





- 1 **Mexican American Civil Rights Movement**
- 2 **The 1960's and Change**
 - The decade of the 60s is often synonymous with change and activism
 - Youth movements challenge middle class values and the ruling elite
 - Civil rights comes to the forefront as African Americans call for their right to share in the "American Dream"
 - The anti-war movement further undermines political authoritarianism
 - Due to the availability of contraception, women have more control over their sexuality
- 3 **Reality of Who is Prospering**
 - For many whites, the sixties were a time of prosperity and security, and those who enjoyed privilege often were ignorant about those who did not
 - The 1960 census proved, however, that those with Spanish surnames were more likely to be unemployed, lived in deteriorated houses, and received much lower wages than whites
- 4 **Plight of the Migrant Worker**
 - Migrant workers, those who move where they can get work during harvests, lived on wages way below that of others and did not even receive Social Security benefits
 - Whole families would work, meaning that children often could only receive an elementary education
 - The migrant laborers did not get sick days, paid holidays, overtime, retirement, disability, or medical coverage
- 5 **JFK and a New Hope**
 - Mexican Americans are optimistic that a Catholic president will be sympathetic
 - Using their influence through Viva Kennedy Clubs, they boost Kennedy's numbers, giving him a narrow lead in the election
 - They are disappointed when Kennedy rejects their

recommendations for Mexican American political appointments

- 6  **Promising Steps**
- In 1966, a constitutional amendment bans the use of poll taxes, which had kept lower income citizens from exercising their political right to vote
 - Massive voter registration drives expand the Mexican American vote
 - In Texas, several Mexican Americans successfully run for local and national elections
- 7  **Cesar Chavez and NFWA (National Farm Workers Association)**
- Found the National Farm Workers Association in 1962 and does grassroots activities to create a base
 - In 1965, the NFWA aids a strike called by the Agricultural Workers Organizing Committee (AWOC) to give Filipino grape workers in Delano, California higher wages
 - By adopting principles of non-violent change, like Mahatma Gandhi and MLK, Chávez transforms a labor dispute into a social movement
 - Other activists from civil rights volunteers, to protestant groups, and Catholic priests, join the movement's ranks, bringing national attention to the strike
- 8  **NFWA Becomes UFW**
- In 1966, NFWA merges with AWOC to form the UFW (United Farm Workers), which still exists
 - Dolores Huerta, co-founder of NFWA, is one of the most prominent women in the NFWA and a ceaseless advocate for farm workers as the vice president of UFW
 - A boycott against grapes produced by the offending corporations adds pressure that aids the strikers
 - In 1968, Chavez fasts for 25 days and Senator Robert Kennedy, JFK's brother, supports Chavez
 - The UFW campaigns for Bobbie Kennedy in the California primary before he is shot
- 9  **The Outcome**
- In summer of 1970, the five year strike comes to an end with a

successful agreement between laborers and growers

- The UFW continues its activism, this time by joining lettuce field workers in their walk out when the growers make an unfair agreement with the Teamsters
- After a period of violence and the jailing of Chávez in 1970, the UFW wins sole jurisdiction
- Throughout the rest of the U.S., others organize migrant workers, though usually not as successfully, and take part in marches that enhance their visibility

10  **The Chicano Brown Berets**

- Modeled themselves on the Black Panthers
- They desired equality and the end of police brutality, which they were often subject to
- One tactic they used was to act as security for students at blowouts (walk-outs) from schools