

NURTURING COMMUNITY KNOWLEDGE

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COUNT ME 2020 COALITION



***COUNT ME
2020***

SAN DIEGO & IMPERIAL
COUNTIES CENSUS
OUTREACH COALITION

Count Me 2020 is a coalition of over 100 community-based organizations working to ensure a complete and accurate 2020 Census count in San Diego and Imperial Counties.

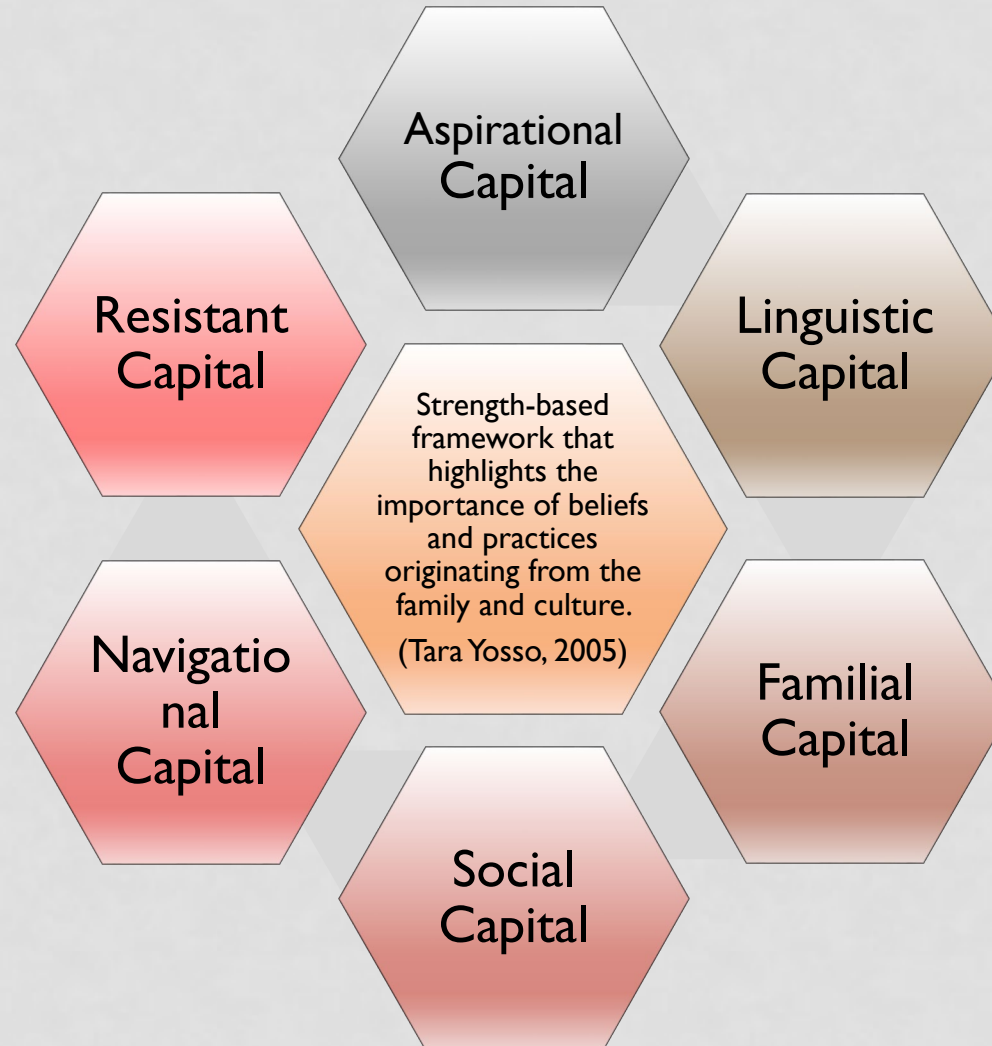
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Teaching & Learning Together

