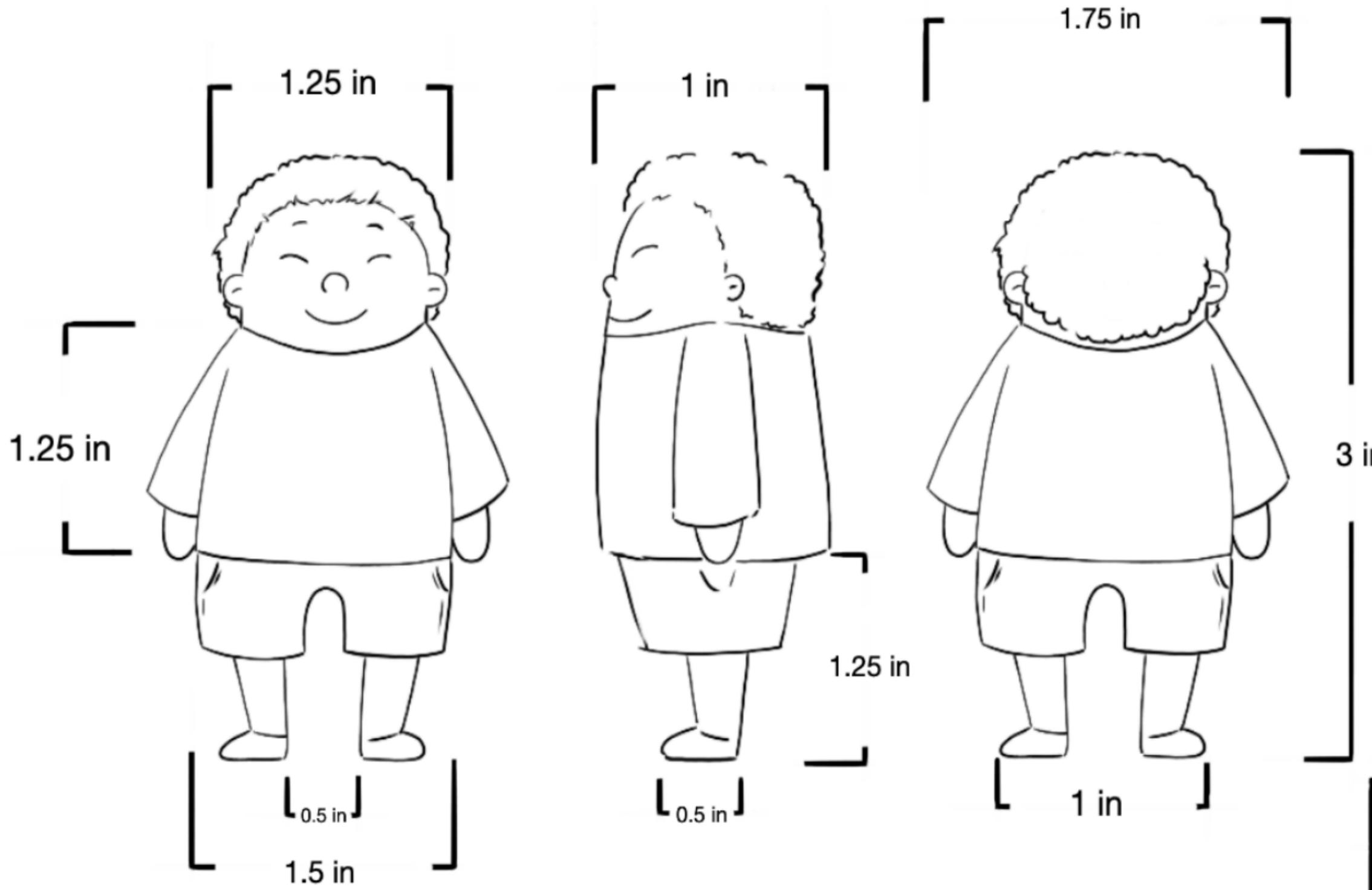


Dad Figure

1:1 scale

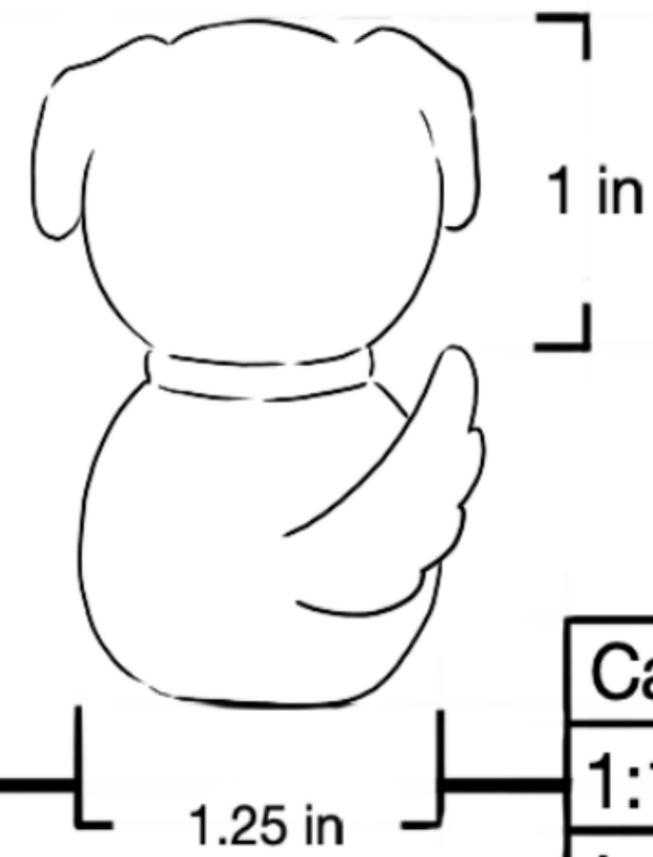
