



Clear the Count

East Bay Formerly Incarcerated Census Outreach

Levels of Census Promotion

Strategies and opportunities for Census outreach

The following strategies are gathered from conversations with reentry service providers and organizations at a Census convening held on March 10th, 2010. Because organizations will be able to carry out different strategies depending on what resources and time they have available, we have categorized the strategies into three levels of effort: low, medium and high.

Low: encompass strategies that require very little planning and can and should be carried out by all of us.

Medium: are strategies that require some planning, but no additional resources. *High:* strategies that require more planning, and possibly some resources and commitment from staff.

HIGH

- Put up posters and flyers in public places in the community you work in
- Plan an 'Answer the Census' event, to help your clients and their families complete a sample form and answer questions about the census
- Make announcement about the Census at scheduled community meetings and events
- Conduct a focused outreach campaign for your clients
- Outreach to community organizations and churches
- Walk your community. Handout flyers, posters and talk to those you see.
- Work with current partners to promote the census. Find out what partners are doing, or invite partners to work with you on Census efforts.
- Visit PAC meetings – Talk about the Census and ways to promote it. Hand out flyers.
- Handout flyers/posters at: job fairs, rotary, 100 black men, chambers of commerce, car clubs/motorcycle clubs
- Go door-to-door in familiar neighborhoods and encourage people to mail back their form
- Find events already happening (particularly focused on young men) and ask to present about the census, and hand out flyers
- PSA and radio spots
- Pay a neighborhood leader to advocate for the Census

MEDIUM

- Include census information as part of your intake procedures
- Play videos and images on TVs in facilities
- During home visits- bring the Census message along
- Utilize faith-based leaders to promote Census
- Integrate information into regular services, meetings, trainings and educational activities
- Add Census information to your communications: website, mailings and newsletters
- Bring Census message to events and partnership meetings
- Put Census message into all agendas in the next four weeks
- Add Census message to email signature
- Hold a staff meeting to assure that all your organization or center staff is aware of the census, so they can talk about it with those they see
- Ask clients if they have filled out their census forms
- Ask clients to talk about the census with their family and peers
- Identify the closest Questionnaire Assistance Centers or Be Counted sites in your area

LOW

- Make posters and flyers available in office
- Wear an 'Ask me about the Census' sticker
- Post a sample Census form in your office
- Encourage other staff members to talk about the census
- Ask about the Census during one to one sessions
- Include the Census message into conversations you are already having