

Breyers



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## Breyers x Latinx Therapy Conversaciones Vainilla Digital Toolkit

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*Bringing families together, one  
scoop at a time*



# Our Cultural Truth

**Hispanic families at times can steer away from everyday topics that they perceive as touchy. However, many of these conversations are particularly important across generations to help move the community forward.**

# Breyers x Latinx Therapy Partnership

Breyers, a family favorite ice cream brand, has partnered with Latinx Therapy, an internationally known directory of Latinx Therapists in the U.S., to create the *Conversaciones Vainilla* Digital Toolkit to spark conversations that offer a moment in time for Hispanic families to get the inside scoop. This digital toolkit is intended to help multigenerational households dialogue about difficult everyday topics with thoughtfulness and ease to break cycles. with every delicious scoop of ice cream. Shifting the narrative and turning tough subjects into sweet conversations, that are not only positive, but also *deliciosas*.

According to the PEW Research Center, about 5% of multigenerational households consist of grandchildren under the age of 25. Multigenerational homes are defined by two or more adult generations or a “skipped generation,” such as grandparents and their grandchildren. Hispanic communities are collectivistic cultures that not only rely on family and community, but also pass on patterns and beliefs intergenerationally, constantly caring about the opinions of others.



# Conversación Guidelines

Some topics bring discomfort because certain generations did not hear much about them due to cultural beliefs, or if they were discussed, perhaps were associated with shame, guilt or another emotion that led to avoiding the topic. Some conversations may require skills that we didn't grow up with or our family members may choose to remain comfortable with tradition. We hope this toolkit helps to navigate common themes that come up *entre familia*.

1

**Sweeten conversations** with a calm nervous system. Taking deep breaths is a powerful way to activate it.

2

**Approach conversations with curiosity.** Engage to learn from other generations, to understand why they have specific beliefs.

3

**End conversations on a positive (& sweet!) note.** If hurt feelings or stigma of a topic arises, pause the conversation and try again when all parties are in a calmer

# Intergenerational *Conversaciones*

Gen X Sensitive Topic	Recommended Way to Approach: Millennials to Gen X	Millennials to Gen Z Answer
<b>Therapy</b> "Going to therapy is crazy."	<b>Validate:</b> I can see how it has been portrayed like that on TV and the media. <b>Gently Teach:</b> I've learned that it's a place to learn how to cope skills for our daily emotions. <b>Be curious:</b> What have you learned about therapy growing up?	"If you feel like you need additional support, we can work together to find a therapist for you."  It is okay and completely normal to want to seek additional support from a third party.
<b>Religion</b> "You feel that way because God is testing you."	<b>Affirm:</b> I hear what you are saying & know how helpful religion has been to you. <i>*do not give bothersome comments attention until you set your boundary</i> <b>Be curious:</b> When you feel low, what are other things you do that help you? <b>Set boundary:</b> I feel ___ when I hear that God tests me, what I need from you is ___(support & guidance - your need!).	"Feelings may be uncomfortable, and I am here to listen to you."  You have the right to believe what you want to believe and respect those around you who have other beliefs.
<b>Parenting</b> "If I were you, I would spank that child for what they just did to you. You're the parent."	<b>Set boundary:</b> Spanking is not an option to discipline my child. <b>Affirm:</b> I know you are trying to support me with some challenging behaviors that my child is showing. <b>Redirect:</b> I'm open to teaching you different methods I have learned recently if you'd like.	"Maybe you need some time to calm down. I'll be here when you are ready to talk." <i>*always focus on child's positive behaviors vs negative</i>
<b>Child-Bearing Expectation</b> "¿y los niños para cuándo?"	<b>Validate:</b> Thank you for being interested in my future! <b>Set boundary:</b> I like to eat vegetables, but that doesn't mean I like to grow my own, and it's possible some people cannot grow their own.  <i>*In this scenario, teaching your loved one about your essence and how you enjoy life can be a great way to bond and for them to get to know you.</i>	"No one can make choices about your body for you. I will stand by you."

