

Using Media and Texting to Foster STEM Learning in Low-Income and Latinx Families | 2115669

Community Partners: 15 PBS stations plus local orgs

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<https://www.wnet.org/education/cmas-welcome/>

Project Description

A bilingual texting initiative featuring Cyberchase video and activities. The goal is to encourage families to engage in playful STEM activities highlighting math and the environment.

Key Achievements

- **Accomplished:** Reached 4,600+ families throughout the US.
- **Learned:**
 - Texting is an effective way to provide STEM content to families.
 - Parents/caregivers enjoy engaging in playful learning with their children.
 - Community partners played a key role in reaching Spanish-speaking families.



Audience & Settings

Audience: English and Spanish speaking kids ages 5-8 and their families

Disciplinary area: Math & Environmental Learning

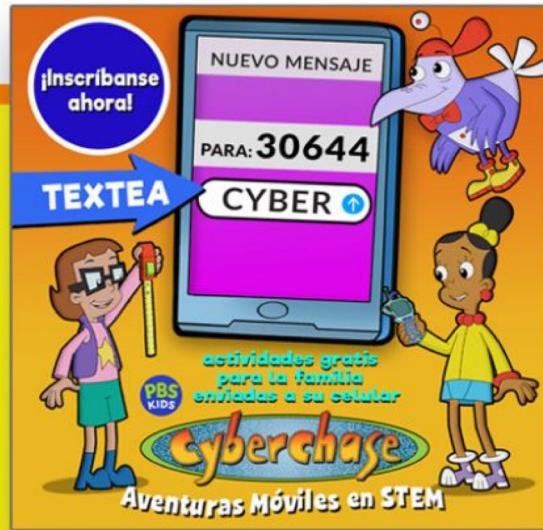
Learning environment: At home and community-based events

Access and Inclusion

The project was designed to reach low-income and Spanish-speaking families in 15 communities nationally. Spanish-speaking families and advisors provided input on the development of the program.



RE
VISE



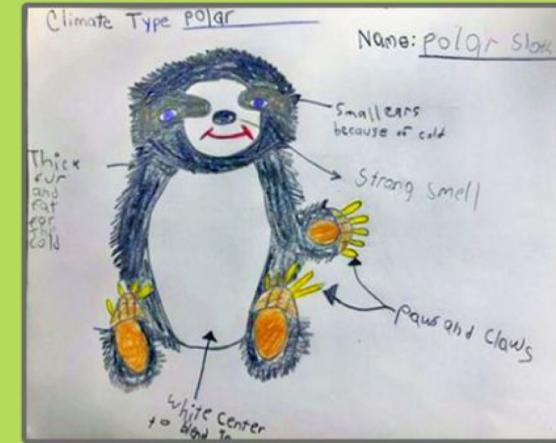
Social media asset to promote signups



HABITAT WALK

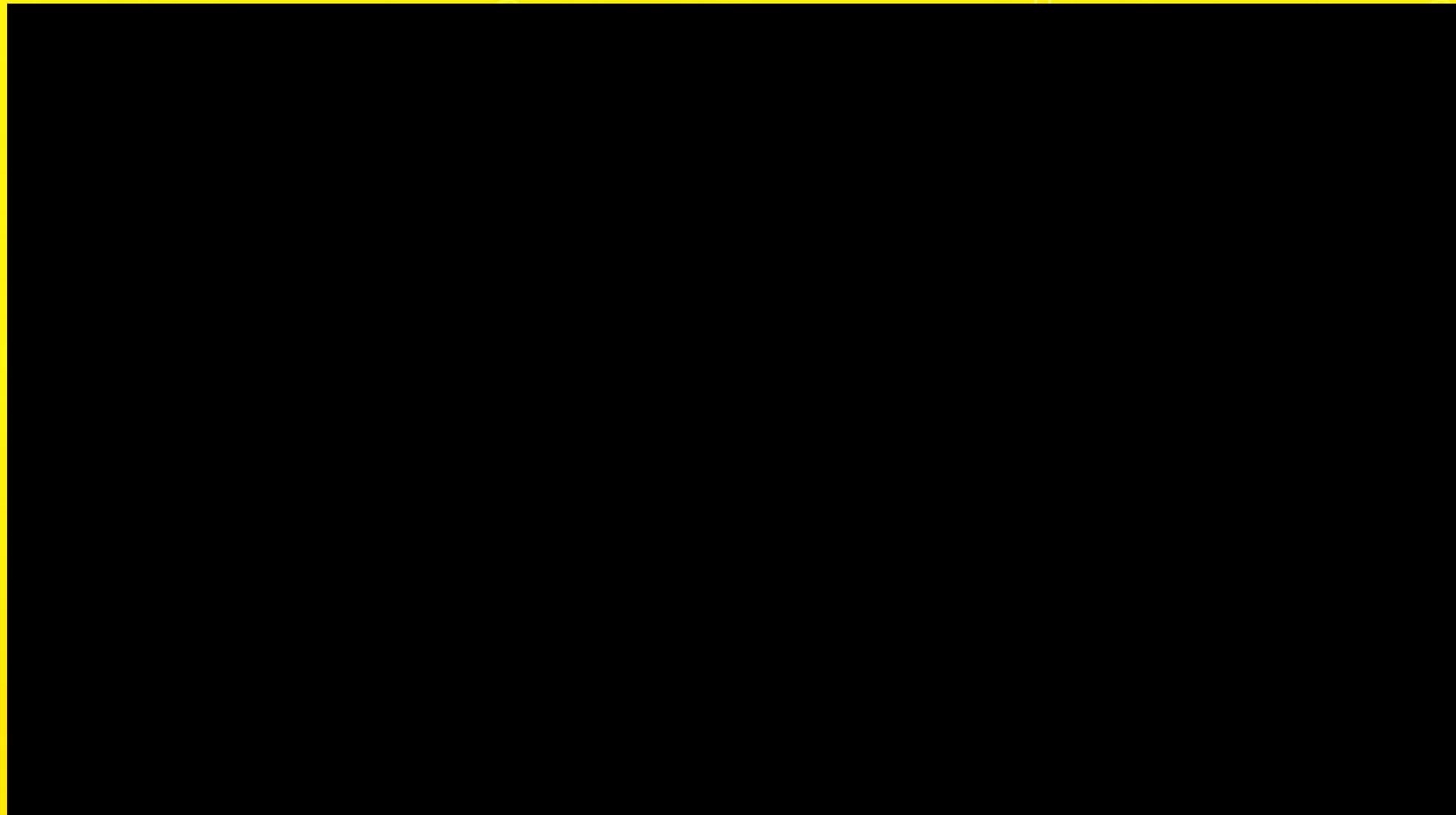


TREE ACTIVITY



DESIGN AN ANIMAL

Examples of activities done by participants



WELCOME VIDEO