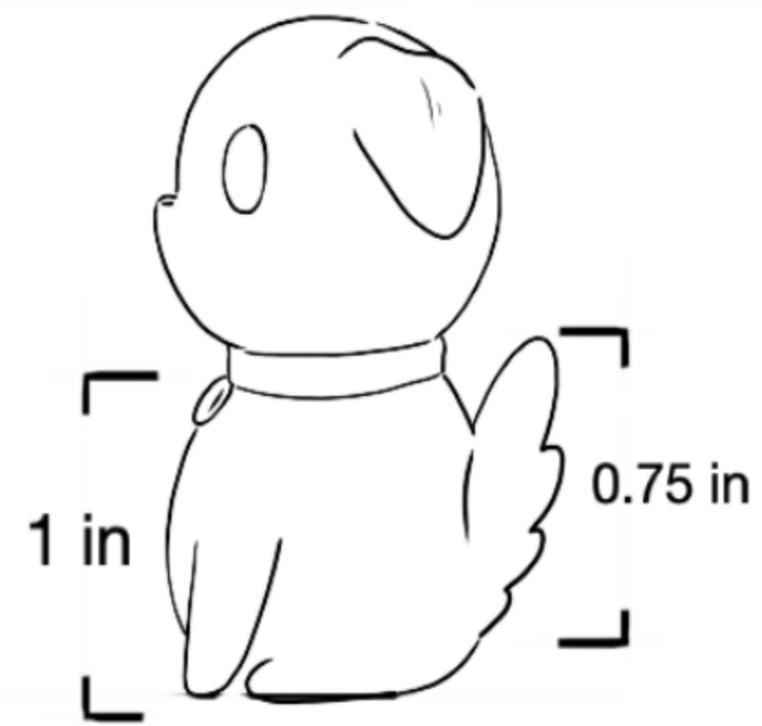
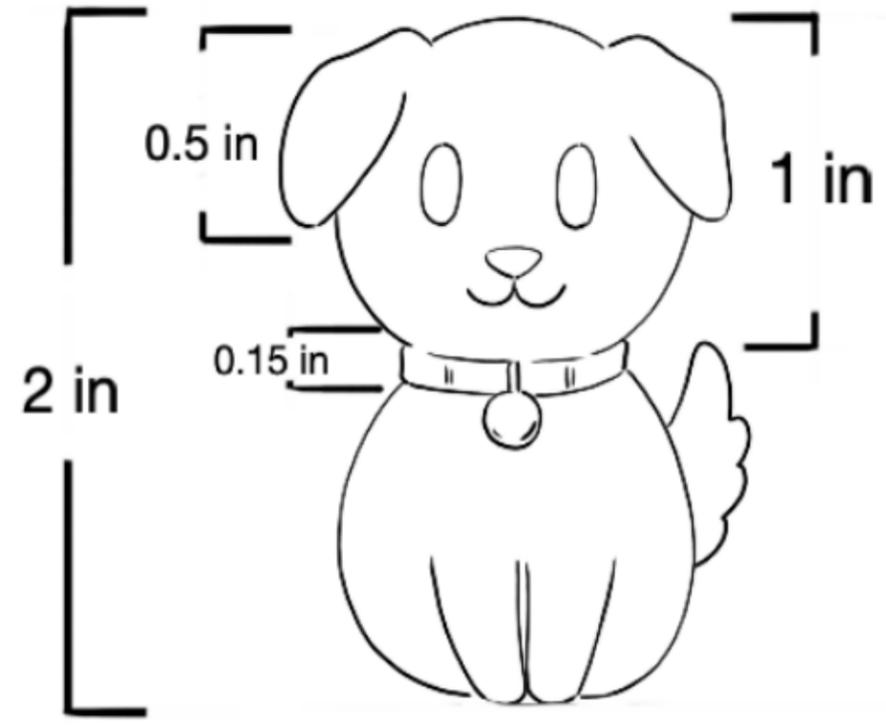
