



# Hispanic Heritage Month Resource Toolkit 2022



Photo credit: Rosie Rios, Wikimedia Commons

## September 15–19

The National Women's History Museum, in partnership with NBCUniversal Telemundo Unstoppable Women, is proud to offer our *2022 Hispanic Heritage Month Resource Toolkit*. Designed for learners of all ages, this free toolkit highlights and explores the diverse voices, contributions, and achievements of unstoppable Hispanic American women, *Mujeres Imparables*. Hispanic Heritage Month is celebrated each year from September 15–October 15.

### September 15

#### **Why do we celebrate Hispanic Heritage Month?**

What is the significance of the dates, September 15 – October 15? Learn more with this short video from Studies Weekly (~2 minutes).

[Click Here](#)

### September 16

#### **Women Run, Women Win: Latinas in Congress.**

NWHM and Telemundo's new online exhibit explores Latina representation and service in our national government.

[Click Here](#)

### September 19

#### **8 Great Reasons to Celebrate Hispanic Heritage Month**

as explained by our colleagues at the Smithsonian Learning Lab.

[Click Here](#)

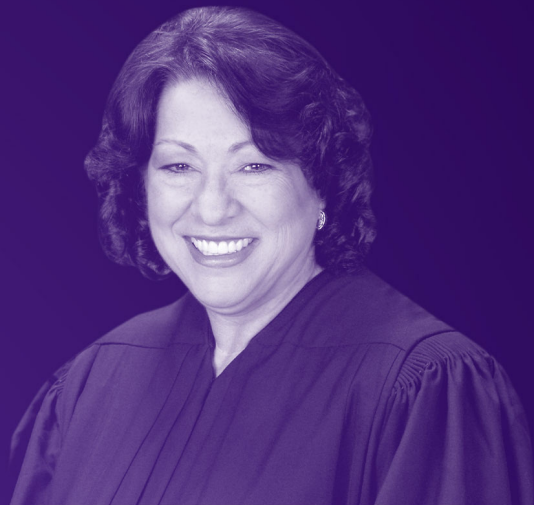


National Women's History Museum +

**Unstoppable  
Women**



For more Latina-focused content and resources visit Telemundo's Unstoppable Women [site](#) and [Instagram account](#). To learn more about the National Women's History Museum, visit [womenshistory.org](https://www.womenshistory.org).



# Hispanic Heritage Month Resource Toolkit 2022

Photo credit: Sonia Sotomayor, Wikimedia Commons

## September 20–26

### September 20

#### **Unstoppable Women:**

Rosie Rios was the 43<sup>rd</sup> Treasurer of the United States. She is most recently known for initiating and leading the efforts to place a portrait of a woman on the front of U.S. currency for the first time in the nation's history.

[Click Here](#)

### September 21

**Explore questions of identity, gender, class, and race** in the naïve folk-art style of famed Mexican painter Frida Kahlo with this [interactive timeline](#) curated by the Frida Kahlo Museum.

[Click Here](#)

### September 22

**Find inspiration** in the cultures, contributions, and experiences of Latinos in the U.S. with this curated selection of online exhibits collected by NWHM exhibiting partner Google Arts & Culture. Be sure to discover *DC Latino Street Murals: A Virtual Tour, Mapping the Legacy*—an NWHM staff favorite!

[Click Here](#)

### September 23

**Becoming Unstoppable:** In an open-heart panel with MSNBC reporter Daniela Pierre-Bravo, Carla Vernón, Vice President of Amazon Consumables, and Sandra Campos, former CEO of Diane Von Furstenberg and Director of Big Lots, confess their fears, challenges, and the obstacles that they had to overcome along the way to the top. “You can’t always see the goal because it’s not a straight path,” they agree. Join them on this journey and discover how they help other Unstoppable Women find their own value and power.

[Click Here](#)

### September 26

**Learn about the nuanced differences** between the terms Hispanic and Latino in this article by Britannica.

[Click Here](#)

# Hispanic Heritage Month Resource Toolkit 2022



Photo credit: Frida Kahlo, Wikimedia Commons

## September 27–October 3

### September 27

#### **Tips to Be Financially**

**Fierce:** A conversation on how to be Financially Fierce with Nicole Suarez, Noticias Telemundo anchor, and Silvana Henao from CNBC. This conversation offers Latinas an overview on the importance of establishing healthy financial habits, living below one's means, saving for the future, and cash flow management.

[Click Here](#)

### September 28

#### **Explore the stories of Afro-Latinos in the U.S.**

in the newest installment of the Museum of Latina American Art's exhibition, *I AM: New Afro-Latinx Narratives, Chapter 2*.

