



nickelodeon™

**CELEBRATING
& AFFIRMING**

**JEWISH
AMERICAN
KIDS**





Nickelodeon celebrates the heritage, culture, and traditions of the Jewish American community. Learning about history and culture builds pride in individuals' identities and promotes an understanding and acceptance of others. In this resource, you will find links, videos, and activities you and your family can use to celebrate Jewish culture, affirm kids' Jewish American identities, and combat antisemitism.

JEWISH VALUES AND CULTURE

There are more than 7 million Jewish Americans in the United States. Many Jewish families practice Judaism, a religion that is nearly 4,000 years old. They follow the teachings of the Torah, the religion's most important holy book. Not all Jewish people practice Judaism; some families identify with Jewish ethnic heritage and culture, without following the religious teachings. Jewish communities value justice and equity, and share the belief that everyone should be treated with love, compassion, and respect. In Jewish culture and religion it is important to be a good friend, neighbor, and Upstander. Many holidays and traditions encourage ideas like showing kindness, being together, and expressing thanks.



- Hear from Callie, a Jewish-Korean American, about [her Bat Mitzvah](#), a Jewish coming of age ceremony. Is there a special coming of age ceremony or birthday celebration in your family or culture? How do you celebrate it?
- Visit with this Nick Jr. family as they [celebrate Shabbat](#). Shabbat is the Jewish day of rest. It starts every Friday night at sunset and ends Saturday after dark. It is a time for Jewish families and communities to slow down and spend time together. What does your family do to slow down and enjoy time together?
- Learn about [special symbols of Judaism](#), the Jewish religion. What are the values and traditions in your family? How are they an important part of who you are?

LEARNING ABOUT ANTISEMITISM

For thousands of years, Jewish people have experienced antisemitism, which is hostility to, prejudice towards, or discrimination against Jews. It is a form of hatred rooted in stereotypes. Stereotypes are false ideas or judgements about a group of people that overlook each person's individual experiences. Negative and harmful stereotypes about Jews

have been perpetuated throughout history. These false beliefs have led to bullying, blame, violence, and vandalism. Today, antisemitic incidents are on the rise in America and across the world.

Antisemitism is an unkind, upsetting, and scary thing for someone to experience. Antisemitic comments, jokes, and bullying can make kids feel unsafe, unwelcome, and insecure. No one should experience hate or feel shame because of who they are and what they believe. Jewish American families are helping their children embrace their heritage and feel proud of their culture by sharing their traditions with those outside the Jewish community. From inviting neighbors to join them for holiday celebrations to sharing books and stories about Jewish culture with their children's school libraries, they are helping build understanding and acceptance.

ACTION STEPS FOR FAMILIES

All families can play a part in making the world a safer, kinder, and more caring place. With each action below, you and your family will stand firm against hate, celebrate the values of the Jewish community, and build pride in kids' Jewish American identities.



- **Explore books, movies, music, and other types of media that accurately represent the Jewish American community.** For children, hearing and seeing stories about other people's experiences help them build empathy and learn about the world; for kids with Jewish American heritage, seeing themselves and their cultures in the things they watch and listen to fosters pride in their identities. Celebrate the [diverse contributions](#) of Jewish Americans and learn more about Jewish American [history and heritage](#). Then, check out this [list of children's books](#) from PJ Library, an organization that shares stories about Jewish experiences, values, and traditions.
- **Be an Upstander.** It is important to show your solidarity with those who are being treated unfairly. Share with your kids that when they speak up, they let those who are being mean, unkind, or unfair know that their actions are not okay. It's not always going to be easy, but it will make a big difference. [Practicing can help](#). Together, imagine a situation where a person is being picked on or talked down to just because they are Jewish. What would you say and do to be an Upstander?
- **Learn more about the history of antisemitism and its impact on the world today.** Antisemitism has deep roots in history, which is why it is often referred to as "the longest hatred." The Holocaust is part of this history. Since

the atrocities of the Holocaust are difficult to comprehend and discuss, you may choose to wait until your children are older to talk about it. However, if now is the right time to start these conversations with your family, you can use the age-appropriate resources created by The Conscious Kid and USC Shoah Foundation that focus on building appreciation for cultural, ethnic, and religious diversity. These resources also include content from [The Willesden Project](#), an initiative that combines stories, music, and technology to reshape Holocaust education. [Find videos, read-clouds, and other learning materials for kids, ages 5-10, here.](#)



- **Speak honestly and openly with your kids about antisemitism and other forms of hate.** Having conversations with kids about these topics can be challenging but Nickelodeon and their partners, like USC Shoah Foundation, have written special guides to help you get started. Read through the language, tips, and discussion starters included in the [Talk and Take Action: Guide to Countering Antisemitism](#). Then, explore the reflection activities and family action steps together with your kids. You can find all the guides, focused on combating different kinds of hate and discrimination on [NickHelps.com](#). Together, you can make a more inclusive world!



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



Nickelodeon extends appreciation to [The Conscious Kid](#), [Reboot](#), [USC Shoah Foundation – The Institute for Visual History and Education](#), [Echoes & Reflections](#), Laura Stricker, and Janella Watson for their contributions to this guide.

USC Shoah Foundation
The Institute for Visual History and Education



the conscious kid