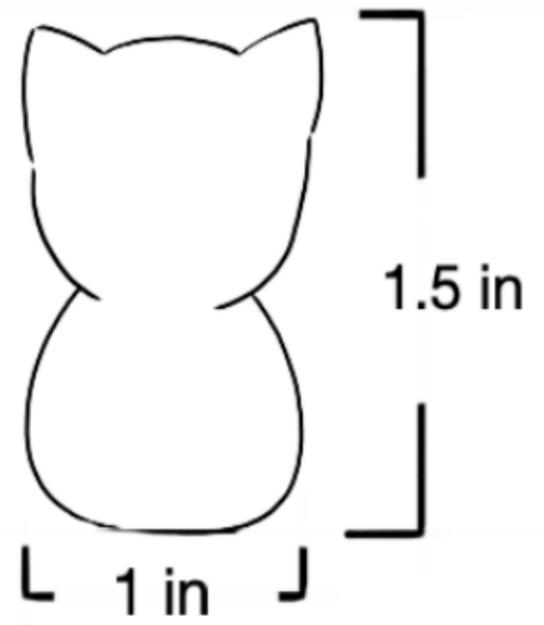
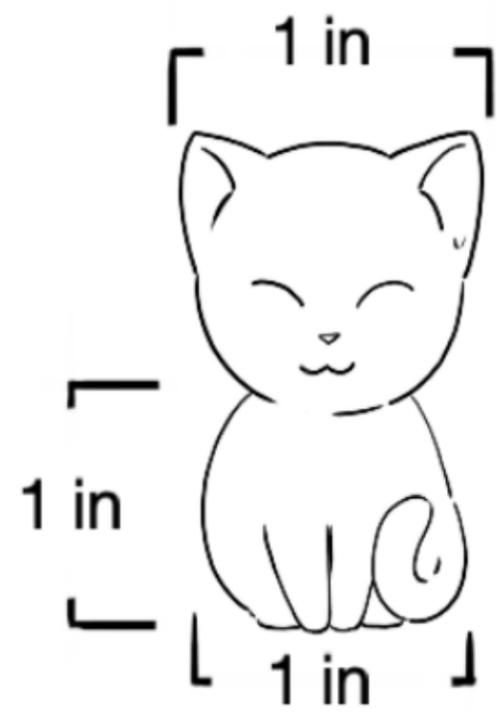
Inches