# Intergenerational *Conversaciones*

Gen X Sensitive Topic	Recommended Way to Approach: Millennials to Gen X	Millennials to Gen Z Answer
<p><b>Money</b> “Talking about money is <i>mala suerte</i>”</p>	<p><b>Be curious:</b> Where did you learn this belief from?</p> <p><b>Gently Teach:</b> I believe that by openly discussing income and finances, our community can learn to negotiate better, manage money and understand how to advocate for themselves.</p>	<p>“Ask all the questions you have about money, and if I don't know the answer, let's find it together.”</p>
<p><b>Dating</b> “¿Y el novio para cuándo?”</p>	<p><b>Gently Teach:</b> I will let you know when I am ready to discuss dating.</p> <p><b>Redirect:</b> What is going on with your life these days? <i>*In this scenario, you may bring in harmless humor, a question to your family member or express how the question makes you feel.</i></p>	<p>“You may notice as you get older that there is outside pressure to date, but it's important to remember that no one should pressure you to date.”</p>
<p><b>Self-Care</b> “Taking care of yourself is selfish.”</p>	<p><b>Gently teach:</b> Taking care of means we care about others as much as we care about ourselves. Self-care means we get to maintain a healthy relationship with ourselves to help us manage stress &amp; create more energy.</p> <p><b>Be curious:</b> What are some things you do that helps you gain energy or feel better when you are tired?</p>	<p>“You don't have to earn your rest and taking care of yourself isn't selfish. I encourage you to create a balance in life.”</p>

# Sweetening the Conversation

These conversations might be happening for the first time with those close to you, and we want to ensure that everyone feels good about them, so that they are led with honesty, sincerity, and most importantly, with respect.

As a family-first brand, Breyers aims for families to connect in the sweetest way possible. So, whether you're hoping to tell your parents about the ways you've chosen to practice self-care, or you're hoping to have a conversation about your religious beliefs with your *abuelita* – these conversations are always sweeter over a delicious bowl of ice cream.



# APPENDIX





# About Breyers

In 1866, William Breyer was a man on a mission, with dedicated purpose he set out to use only the finest, purest ingredients to create great tasting ice cream for American families. He focused on quality and goodness and was a pioneer of the industry

In 2016 Breyers celebrated 150 years of Breyers® as a classic American favorite since beginning with our very firsthand-cranked gallon in 1866.

We've continued that relentless focus on quality without compromising on great taste:

- Naturally sourced colors and flavors
- 100% Grade A milk and cream
- Sustainably farmed vanilla beans & fruit

The Breyers logo is written in a black, cursive script. A single, vibrant green leaf with visible veins and water droplets is positioned above the letter 'y' in 'Breyers'.

# Breyers Resources

BREYERS FLAVORS

BREYERS RECIPES



[Breyers.com](https://www.breyers.com) | [@Breyers](https://www.instagram.com/breyers) | [@BreyersOfficial](https://www.facebook.com/breyers)



# About Latinx Therapy

Latinx Therapy was created in 2018 by Licensed Marriage and Family Therapist, Adriana Alejandre. Latinx Therapy is a national directory of Latinx Therapists, and a bilingual podcast that provides education to combat the stigma of mental health and provides education to eliminate taboos of therapy in the Latinx community.

98% of their National Directory of therapists are Spanish speakers, offering in-language services throughout the country. Latinx Therapy strives to provide the best and most culturally relevant support and services to the community.



# Latinx Therapy References & Resources

[NBCI.NLM.NIH.GOV](https://nbc.nlm.nih.gov)

[PEWRESEARCH.ORG](https://pewresearch.org)

[GU.ORG](https://gu.org)



[LatinxTherapy.com](https://LatinxTherapy.com) | [@LatinxTherapy](https://www.instagram.com/LatinxTherapy)

