

# La Fuerza-STEM: Building on Latinx Families' Strengths to Model and Promote Informal Science Learning through a Culturally Responsive Telenovela Series| **AWARD #2115621**

## Collaborators

### Univision:

<https://www.univision.com/noticias/especiales/contigo/la-fuerza-de-creer-seccion>

### Education Development Center (EDC)

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### Literacy Partners

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**Project Website:** [go.edc.org/LaFuerzaWeb](http://go.edc.org/LaFuerzaWeb)

## Audience & Settings

**Audience:** Spanish-speaking families

**Disciplinary area:** Informal science for children ages 3-8

**Learning environment:** Home and community

## Project Description

This project supports Spanish-speaking families in nurturing their children's love of and interest in science by using a telenovela to model informal science practices and careers

## Key Achievements

- *La Fuerza de Creer* Season 4 aired on Univision September 25-29
- The program achieved an outstanding #1 position among Hispanic people ages 2+, and reaching approx. 2 million people
- RCTs to evaluate the impact of the telenovela and workshops based on the telenovela

## Access & Inclusion

- Spanish-speaking families and advisors provided input on the development of the miniseries and instruments
- Addresses STEM workforce gap: Hispanic children are 25% of the U.S. child population but only 7% of the STEM workforce as adults
- Models warm caregiver-child informal science interactions
- Highlights caregivers' role in children's learning
- Provides culturally inclusive media representations
- Showcases everyday science

la fuerza de creer  
Dulce Sazón



Its branches have already



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