



## BE CREATIVE<sup>©</sup>

(Value #10: Innovation)



### Description

Sometimes life brings us big challenges.

Maybe you've got a science project to do for school. You keep reading through your science book, but you aren't getting good ideas.

Or maybe your little brother keeps bugging you while you're trying to study, and you're getting seriously annoyed. You keep telling him to leave you alone, but he won't.

When the same old things aren't working, it's time to **innovate**. That means being creative. It means trying something in a brand- new way.

Being an innovator is really being an inventor. Anytime you come up with a new idea, you're an inventor. When you create something original – like a poem or a story or a painting – you're an inventor.

It means using your imagination -- something kids are great at!

### Example from Cesar's Life

For decades (a decade = 10 years), farmworkers went on strike again and again, trying to get the growers to listen. But it never worked. The growers fired the workers (that means they took their jobs away) and hired new people who would work for less money.

Cesar Chavez decided to innovate. He knew from studying history (remember Value #9?) that strikes alone would not work. So he added new ideas, like:

- The boycott in the big cities
- Finding new friends who would help the Union -- in cities, churches, schools, unions, clubs and in government – in other words, everywhere
- Street theater
- Marching across the state of California



## Cesar Chavez Service Clubs

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### Example for Your Life

Let's go back to the two problems mentioned above:

- (1) You're not getting ideas for your science project. Try this: Put your schoolbook away, and look around you. What makes you curious? Maybe you're wondering about Mitzi, your six-toed cat. Why does she have extra toes? Is that normal? Try a "Google" search on your computer. You might have an interesting science report on your hands (or paws.)
- (2) Back to your pesky little brother: If it doesn't work to keep telling him to leave you alone so you can study, try something else. Find him some paper, and let him borrow your colored pencils. Round up one of your old toy cars or stuffed animals for him to play with. Or study at the library.

**Activities** (These will give you practice in creative innovation.)

- The next time you're helping in the kitchen, ask if you can add something new to the usual meal (as long as it tastes good!) Add a few raisins or chopped green olives to the taco filling. Put whipped cream and crumbled cookies on the chocolate pudding.
- Change things around in your room (with your parents' permission.) Hang something new on your wall. Clear a shelf for your favorite things -- like your baseball card collection, or photos of your friends and family.
- Close your eyes and imagine your favorite place. Now paint a picture of it. Hang it on your wall, or give it as a present.



We thank Yuyi Morales for her generosity in allowing the Chavez Service Clubs to use her artwork of Cesar Chavez as the center image of the BE CREATIVE value button. Yuyi is an artist, illustrator, and author whose work appears in a number of children's books, including **Harvesting Hope, The Story of Cesar Chavez**. Yuyi was born in Veracruz, Mexico and now lives in the Bay Area of California.

### Cesar Chavez Service Clubs

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### The Ten Values of Cesar Chavez

1. **Teach Someone** (Service to Others)
2. **Sacrifice for Others** (Sacrifice)
3. **Help Someone** (Help the Most Needy)
4. **Si Se Puede** (Determination)
5. **No Violence** (Nonviolence)
6. **We're All Different** (Accepting of All People)
7. **Respect Others** (Respect for Life)
8. **Be Proud** (Celebrating Community)
9. **Knowledge Is Power** (Knowledge)
10. **Be Creative** (Innovation)



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### **BE CREATIVE PLEDGE**

“I promise myself that I will practice innovation and that will help me become very creative. When I face a problem or a difficult situation, I will look for unusual, new ideas and ways to resolve it. I’ll work on becoming really good at innovating, and I’ll teach other people how to do it, as well.”

**Sign here after saying pledge: X.**

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