

Issue 3

Make an Impact on Your Community: Join a Complete Count Committee to Encourage Local Census Awareness and Participation

Local leaders across the nation are tuned into the needs of their communities – knowing better than most what local residents care about and what will motivate them to act. One of the most effective ways you can help increase participation in the 2010 Census in your community is to organize or join a Complete Count Committee (CCC).

One of the keys to the success of CCCs is the diversity of their membership. CCCs bring together a broad spectrum of members, including government officials, community leaders and business leaders – people who area residents turn to as a source of information. Working in close collaboration, CCC members publicize the importance of the 2010 Census and encourage participation in their communities.

CCCs can help:

- Dispel myths and alleviate fears about the privacy and confidentiality of census data in local communities.
- Place census banners, posters and other information in highly visible public locations.
- Sponsor a census booth at county fairs, carnivals and festivals (especially cultural or ethnic celebrations).

CCCs can also come up with their own unique ways of reaching out to people about the 2010 Census to encourage participation. Every community is different. If you have an idea, try it!

To start or join a CCC, contact your [Regional Census Center](http://2010.census.gov/partners/pdf/censusRegionMap.pdf) (2010.census.gov/partners/pdf/censusRegionMap.pdf) where partnership staff will let you know if a CCC exists in your area and offer tips on the types of activities your CCC can implement. Get involved today. Your work on a CCC will be rewarding and important.



Local residents care about and will motivate their community to join a Complete Count Committee (CCC).

Support 2010 Census in Schools and Bring the Census to Life for Students

Since the census only occurs once every 10 years, the 2010 Census will be the first census that many students will experience. What better way to tap into students' unmatched curiosity and enthusiasm than by educating them about the importance of the census so they can share this message with their families?



Throughout the 2009/2010 school year, the [Census in Schools program](#) will work with educators and organizations to engage K-12 students in the census and bring census data to life. The program will help students understand why this massive undertaking is so important to our nation and explain how the U.S. Census Bureau goes about trying to count everyone in the United States, no matter where they live. Free lesson plans will help educators familiarize students with the census questionnaire, build geographic literacy by

teaching students how to read and create different kinds of maps, and guide students in performing real-life data collection experiments.

As a 2010 Census partner, you can get involved with the Census in Schools program and enhance the knowledge and civic engagement of students. Reach out to schools in your community and offer to help students better understand the census by speaking to a class about your organization's participation in the 2010 Census and why the census matters to you.

Contact your [Regional Census Center](#) to discuss how you can support the Census in Schools program. Visit www.census.gov/schools for more information.



Use Customized Fact Sheets to Share the 2010 Census Information That Matters Most to Your Audience

The population of the United States is incredibly diverse. Is it any wonder that the various segments of our society can approach a single issue in many different ways? This is especially true of the 2010 Census. That's why we created 2010 Census fact sheets tailored to address the unique questions and concerns of different audiences. Customized fact sheets are available for multiple audiences, including:

- Educators
- Businesses
- Faith-based organizations
- Elected officials
- Tribal governments
- Community organizations

Access the fact sheet appropriate for your organization or community – as well as other resources – at 2010census.gov/partners.



The Education Community Bands Together to Create a Census Outreach Network of More Than 10 Million Members

How important is supporting the 2010 Census? Just ask Tomás Saucedo, 2010 Census partnership project coordinator for the National Education Association (NEA).



"A complete and accurate count of the population is crucial to achieving our vision of a great public school for every student," Saucedo says. "Census data help guide education planning and funding so we can prepare every student to succeed in this diverse and interdependent world."

A Census Bureau partner since 1970, NEA is using past experience to gear up for the 2010 Census. In 2000, NEA mobilized its educators, rolled up their sleeves and got the word out about the census with tactics like:

- Hosting census exhibits and speakers at meetings
- Promoting Census in Schools program activities
- Working with partner organizations to sponsor grassroots census events
- Providing NEA speakers – and materials in various languages – at community forums
- Writing about census events in NEA publications and newsletters
- Facilitating guest newspaper editorials about the census by NEA members

"Partners' grassroots networks can make a difference," Saucedo says. "That was demonstrated in the success of Census 2000. Now it really is in our hands to ensure success in 2010."

NEA plans to do similar activities throughout the 2010 Census and hone their efforts based on lessons learned in 2000. For example, NEA learned it needed to get Census in Schools program materials into schools earlier and provide a backup for any schools missed in the distribution.

This time around, NEA is also working in concert with national education organization [Learning First Alliance](#) to ensure the broader education community is involved in census outreach efforts. The alliance is made up of 18 leading education associations with more than 10 million members dedicated to improving student learning in America's public schools.

Follow the NEA example and use the resources and connections at your disposal (no matter how big or how small) to help inform people about the 2010 Census and motivate them to participate.



Top Five Steps Partners Can Take This Summer to Spread the Word About the 2010 Census

Next month, we will highlight activities in which your organization can take part to raise awareness of the census this summer.

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