



KNOWLEDGE IS POWER ©

(Value #9: Knowledge)



Description

Have you ever heard the slogan “Knowledge Is Power”? Strange, huh? Many people think power comes from fists and guns. But the strongest power comes from the simple act of **reading!**

Big knowledge (“knowing about things”) makes you more powerful than big muscles do.

You get knowledge by going to school. But you also learn new things by reading. And the more you know, the more possibilities you have for your life. You’ll get better jobs, of course.

But also: The more you read, the better you understand the world. You learn why other people – and cultures and nations – act the way they do. And by reading biographies – stories of other people’s lives – you learn how some individuals achieved great things even when life was tough. Kids who grew up poor have become outstanding doctors, or world leaders. Kids who had asthma have gone on to win Olympic medals.

Stick with school as long as you can. And for your entire life, **read!**

Example from Cesar’s Life:

Cesar Chavez didn’t have much schooling. His parents moved frequently to follow the crops. So Cesar bounced from one school to another. But he understood the value of knowledge. After he left school, he kept reading. When he wanted to understand something



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better, he read book after book until he mastered it. He made himself an expert.

The **headquarters** (that means the main office) of the UFW is called La Paz, which means “Peace.” La Paz is a pretty spot in the mountains of Southern California. When computers were new, Cesar realized that the Union’s offices would run better if they started using computers. So he learned everything he could about them by reading and talking to experts.



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Examples for Your Life:

You can do the same. Think of something you'd like to know more about. Some examples:

- the rules of basketball
- the differences between a Muslim and a Jew
- making a homemade pizza

You can learn about these things by talking to your teacher, parents, and friends – or by **reading**.

Books are everywhere. Start with your school library. Branch out to a neighborhood library that you can walk or ride a bike to. Or ask your parents to take you. Don't be shy about asking the librarians to help you the book you need. They're happy to help.

Other ideas:

- Use a computer to find articles on the Internet. Parents, teachers, and librarians can help you find good ones.
- Read the newspaper. You can learn about tons of things – not just the news.

Activities (These are things that will make you more powerful through knowledge.)

- Check out a library book on something you're curious about.
- Join your library's summer reading program. These are fun, and they give prizes!
- Browse through some good kids' magazines at a bookstore or the library. You might want to save up money for a subscription – or ask for one as a birthday gift.



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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KNOWLEDGE IS POWER PLEDGE

“To make myself happy, and to have a hand in making a better world, I know that I need power. I also know that by giving me knowledge, reading is a great source of power. I will find ways to make reading a part of my life every day, both in school and outside of school. When my natural curiosity surfaces, I’ll nourish that curiosity by reading. I’ll make it a habit.”

Sign here after saying pledge: X.

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