The 2010 Census is Safe. It’s Easy. It’s Important.

Regional Director

HIGHLIGHTS

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$400 Billion Dollars

Voice in Government
Planning for the Future
You Count!

4 MONTHS AND COUNTING!

With the 2010 Census count just four months away, Census operations are becoming increasingly visible in local communities. 40 Local Census Offices are now open in the Denver Region. Recruiting and testing for local census workers has begun in targeted hard-to-count areas. The 2010 Census Road Tour vehicles will hit the road to raise awareness that the Census is coming. The national media campaign is set to begin in January in high profile news, entertainment and sports programming. The 2010 Census will be newsworthy to local media outlets presenting opportunities to educate and motivate the public.

As visibility increases and the conversations begin, now is the time for local partners and Complete Count Committees to engage local communities in the conversation that the 2010 Census is safe, easy, and important!

Check out the 2010 Census website (www.2010CENSUS.Gov) as a resource for information for local partners and individuals. 2010 Census is four months away, and we are counting on you!

Ethnic Media Roundtable Discussions

New America Media, the country's first and largest advocate for ethnic news organizations, and the U.S. Census Bureau hosted roundtable discussions with ethnic media journalists in Phoenix and in Denver. Census representatives asked ethnic media leaders to help them reach the growing ethnic populations and to encourage their audiences to participate in the 2010 count. With 34 percent of the U.S. population made up of racial minorities and an estimated 45 million Hispanics living in the United States, Census officials said the 2010 Census would present “a new portrait of America.” Giving people a personal stake in the U.S. Census by showing them that their presence as a collective group could make residents more likely to participate, editors agreed. The Burea also plans to create awareness by working with the media and launching a 28-language paid media campaign. “The one thing we know at the Census is that you are the experts,” said Leo Cardenas, media specialist with the Denver Regional Census Center. “You know how to communicate with your communities, and we need your help. We know we’re going to miss some. But with your help, we won’t miss as many.”

“We can’t do what we must do, which is deliver an equitable census, which counts everyone, without you,” said Arnold Jackson, chief operating officer of the decennial census.

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Regional Director

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For Some, Things Have To Be Believed To Be Seen

When the Census questionnaire arrives at every home throughout the Denver Region just four months from now, there must be a personal understanding of its importance to them, their family and to the community. While the 2010 Census advertising campaign and news media will inform the public that the Census is coming, understanding frequently depends on the messenger. People are more likely to listen to people they know and trust. Your local knowledge will provide useful information that connects to people’s lives and contributes to their understanding. Senior citizens on fixed income will understand the benefits of a senior recreational center or health clinic. Small business owners will understand the benefits of demographic data in their marketing area. Local residents will believe that we are committed to protecting the safety and privacy of the 2010 Census data. With your help, we will earn their trust and motivate residents to participate in the 2010 Census.
Partner Toolkits

Partner Toolkits contain information and resources to help partners communicate the importance of the census to key groups. You will be able to customize many of the materials by inserting your own contact information, graphics and key messages, if you wish.

www.2010.census.gov/partners/toolkits

Toolkit for Reaching American Indians and Alaska Natives contains information, resources and turnkey materials to help these individuals and organizations announce their partnerships, raise awareness of the 2010 Census and sustain interest in the census through communications, events and activities.

Toolkit for Reaching the Asian Community is designed to help organizations that serve the Asian community, inform people about the benefits of census participation, to aid in promotion of the census in a variety of settings, and among the different and unique subgroups in this population.

Toolkit for Reaching the Black Community is specifically designed for partners in the Black community and provides a wealth of information, resources, turnkey and customizable materials to help make your job easier. Use the information and resources to raise awareness and understanding of the census, while helping to instill a sense of pride in completing and mailing back the census form.

Toolkit for Reaching College and University Students is intended to provide administrators at colleges and universities with information, resources and turnkey materials to support their efforts in announcing their institution’s partnership, raising awareness of the 2010 Census and sustaining momentum on campus through communication, events and activities.

Toolkit for Reaching Faith-Based Organization Partners is designed specifically for faith-based organization partners and provides information, tips and numerous resources to help you spread the word about the 2010 Census in the faith community and beyond.

Toolkit for Reaching Latino Partners is based on in-depth marketing research conducted by the U.S. Census Bureau. It is specifically designed to provide organizations that serve Latinos with materials, resources and ideas to announce their partnerships with the Census Bureau and assist in the effort to increase Latino participation.

Toolkit for Reaching Migrant Workers is intended to provide materials to leaders of organizations that reach migrant workers that have been considered “hard-to-count” due to a number of factors, including language or geographic isolation, fear of U.S. government agencies or officials or lack of a permanent residence.

www.2010.census.gov/partners/toolkits

Reaching Out For Your Help

Census Bureau Partnership Specialists are reaching out now to local governments and community organizations for space in which to place Questionnaire Assistance Centers. The 2010 Census will establish Questionnaire Assistance Centers (QACs) in census tracts, in mailout/mailback, and update leave areas throughout the Denver Region. QAC locations will be chosen by the Census Bureau, in consultation with local governments and relevant community organizations. Most of the tracts chosen to have Questionnaire Assistance Centers will be in areas known to be either difficult to enumerate, heavily populated by certain racial and ethnic groups, or in linguistically isolated areas known to be heavily populated by speakers of certain foreign languages.

To reach us call:
Regional Partnership Group (720) 475-3670

QAC Operations - 2/26/10 - 4/19/10

- Operations staff at Local Census Offices (LCOs) will be responsible for maintaining the QAC sites and for training and scheduling staff to administer the sites.
- QACs will be staffed by paid clerks 15 hours per week per QAC. Some of the paid clerks will have foreign language skills, so they can provide expert assistance to census respondents experiencing language difficulties.
- Staff will provide language assistance to those respondents in need of it.

Minimum Requirement for a QAC

- 2 chairs
- 1 desk
- Counter space for a Be Counted Questionnaire Box
- Space for privacy
- A poster and/or banner placed at the facility noting the site’s designation as a QAC

We are four months away, and the census clock is ticking!