Child Ortho



Child
1:1
Inches

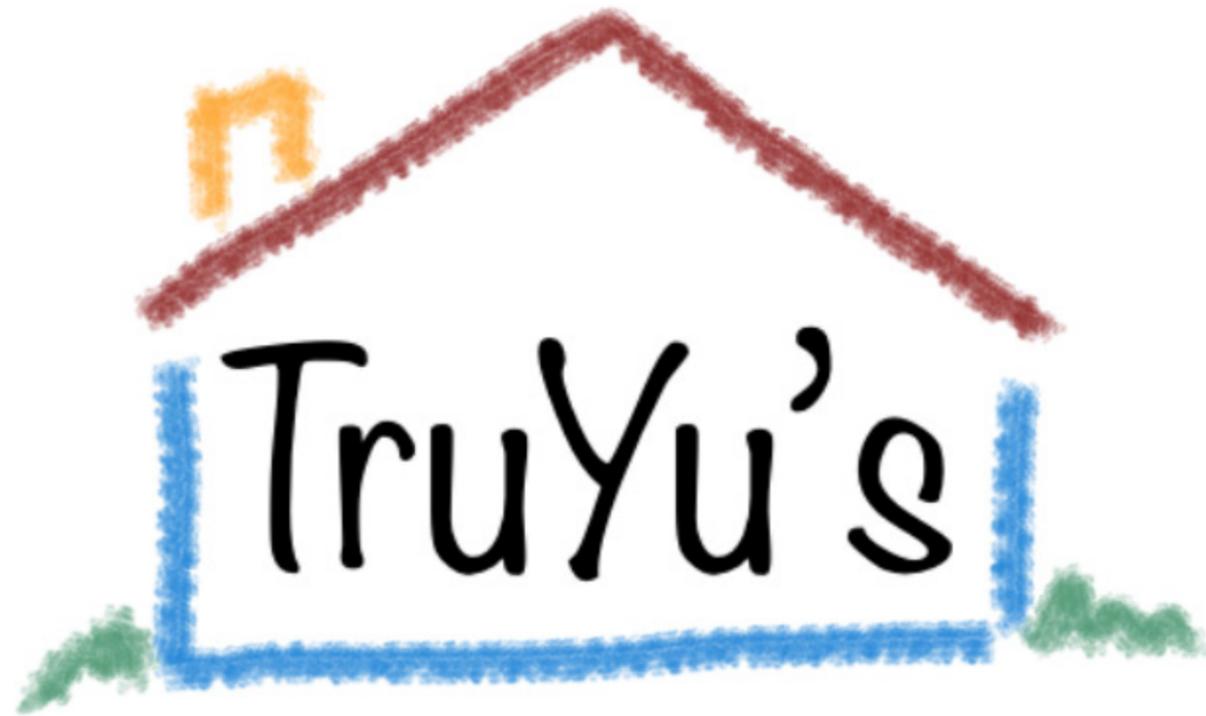
Pet Designs



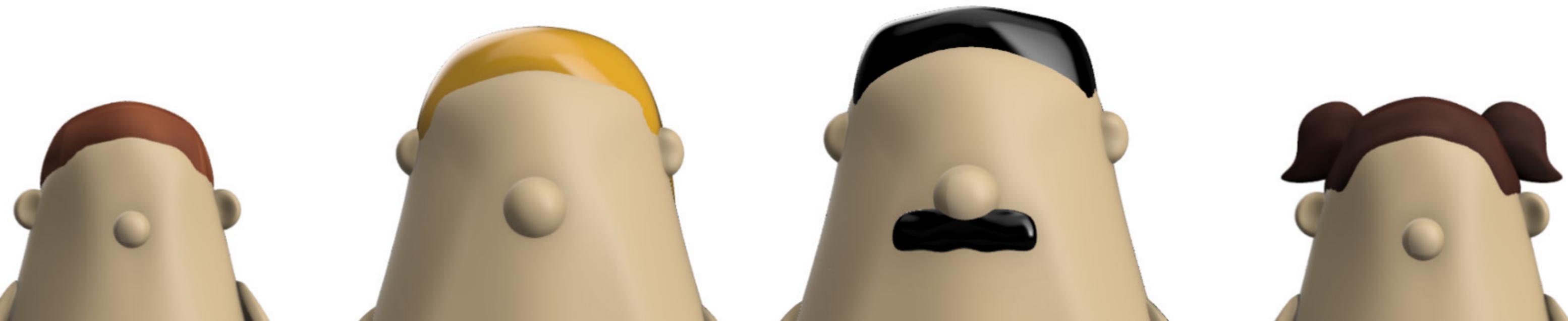
Cat & Dog
1:1
Inches

Sketch Models

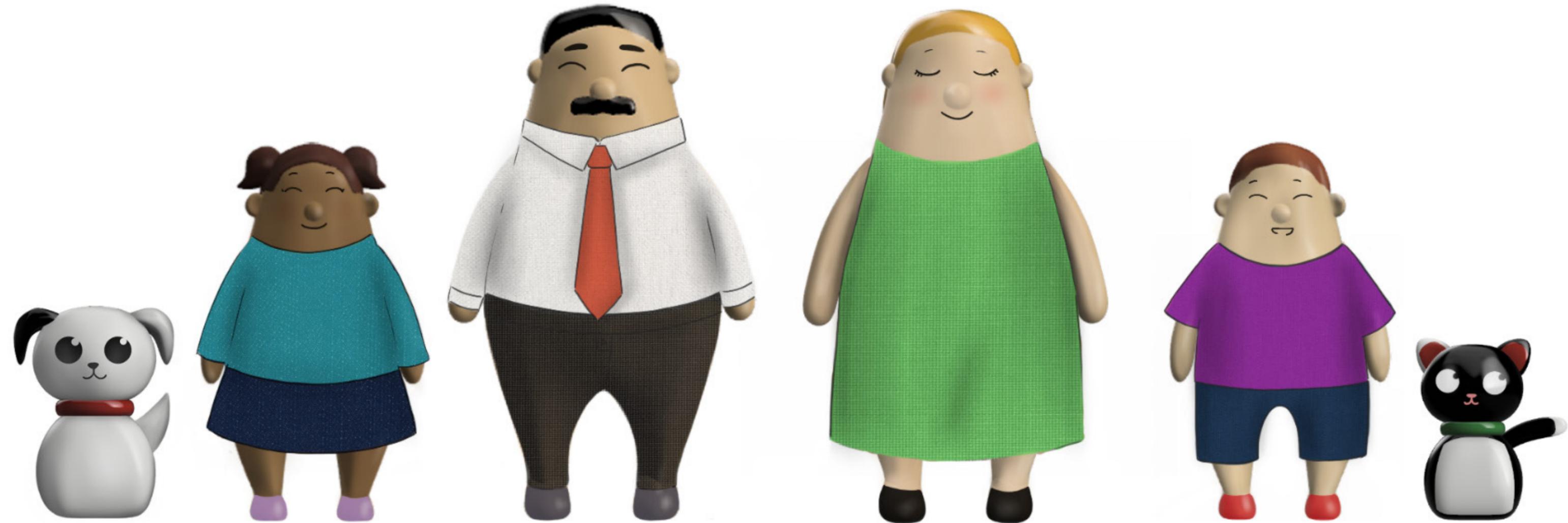




Collectible blind box figures that educated children about the various types of families that exist all over the world and how each family is unique and special in their own way.

