

SUNCOAST Weekly Census 2020 Education Network Update



The Patterson Foundation is engaging in the Census 2020 Education project with the hope to more closely align community efforts and knowledge across Charlotte, DeSoto, Manatee, and Sarasota counties. You were identified as a community advocate for achieving a complete count during Census 2020. Please feel free to share this newsletter.

The Final Countdown: 6 Weeks Remain

For the last six weeks of Census 2020, this weekly update will feature a specific topic and action target to help our community advocates keep consistent and fresh messaging up as we sprint to a complete count. Each week, we'll highlight a theme, link to content, offer example messaging and a few simple actions to take. It's not over yet!



Week of August 23 Topic Target: Enumerators

The Patterson Foundation (@ThePattersonFdn) will be sharing a weekly Top Five to go along with the action plan theme. Feel free to share our posts or post on your own!

Top 5 Things to Know about Census Enumerators

1. "Enumerator" is just another word for official U.S. Census Bureau door knocker.
2. Official census workers will have a government issued badge, census bag, and paper questionnaires. Watch this quick video for more info: <https://youtu.be/m3sHlfua8Vk>
3. All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.
4. The census does not ask any questions about financial information, your social security number or citizenship status. You are only obligated to answer the questions on the questionnaire. See a sample here: <https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html>
5. An enumerator will only visit your house if you haven't already responded! Take 5 minutes to respond online or over the phone. www.my2020census.gov or 844-330-2020.

THEME	CONTENT ASSETS	EXAMPLE MESSAGE	ACTION
Look for enumerators in your neighborhood.	How to identify a Census employee?	"U.S. Census workers are knocking on doors to help our neighborhood achieve a complete count. Know what to look for by watching this quick video." https://youtu.be/m3sHlfua8Vk	<ul style="list-style-type: none"> • Reach out to your friends and family to see if anyone needs help completing the census. • If everyone has completed it, share this week's message on your social media.
What do enumerators look like?	Is My 2020 Census Data Safe?		
Data Security.	Census Takers in Your Neighborhood: What to Expect		

State of the Stats:

- US: 64%
- Florida: 60.7%
- Charlotte: 62.1%
- DeSoto: 45.6%
- Manatee: 57.2%
- Sarasota: 63.3%

Share

Do you have a resource or idea to share with the community? Send Census 2020 ideas to hsaegerkarnei@thepattersonfoundation.org to be included in a future weekly update.



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