Census Outreach During COVID-19
SPOKANE COUNTY COMPLETE COUNT COMMITTEE

Friday, March 20, 2020 at 1:00pm via Zoom.
Host: Alex Panagotacos
Icebreaker: several people shared that they were wearing pajamas. With all the negative things going on in the world, it’s good to rejoice in the small things.
Alex created Zoom meeting background images that promote the Census. They can be found here: https://www.spokanecensus.org/partner-messaging
Alex asked folks to change their background to one of these during the meeting. Those who did will be sent a prize.
Alex asked that we share these. Because so many people are attending virtual meetings, this is a great way to promote the Census at this time.
Agenda

COVID-19 basics, updates
Resources
Innovia grant recipient update
Timeline considerations
Outreach modifications
Alex's update on new resources in the works
Brainstorm other ideas
Next steps, additional education needed?

See slide.
COVID-19 Basics

Expect it to be with us for a while
Closures and group size restrictions are changing rapidly
Social distancing advised; group gatherings not allowed
You can be a carrier and have no symptoms
All of this will disproportionately impact our historically undercounted communities

See slide.
Innovia Census Grant

If you received funds from Innovia to do Census outreach, the following accommodations are allowed:

- Work completed by Friday, May 29
- Reports due to Innovia by June 30
- Modify deliverables and budget as needed
  - Example: money budgeted for public event can be used to boost posts on social media.
- Please maintain communication with Grants Program Associate, Alicia Heiser
  - aheiser@Innovia.org 541-243-3541

Alex shared that although the deadline extension allows for more time, we must not cease to do our work at this time. We want to make sure people fill out the Census fully and accurately. For instance, we need to be sure folks count everyone in their home. We need to spread the message about confidentiality; that your landlord, for instance will not know that you have an extra person living there. We also need to educate the public about the importance of listing the American Indian/Alaska Native respondent first on the form. To learn more about this, visit: https://www.spokanecensus.org/nativescount
Timeline Considerations

Changing rapidly
Census Bureau postponing field work until April 1
Mid-May stop going door to door, but this guidance may change as well
Many of the ideas we’ll share are things that can be done anytime

See slide.
Resources

Outreach ideas are posted here and will be updated after your input is received: SpokaneCensus.org/outreach-ideas

For official updates on COVID-19: governor.wa.gov/issues/issues/covid-19-resources

Innovia is among partnership of funders providing COVID-19 Response Fund: innovia.org/covid19

Hosted by Innovia Foundation, the COVID-19 Eastern Washington Community Response Fund will provide funding to organizations that have deep roots in community and strong experience serving the elderly, homeless, residents without health insurance and/or access to sick days, communities of color, people with limited English language proficiency, healthcare, hospitality and gig economy workers, and low-wage employees, among others.

See slide.
Outreach Ideas

Focus on most vulnerable
Mailers
Door hangers
Pledge cards
Social media boosting
Letter to editor campaign
Emphasize public health impact of Census data
Phone tree
Text/app messaging
Reader board messages
Engage trusted messengers to communicate over phone/email/social media
Ask partner organizations to send out info
Census info in food delivery
Social media hashtag competitions
Facebook live parties
Census tract response competition with real time response data
Prizes for social media contests
More $ to translation services
Buy ads (print, radio, Hulu, Pandora…)
Use/share messaging package

Items in red are projects that Spokane County Complete Count Committee is working on. However, just because our CCC is developing a mailer does not mean that each committee member should not. Quite the contrary: Alex encouraged each of us to develop materials specific to our communities.

Alex shared that NE Community Center is included Census info in their area’s food distribution.
Alex asked for folks to reach out to organizations doing food distribution and ask them to include Census info. She reached out to Meals on Wheels, but hasn’t heard back.
In the Works

Mailers
Door hangers
Pledge cards
Letter to editor campaign
Emphasize public health impact of Census data
Reader board messages
Census info in food delivery
Further education on social media

As previously mentioned, these are the projects Alex is working on.
The Census can be a key element in ensuring we have adequate vaccines, hospital beds, emergency management services and so on. These graphics are among those that we’ve created to highlight the connection.

You can find these and more in the messaging kit:
https://www.spokanecensus.org/partner-messaging
This short video features Andy Joseph Jr. speaking about the impact a Census undercount had on the Colville Reservation. An outbreak of the flu and an undercount meant that they did not have enough vaccines. This is a timely and sobering reminder that the Census count can be a matter of life and death.

Watch the video here: [https://youtu.be/vSPHVcnb7oM](https://youtu.be/vSPHVcnb7oM)
League of Women Voters is leading the charge on this project, but your help is appreciated as well. The concept is simple: ask businesses/organizations who have a reader board to post a message about the Census.

We can coordinate this effort by using this spreadsheet:
Alex shared a proposal to coordinate letters to the editor/op eds. League of Women Voters is helping a lot with this. Thank you! Please consider writing letters to editor so that we have diversity in the perspectives shared.
Your Ideas

Share with the group your ideas for outreach

Those on the call shared ideas and asked for help trouble-shooting. Here is a recap of what was discussed:

Pat
• Creating a letter in several languages to mail. Will include ideas on what to do when quarantined and encourage Census response.
• Asking folks to take funny selfies after they complete the Census
• Asked if we are still using April 1 as reference point. Licett confirmed that yes we are.

Sarah
• Asked where college students who have been displaced and sent home should be counted. Alex shared that they should be counted where they normally live and to consider their time away as a temporary stay. Licett concurred. Alex shared a social media post about that:
  https://www.dropbox.com/s/naeknewsphonwib-College%20Count.png?dl=0
• Continuing trusted messenger program, but utilizing text, call and apps to connect people.
• Continuing work with college students, but virtually. Asking them to post on social media and connect with peers.

Robbi
• Created website at https://census.lgbt/ and is hosting information specific to issues around binary sex question.
• Implementing push notifications through apps (Solace, etc.)
• Integrated Census into steps withing Solace app.

Sylvia
• Working on reader board project
• Connecting with school leaders (K-12)
• Implementing Power of 5 concept

Sherri
• Since she cannot do deep canvassing, working on door hanger
• Providing $15 stipend to trusted messengers who connect with 15 people. Utilizing a form to track progress.

Gerriann
• Suggested we like each other’s social media pages to help cross promote.
• Doing hashtag raffles to encourage people to share content
• Offering gift cards to local businesses as prizes (support local businesses)
• Encouraged group to check out the many videos that are out there including those from Sesame Street
More to Come

Social Media 101 for Census outreach: Monday, March 23 at 11am (different Zoom login)
Learning from direct sales techniques: live online events, etc.: Time TBD
Extending billboard run
Exploring other media (Hulu, Pandora, etc.)
Mailer, door hanger, pledge card

Using Social Media for Census 2020 Outreach: Monday, Mar 23 at 11:00 AM
THANK YOU!

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