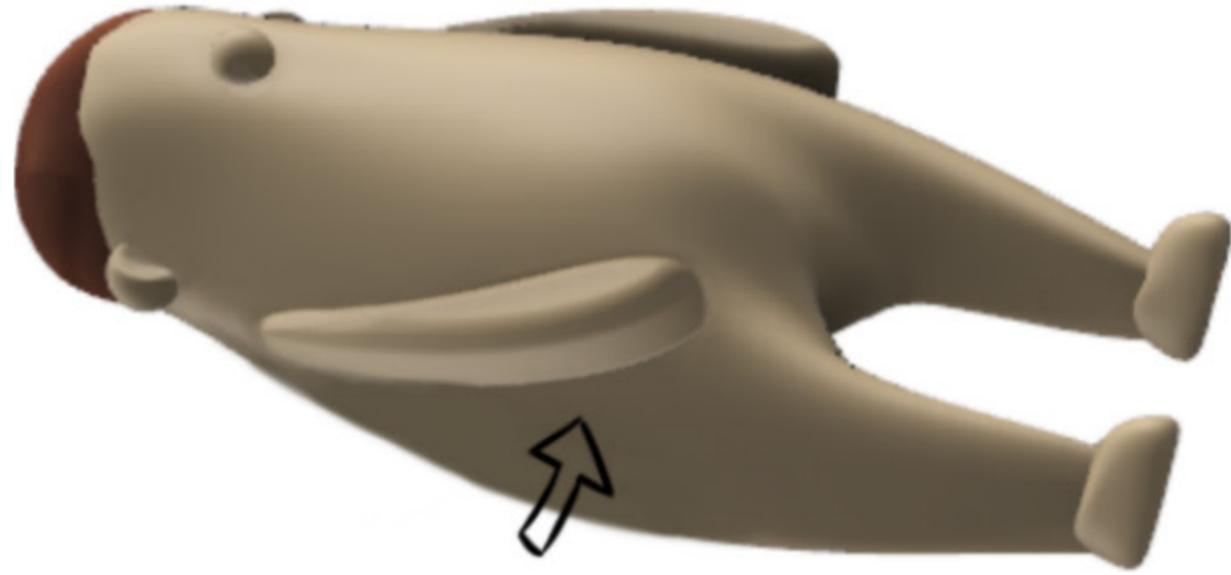


Final Models

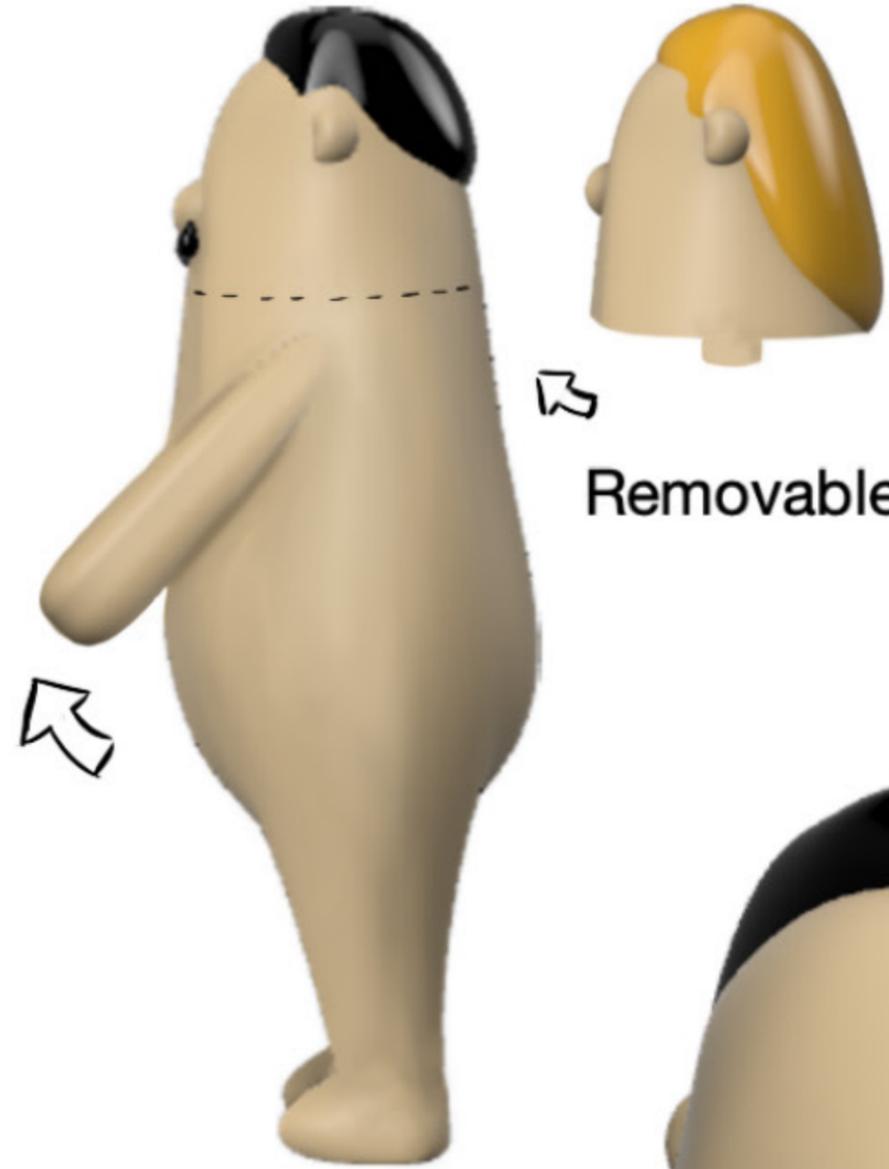


Types of characters and color variations. Clothing is textured for extra uniqueness and fun.

