



Queen Margaret University
EDINBURGH



Guardians of Healthcare: A co-design WP and EDI project, exploring the barriers of Scottish boys into caring professions

Presenters

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Allied Health Professions Focus



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QMU offers the broadest range of allied Health Professional (AHPs) degrees in Scotland, offering 14 professional degree courses, including our Postgrads

Gendered health professions and QMU Stats

The History

- Men wishing to work as an Allied Healthcare Professional (AHP) have been shunned and occasionally even barred from entering these professions, such as Nursing.
- Today the gender divide of AHP suggested in the order of 70% female to 30% male. Eight of the professions have a gender divide of over 70% female, with five over 80%

QMU NOW

- Over the last 5 years QMU report an average ratio of 78.5% of female applicants to 21.43% of male applicants. The conversion rate of applicants to entrants is 80.84% females to 19.08% males

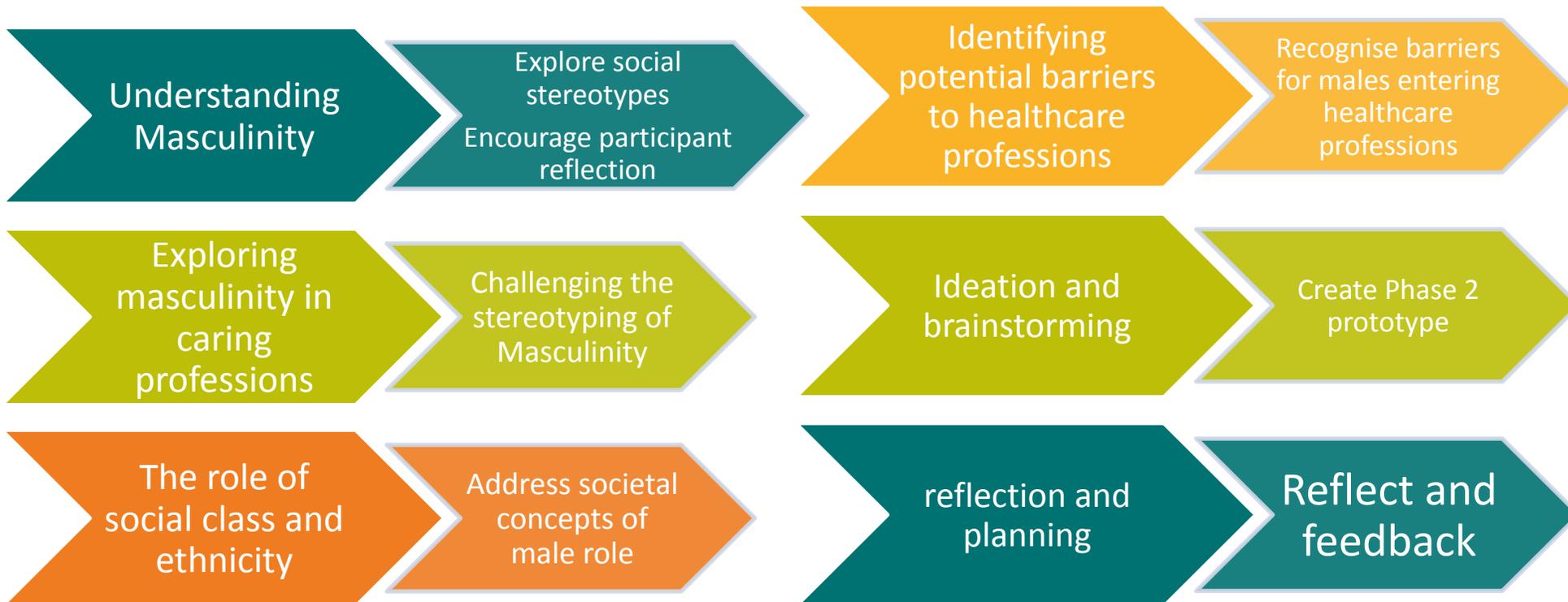


Guardians of Healthcare



The aims of this project will be split into 2 phases:

1. Phase one will be a co-designed series of workshop delivered to examine perceptions of male masculinity and caring attributes in the context of healthcare professions.



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Today's Workshop

We want you to:

1. Identify a Healthcare profession you believe to be lesser known
2. Create an eye-catching poster giving between 3 to 5 unique selling points of the role
3. Present your poster to the room in 2 mins

Aim your poster for a male audience



Biases

Women jobs are easier than mens

In movies females are represented as nurses

Male jobs are harder

Females can't be angry only calm

Women don't recognised as men Even if it's the same job sometimes

Women athletes get payed well shorter than men

It can be portrayed in media Women don't like getting rough and dirty

Only men can be surgeons/ doctors

Surgeon have a higher status in society



Perceived Barriers

How people see the quality difference in male and female sports

People might hit a barrier when asked to do weird jobs

How society sees you

How people see you

How people think you act

How people think about you smelling feet to figure out what condition they have (Podiatry)

People not actually knowing the job properly

It would be perceived as a weird aspiration as it's female dominated



Our findings/ observations to date

- Highlighting masculine traits does not improve male engagement or perception of AHP's
- Overcoming anchoring bias- *Primacy effect to Adjustment Heuristic*
- Combatting teacher influence in societal perceptions



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Thank you for listening
Any Questions?

