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CELEBRATING

**ASIAN
AMERICAN
& PACIFIC
ISLANDER
KIDS**





It is important to be proud of who you are and your heritage. Today and everyday, Nickelodeon is celebrating Asian American and Pacific Islander (AAPI) communities. This guide builds on the strength and resilience of AAPI families as they navigate the impact of anti-AAPI hate. Included below are a list of simple and meaningful actions parents and caregivers can take to grow their child's sense of belonging. Families will also find links, videos, and activities that they can use to combat anti-AAPI hate, [celebrate AAPI cultures](#), and affirm kids' AAPI [identities](#).

"A rich source of support and guidance lies within our own ancestral wisdoms, and its integration into a child's life can make a world of difference in the face of adversity. In all of our actions, big and small, lies the power to model effective strategies for children and help them build their toolbox for coping. Our own willingness to address both the physical and emotional aspects of our health is key to helping the next generation rise above and remain resilient."

- Anjuli Amin, Ph.D., President, Asian American Psychological Association

ASIAN AMERICAN AND PACIFIC ISLANDER COMMUNITIES

There are more than 24 million Americans who identify as Asian American and Pacific Islander – that's about 7% of the U.S. population. AAPI cultures, traditions, and beliefs are varied and so is each person's life and experiences. Within this community there are more than 50 ethnic groups that speak over 100 different languages. Asian Americans may have ancestors with connections to West Asian countries like Iraq, Iran, or Yemen, East Asian countries like China, Korea, or Japan, Southeast Asian countries like Vietnam, the Philippines, or Burma, and South Asian countries like India, Pakistan, or Sri Lanka. Pacific Islander Americans may have ancestors with connections to Hawaii, Guam, and Pacific Island countries and other countries and regions within Melanesia, Micronesia and Polynesia.

The terms used to describe a community may change or shift over time, and each member of that community may identify themselves and their heritage in a different way. Asian American and Pacific Islander (AAPI) is currently a common way to refer to this community. However, Asian American and Native Hawaiian/Pacific Islander (AANHPI) is an emerging term that emphasizes those with Indigenous Hawaiian roots.

FOSTERING A SENSE OF SAFETY AND BELONGING

With the recent rise and visibility of anti-AAPI hate, AAPI families continue to experience racism, bias, and bullying, and a sense of fear and worry. This can have serious impacts on their mental health – especially for kids. It can lead to low self-esteem, self-doubt, loneliness, and a lack of self-confidence. If your family is being impacted by anti-AAPI hate, here are some steps you can take to increase your child’s sense of safety and belonging:

- **Check-in with how your child is feeling.** Communicating with your child about their concerns and worries regularly can build trust and strengthen bonds. You can do this in direct ways by asking them or indirect ways such as reading a book on the topic and sharing about your own experiences and feelings first to promote conversation.
- **Make time as a family for self- and community care.** Set aside moments together to read a good book, snuggle a pet, go for a walk, visit loved ones, or practice deep breathing. You can also share family and cultural traditions that celebrate who you are.
- **Prioritize time to connect with your community.** Social support from family, friends, neighbors, community, and religious groups helps maintain a sense of belonging and connectedness, can reduce stress, and increase feelings of happiness.
- **Encourage your kids to be kind to themselves and value their thoughts and ideas.** Practicing self-compassion increases self-worth, resilience, and ability to cope in challenging situations. Don’t forget to model saying kind and loving things about yourself and what you value most about your community and heritage.



- **Watch for the warning signs of bullying.** If your child is being bullied they may be reluctant to go to school, complain about physical ailments, like headaches or stomach aches, be unusually quiet or withdrawn, or have trouble sleeping.
- **Validate your child's feelings and help them understand that they do not deserve any negative treatment.** This will help prevent them from believing negative things about themselves based on harmful things they see, hear, and experience.

- **Practice strategies with your child that they can use when they encounter acts of bullying, like walking away, talking it out, or seeking help from a grown-up.** You can also connect with your child’s teacher or the school staff to start a dialogue about your concerns. Find more about bullying prevention with the Asian American Psychological Association’s ([AAPA](#)) Guide for Parents, available in [Chinese](#), [English](#), [Korean](#), and [Vietnamese](#).