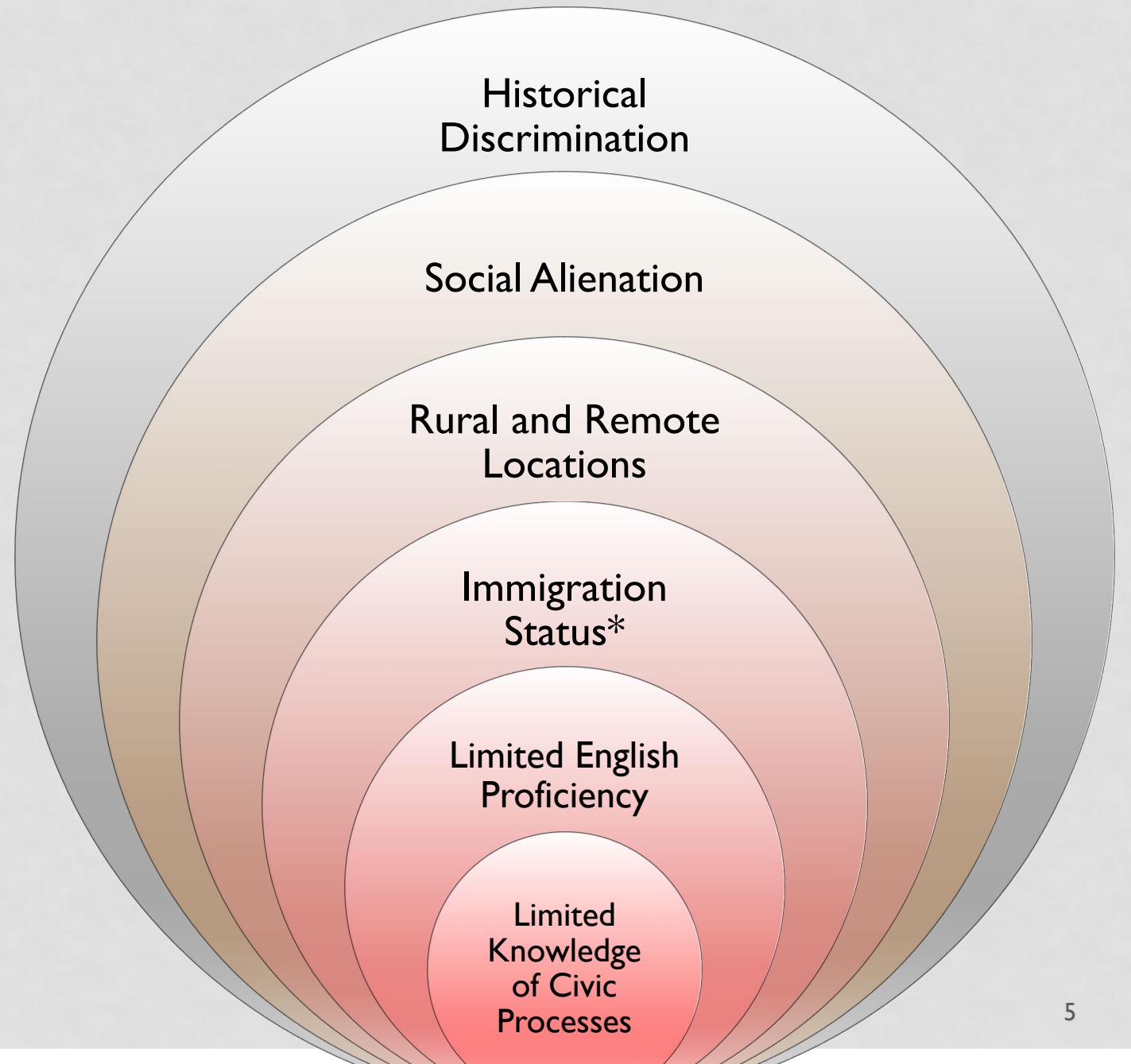
- Universidad Popular is a power building initiative cultivating learning, community leadership, and civic engagement in North San Diego County.
- Builds on tradition of educacion popular.
- Curriculum teaches about:
 - Chicanx/Latinx history
 - Civic literacy
 - Human rights
 - Economic justice
- Develops culturally and linguistically responsive curriculum.



CULTURAL WEALTH FRAMEWORK



BARRIERS TO PARTICIPATION



TRUSTED MESSENGERS



TRUSTED MESSENGERS

- People, organizations, and institutions with a high level of trust among local communities.
- People will seek information and resources from these trusted messengers.
- Reduce the risk of feeling discouraged or afraid of participating in the Census.

Nurture a culture of trust, engagement, buy-in, and civic participation.

ROLE OF TRUSTED MESSENGERS

- Acknowledge uncertainties and doubts.
- Provide information that is transparent and accurate.
- Assist people who have difficulty completing the census form (housing, language, forms)
- Provide space in the community to educate and activate.

CENSUS OUTREACH MUST BE LOCAL

Me

My family

My
community

CONTACT



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