Functions of figures



Arms can rotate back and forth



Removable heads

Head can rotate
from side to side

Heads pop on
and off easily

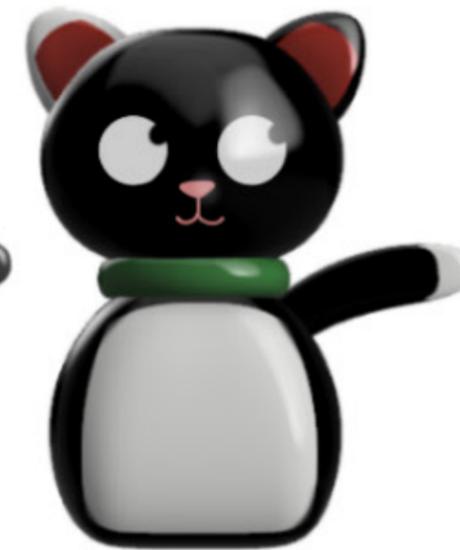
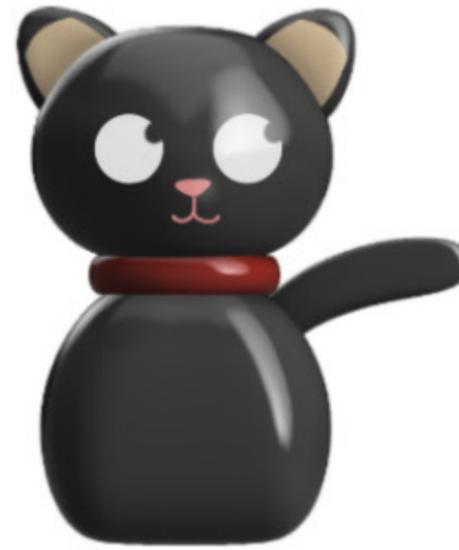