TAKING ACTION AS A FAMILY

All families have a role to play in helping AAPI kids feel safe, seen, and accepted. With each action below, you and your family will combat anti-AAPI hate, celebrate AAPI culture, build pride in kids’ AAPI identities, and contribute to making the world a better, more peaceful place.



- **Learn about AAPI communities’ [histories](#), [traditions](#), and [experiences](#).** As a family, find inspiration in Sunisa Lee’s journey to becoming one of the first Asian American gymnasts, and first and only Hmong American, to win Olympic gold. Watch these short videos highlighting the impact AAPI people have had on [representation](#) in film and real world [current events](#). Then, visit the [Smithsonian Asian Pacific American Center](#) Online Museum or a museum or cultural event in your community.
- **Explore books, movies, music, and shows that genuinely and accurately portray AAPI people and cultures.** Media can help kids learn about the world and other people’s experiences in it. For all children, stories are a pathway to building empathy; for kids from AAPI families, seeing themselves and their cultures represented in stories they read and watch, fosters pride in their identities. The Conscious Kid, an organization that supports families in taking action against racism, is creating space for the voices and stories of AAPI authors and illustrators. Watch and listen to their [storytime read-alouds](#) led by famous Asian Americans and Pacific Islanders. As you continue your quest for authentic stories, [grab this booklist](#) and head to your local library. Children’s books are a great way to gain insight into a person’s unique experiences – which is especially important when each AAPI community is so diverse.

- **Advocate for AAPI inclusion in school curriculum.** Encourage your child’s teachers and administrators to incorporate historical events and contributions of AAPI communities in U.S. history and social studies lessons, including the stories of Asian American and Pacific Islander activists and civil rights leaders. Start small by sharing this [educators' guide to stopping anti-AAPI hate](#) with your child’s teachers. In it, they’ll find detailed discussion starters, lesson ideas, and other learning materials they can use to engage their students in AAPI history, community, and current events.
- **Foster respect for other people’s cultures and traditions.** The customs, beliefs, and values passed down through a family or community are important parts of a person’s identity. Listen to [kids share special parts of their heritage](#) with their friends. Then, learn about holidays or celebrations from different cultures, like Holi, Ramadan, or Lunar New Years and create a family calendar that marks these, and other, important dates. Being mindful of important cultural celebrations happening throughout the year shows awareness and respect for other families’ traditions.



- **Be an Upstander! Speak up** if you hear or see someone being treated unfairly and encourage your kids to do the same. Words and actions of support, no matter how small, help others’ who are experiencing hate feel more safe and secure. Together, listen to how you can do your part to [stand up and speak out](#) against anti-AAPI hate. Then, meet Nickelodeon Kid of the Year finalist, Upstander, and activist [Mina Fedor](#) and explore her organization [AAPI Youth Rising](#). Finally, read [Nick’s commitment](#) to AAPI communities across the U.S. and, as a family, write your own commitment to being an Upstander and treating others with respect.

- **Share and spread love by engaging in simple acts of kindness.** First, as a family, watch the ways these Nick Jr. families [share their love](#) for each other and their cultures through their actions. Then, together, think of small ways you can take to spread love, kindness, and acceptance throughout your community. Creating a sign, poster, or flag is a great place to start – especially if they include well-known symbols of love, peace, and hope. Encourage a neighbor or friend to do the same.



- **Speak honestly and openly with your kids about anti-AAPI racism, bias, and bullying.** Having conversations with kids about these topics can be challenging, so Nickelodeon and The Conscious Kid created a special guide to help you get started. Read through the language, tips, and discussion starters included in the [Talk and Take Action: Guide to Combating Asian and Pacific Islander Hate](#). Then, explore the reflection activities and family action steps together with your kids. Together, you can make a more inclusive world!

If you see something, say something. If you experience or witness an act of anti-AAPI hate, report the incident with [StopAAPIHate.org](https://stopaapihate.org).

It's okay to not be okay. You are not alone. Find [support and mental health resources](#) for yourself and your family here.

Learn how to be an Upstander. Participate in free training on how to stand up to AAAP hate with [Right to Be](#).

WANT TO LEARN MORE? NICK IS HERE TO HELP.

NickHelps.com

for kids of all ages

NickParents.com

for parents and caregivers

NickCommunity.com

for youth organizations and educators

SPECIAL THANKS

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the conscious kid

