



nickelodeon™

CELEBRATING

HISPANIC
HERITAGE



Today, and everyday, Nickelodeon celebrates the vibrant cultures and traditions of Hispanic and Latinx communities. Celebrating encourages everyone to be proud of who they are. The resources below build upon the strengths and resilience of Hispanic and Latinx families and provide support as they nurture their child's sense of self. To build community and allyship, Nickelodeon and its partners offer videos and activities that every family can use to learn more about and celebrate Hispanic and Latinx culture and contributions.

BUILDING PRIDE

Building pride in your child's heritage encourages healthy identity development and strengthens their confidence and connection to their family roots. These play a key role in positive mental health and well-being and provide protection from the negative impacts of bias and discrimination in the wider world.



"When caregivers intentionally teach and share a sense of orgullo in their family and heritage, children and youth are better equipped to develop a positive self-concept and identify the cultural assets and richness of their Hispanic and Latinx communities. Having a positive ethnic identity has many positive outcomes, including better grades, higher self-esteem, and more resilience."

- Dr. Lorea Martínez, Educator and Social Emotional Learning Expert

Here are some actions Hispanic and Latinx families can take to grow their kid's pride:

- **Prioritize time for your kids to connect with their communities.** Social support from family near and far, friends, and neighbors helps maintain a sense of belonging and increases feelings of happiness. Building relationships with other Hispanic or Latinx families – whether they share cultural traditions, language, or have heritage from the same region of the world – can create connectedness and belonging. Find a sense of connection through Latinx art with [El Museo del Barrio's bilingual family programs and resources](#).
- **Bullying and discrimination based on racial, ethnic, and cultural identity is on the rise.** Have frequent family conversations about your child's experiences in school, sports, and online. Talking about the interactions in their daily lives will give you insight into any bullying or unfair treatment they may be facing and will help you provide the support they need to feel safe and secure in who they are. [Listen to these families](#) as they share how they protect and support their sense of well-being.

- **Encourage your child to be kind to themselves.** Express that you value their thoughts and ideas. Don't forget to model saying kind and loving things about yourself and what you value most about your heritage. It can be as simple as a few daily affirmations! Affirmations are powerful reminders of your unique gifts, strengths, and abilities! Try it as a family: ¡Soy excelente, siempre! I am excellent, always! ¡Siempre fuerte! Always strong! ¡Siempre valiente! Always brave!
- **Share the things that make your family special.** For example, write a poem together about what you love about your heritage, like Santiago, from Nick Jr.'s *Santiago of the Seas*. Talking about your family's ancestry and sharing their stories, values, and traditions helps your child develop a strong sense of self. Invite them to bring playfulness to cultural traditions with games, songs, and dances. This kind of creativity promotes exploration of their interests and fuels self-expression.

LEARNING AND CELEBRATING AS A FAMILY

All families have a role to play in helping kids feel seen and celebrated. With each action below, you and your family will contribute to making the world a more kind and connected place.



- **Celebrate Hispanic and Latinx heritage all year long.** Every fall, the United States honors the cultures and contributions of Hispanic and Latinx people with Hispanic Heritage Month. But you can join the celebration today, tomorrow, and every day!
- **Learn about the achievements and contributions of Hispanic and Latinx Americans** who have made (and are currently making) history in the United States and the wider world! By recognizing the impact Hispanic and Latinx innovators, creators, and groundbreakers have had on your everyday life, you are celebrating their hard work and increasing their visibility. Explore these groundbreakers to get started:
 - Jayden Perez, a 2021 Time Kid of the Year finalist, created a non-profit organization called From the Bottom of My Heart. He collects donations for people and animals in need. He says it's the act of giving that gives him purpose!
 - Miguel Gonzalez is the Art Director for Nickelodeon's *The Casagrades*. Every day he shares what he loves about his Mexican American heritage through animation. Hear how he celebrates and represents his culture honestly and authentically in his art and storytelling.

