Resources and Messaging for the 2020 Census Outreach Grant Program

It’s Important, It’s Easy, It’s Safe

- The Census Bureau and DOLA have developed one pagers, flyers, posters, and drop in articles that should be used for outreach. If new material is developed, these should be used as a foundation for content.
  - Census Website: https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/promo-print-materials.html
  - Dola Website: demography.dola.colorado.gov/census_2020

- The Census Bureau has developed a list of recommended activities for partners as well as some activities to stay away from. See Flyer. Also on Colorado 2020 website under Fact Sheets. Demography.dola.colorado.gov/census_2020.

- Outreach and Education for Census 2020 should be coordinated through the Local Complete Count Committee if there is one. List is updated daily on website: demography.dola.colorado.gov/census-acs/2020-ccc/

- The State Complete Count Committee has developed several sub-committees who are working on outreach and education messaging, ideas, activities. (See back of sheet for Committees and Plans)

- Become a Census Partner (if you are not one already). www.census.gov/partners.html. Becoming a partner gives you access to tools and resources as well as up to date information from the Census Bureau on Census 2020 activities. Attach confirmation to application.

- Look at the 2020 Census Planning Survey; it’s a nationwide survey of 50,000 households that covers a range of topics related to census participation and completion. These results allow the Census Bureau and partners to understand and compare barriers, attitudes, and motivators across demographic subgroups such as Asian, Black, Hispanic, White, and, given sufficient sample size, additional groups like income and education levels. This report provides information about the barriers to answering the 2020 Census and ideas to help overcome those barriers. https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/final-analysis/2020-report-cbams-study-survey.html
State Complete Count Committee Sub Committees

Education and Outreach Ideas

Sub Committees

- Communication, Media, and Outreach
- Rural
- Education and Youth
- Higher Education
- Business and Non-Profit
- Immigrant, Refugee and Communities of Color
- Policy
- Local and state Government

Ideas

- Develop stories about individuals showing impacts of grants based on census count
- Spotlight programs funded due to Census count
- Develop “drop in” materials for newsletters
- Create list of local/neighborhood newspapers and stations.
- Identify translations services needed and resources available
- Develop material in multiple languages
- Identify primary constraints in rural areas
- Outreach to school administrators and early childhood partners
- Back to school night information
- Materials for parents of young children
- Statistics in Schools instructional material
- Census Link on Student Portal at colleges and universities
- Conference sessions and exhibits at non-profit and chamber events
- Identify cultural based associations and the platforms they use to share information
- Billboard messaging
- Messaging on busses and trains
- Questionnaire assistance support centers
- Text messaging reminders and support
- PSAs