[Click Here](#)

### September 29

#### **Unstoppable Women:**

According to Antonia Hernández, she “went to law school for one reason: to use the law as a vehicle for social change.” Decades later, she can claim numerous legal victories for the Latinx community in the areas of voting rights, employment, education, and immigration. From legal aid work, to counsel, to the Senate Judiciary Committee, to head of a major civil rights organization, Hernández has used the law to realize social change at every turn.

[Click Here](#)

### September 30

#### **Latina Leaders Summit 2022:**

NBCUniversal Telemundo Enterprises conducted a pulse survey on the current state of Latinas in their communities. Georgianne Ocasio, Sr. Director of Corporate & External Affairs at NBCUniversal Telemundo Enterprises, discusses the findings with Cristina Londoño, Sr. Washington Correspondent for Noticias Telemundo.

[Click Here](#)

### October 3

**While it's appropriate to observe and celebrate the contributions and identities of cultures from around the world,** it's equally important to be mindful of *cultural appropriation*. What is cultural appropriation? How can organizations observe and celebrate our multi-cultural national identity while remaining mindful and respectful of other cultures? Originally published for an educator audience, the PBS TeachersLounge breaks down this important issue in an easy-to-digest blog post that's ideal for everyone.

[Click Here](#)



# Hispanic Heritage Month Resource Toolkit 2022

Photo credit: Gloria Calderón Kellett, Wikimedia Commons

## October 4–10

### October 4

#### **Unstoppable Women:**

As the first Latina and third woman appointed to the Supreme Court, Associate Justice Sonia Sotomayor has made an impact in and out of the courtroom. With her dedication to the judicial process and fighting spirit, Justice Sotomayor is an inspiration, especially for Americans who feel marginalized or underrepresented.

[Click Here](#)

### October 5

#### **Lift Up Latina Voices:**

Who were some of the Hispanic heroes that helped further the cause of woman suffrage in America? Spend some time exploring the NWHM's *Representation with a Hyphen: Latinas in the Fight for Women's Suffrage*. The online exhibit explores the story of Latina's bicultural political engagement and experience in the fight for women's right to vote in the United States and is available in both [English](#) and [Spanish](#).

[Click Here](#)

### October 6

#### **Unstoppable Women:**

NWHM Ambassador Gloria Calderón Kellett is a leading Latina showrunner, writer, producer, and actress. We spoke with Gloria about her career, her work for equity and representation in Hollywood, and the people who inspire her most.

[Click Here](#)

### October 7

#### **Latina Characters:**

Authentic Representation and Storytelling: The Association of National Advertisers' (ANA) SeeHer movement and NBCUniversal Telemundo Enterprises partnered to encourage and empower brands to apply an intersectional lens in entertainment so that more Hispanic women and girls see themselves authentically reflected in content. The guide is meant to help empower storytellers to become aware of blind spots and potential unconscious biases. Download PDF below.

[Click Here](#)

### October 10

#### **Learn more about the issues that influence and impact voting decisions in the Latino community.**

The Voto Latino Foundation is a 501(c)3 nonprofit organization dedicated to registering Latino voters and encouraging civic participation.

[Click Here](#)





# Hispanic Heritage Month Resource Toolkit 2022



Photo credit: Romina Puga, Pinterest

## October 11–15

### October 11

#### **International Day of the Girl**

**Child:** Unstoppable Girls, the Unstoppable Women of the Future: In this this year's Women's History campaign, NBCUniversal Telemundo Enterprises focused on supporting girls, the next generation of unstoppable women, by sharing motivational messaging to help them achieve their full potential. You can see the [Public Service Announcement](#) and all Latina-focused resources on Unstoppable Women's [site](#) and main [social media account](#).

[Click Here](#)

### October 12

#### **The Latina Pulse Champions of Change:**

Telemundo, in partnership with Hispanas Organized for Political Equality (HOPE) and Latino Victory Foundation, conducted this study in order to advance the understanding of the recent mindset of U.S. Latinas and the issues that are most pressing to them.

[Click Here](#)

### October 13

#### **Raising Unstoppable Girls:**

Romina Puga, co-creator and host of Club Mundo Kids, and Jeannette Kaplun, founder and CEO of Hispana Global, meet in an honest and deep conversation in which they highlight the value of small daily actions to help parents empower their daughters as the next generation of Unstoppable Women.

[Click Here](#)

### October 14

#### **Unstoppable Women:**

A dedicated public health advocate, Antonia Novello made history as the first female and first Hispanic U.S. Surgeon General in 1990. Novello has led several major public health campaigns in her efforts to improve health conditions and access to medical care, especially for women, children, and minority populations.

[Click Here](#)

### October 15

#### **Hispanic Heritage: Be the Next Story Told:**

As the voice and choice for Latinos in the U.S., Telemundo is proud to lead the Hispanic Heritage campaign efforts across the NBCUniversal portfolio for a second consecutive year. The campaign aims to inspire a whole new generation of Latinos as they write the next chapter of our history.

[Click Here](#)