Cat & Dog Models

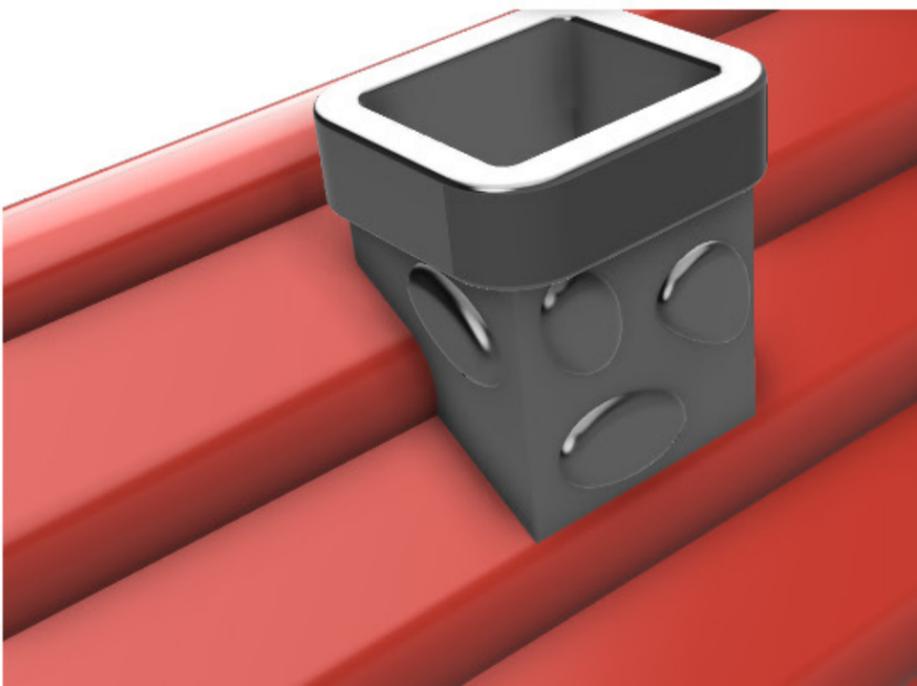
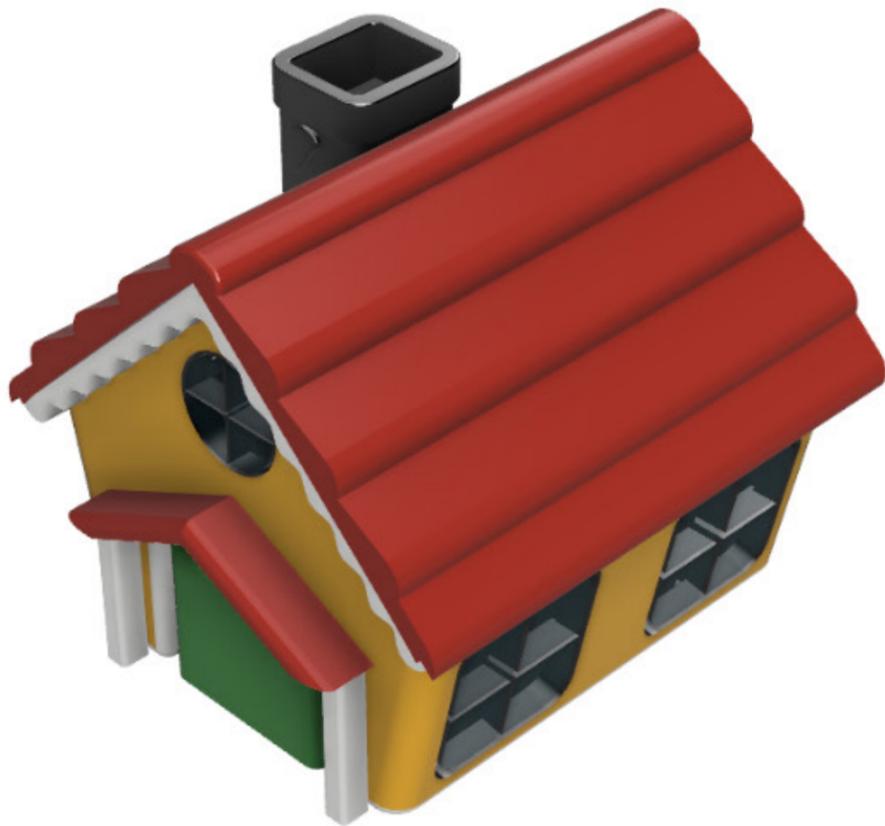
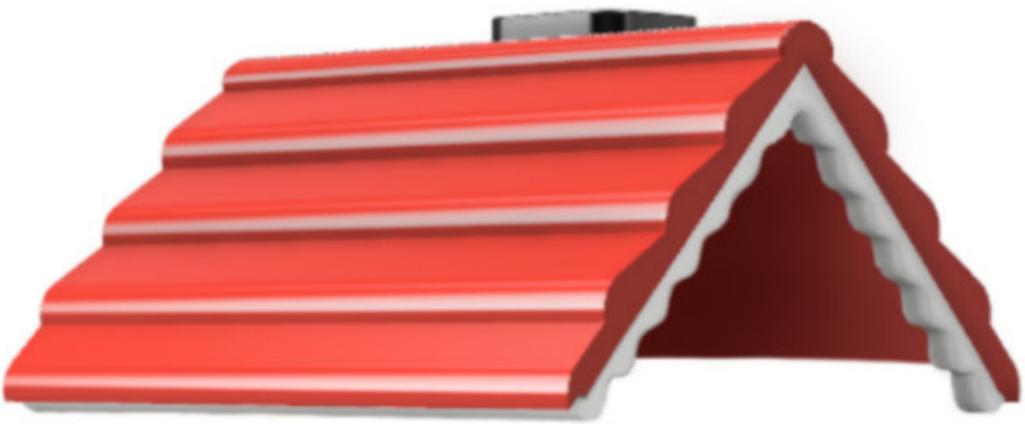


—┐
Back view
(tail doesn't move)

Color variations (collect them all)



House model 1



TruYus showcase random generated families to surprise your child when they open up the house they buy.



House model 2





By incorporating different types of houses into the mix of family combinations, this enables a kid to understand families come in different style homes as well as family types.





Conclusion ...

Truyus not only help educate children on the understanding and acceptance of the LGBT community; Tuyus also teach kid what it means to have a family ad how families vary from house to house. Tuyus teach kids about gender, sexuality, race and more.

By giving Tuyus the element of surprise, this not only adds another fun element to the toy, but it also helps kids with the realization that their is diversity in a home and that not all families look the same.

Thank you.