- **Ellen Ochoa** is an engineer, a former NASA astronaut, and the first Hispanic woman to go into space! She was also the first Hispanic director (and second female director) of the Johnson Space Center. [Learn five fast facts about her here.](#)
- Celia Cruz was an Afro-Cuban American singer and entertainer known as the “Queen of Salsa.” During her career, she recorded over 75 albums (23 of which went gold!) and won five Grammy Awards – always singing in her native language, Spanish. People couldn’t get enough of her powerful voice, big personality, and intricate stage costumes! [Explore more about Celia Cruz and her legacy here.](#)
- The U.S. [Secretary of Education](#) is Dr. Miguel Cardona, a Puerto Rican American educator who grew up speaking Spanish as his first language. This made him passionate about making the education system more equitable for students of color and those who are bilingual.
- Yuyi Morales is an [award winning author and illustrator](#) whose beautifully written and illustrated books are inspired by her Mexican heritage and tell stories about courage, resilience, and hope.



- **Read books that share stories from Hispanic and Latinx writers and illustrators**, like Yuyi Morales. Reading is a great way to learn about people’s experiences, histories, heritages, and cultures. [Explore this Latinx booklist from The Conscious Kid](#), then head to your local library to check out some of the recommended titles.
- **Make a point to have honest and meaningful family conversations** about Hispanic and Latinx discrimination. Conversations about bias, bullying, and discrimination with kids can be difficult, so Nickelodeon, the [Hispanic Heritage Foundation](#), and [KID Museum](#) created a special guide. Read through the vocabulary, tips, and conversation starters included in the [Talk and Take Action Guide to Challenging Latinx/Hispanic Discrimination](#) on your own or with another grown-up, then explore the reflection questions and activities as a family.
- **Be proud of who you are!** The United States is a country made up of people from all different racial, ethnic, and cultural identities. Hear kids share their [pride for their Hispanic and Latinx heritage](#) and how it makes them who they are. Then, make a list of all the things that make you, you – like your heritage, hobbies, hopes, and dreams!

WHAT'S IN A NAME? THE DIVERSITY OF HISPANIC AND LATINX COMMUNITIES

Members of Hispanic and Latinx communities may trace their heritage to Spanish-speaking countries in Central and South America, the Caribbean, Mexico, and Spain. Some in Latinx communities may have roots in non-Spanish speaking Latin American countries, like Brazil, or from Indigenous language groups such as Quechuan, Aymaran, Tupí-Guaraní, and Mapuche.

There is a lot of variation in how people identify themselves and which terms they use to describe their culture and heritage. Some people may prefer terms more closely linked with the cultures of Latin America, such as Latinx, Latino, Latina, or Latine, while those who have both African and Latin American heritage may prefer Afro-Latinx, Afro-Latino, Latina, or Latine. Individuals who have Mexican American heritage may prefer Chicax, Chicano, Chicana, Chicane. Some may prefer to identify with just a single country or ethnicity. Among friends, there are nicknames such as Tico or Tica, Boricua, Paisano, and Chapin or Chapina that show great pride in their regional and cultural identity.

It is up to the person to decide how they identify themselves and their heritage. Each Hispanic and Latinx community and culture is unique, and so are people's lives and experiences!

WANT TO LEARN MORE? NICK IS HERE TO HELP.

[NickHelps.com](https://www.nickhelps.com)

for kids of all ages

[NickParents.com](https://www.nickparents.com)

for parents and caregivers

[NickCommunity.com](https://www.nickcommunity.com)

for youth organizations and educators

SPECIAL THANKS

Nickelodeon extends appreciation to [The Conscious Kid](#), [National Association of Latino Independent Producers \(NALIP\)](#), [Dr. Lorea Martínez](#), Atabong Khumbah, Shayna Pimentel, Laura Stricker, and Janella Watson for their contributions to this guide.

