

La Fuerza-STEM: Teaching by Telenovela

A 3-Year Program

Educational Development Center
Literacy Partners
Univision

How can we use a telenovela to help Latinx parents see themselves as role models in their young children's science learning?

Using an innovative, culturally relevant, meaningful, and authentic media program – a telenovela – to promote caregivers' confidence, ability to support their children's everyday science learning, and awareness of science career paths.

Latinx children make **25%** of the U.S. population but represent only **7%** of the STEM workforce as adults.

This project aims to change the narrative around Latinx family engagement with rich science learning that draws on home culture and language.

A Telenovela



7 million people viewing a **5-episode telenovela on Univision** featuring multi-generational characters modeling everyday science experiences

Family Workshops



450 Spanish-speaking caregivers participating in project research and co-creating **5-session family workshops** around everyday science with expert advisors and community partners

Research Activities

- Year 1** Focus groups to understand existing science practices in Latinx families
- Year 1-2** Viewing parties to examine caregiver outcomes after watching the telenovela
- Year 2-3** Randomized study to evaluate the efficacy of the workshops



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LA FUERZA
de Familias Latinas



LITERACY
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