



Census Bureau Relies on Trusted Voices of Faith Leaders



Rev. Nicolas Homicil, Director of The Voice of the Tabernacle Multi Service Center, and Partnership Specialist Ricardo Telemaque at the Inité Pou La Sante United For Health event in April.

“Churches have a vital role to play in supporting the 2010 Census because it’s extremely important for our community.”
— Rev. Nicolas Homicil, The Voice of the Gospel Tabernacle Church and Community Center, Mattapan, MA

The Census Bureau recently launched a faith-based initiative that relies on religious leaders to heighten public awareness about how participating in the 2010 Census is safe, easy, and important. Collaborating with faith-

based organizations is critical to a complete count because of their incredible reach and powerful bonds with the community. Parishioners not only rely on faith leaders, youth groups, and ministries for spiritual guidance, but also for trusted information that is relevant to their personal and professional lives. Faith-based groups have already started supporting the 2010 Census outreach campaign in a number of creative ways.

The Voice of the Gospel Tabernacle Church and Community Center, which serves more than 1,000 members in the Boston area, will conduct “Census Sundays” to inform members about the purpose and benefits of the 2010 Census.

The Black Ministerial Alliance of Greater Boston, which represents over 20,000 parishioners, will promote Census recruitment efforts and educate members about how census data are used.

The Roman Catholic Diocese of Rochester, NY, included the 2010 Census in its “Bienvenida: Welcome Back Farm Workers” celebration held at First Baptist Church of Brockport. “It is important to partner with the 2010 Census so that our families understand the benefits of being counted,” said Penny Gardner, Director of the Hispanic Migrant

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Ministry. The Diocese will distribute materials and encourage parishioners to fill out the questionnaire in March 2010.

Numerous other faith-based organizations have undertaken efforts to support the Census. Many faith communities rely on census data to justify need when applying for grants. We are counting on our Partners to help the Bureau achieve an accurate count in 2010, and we applaud their efforts.

As a trusted faith-based leader in your community, you can help educate your congregants about the importance of completing and returning their census questionnaires to ensure no one is left uncounted. Achieving a complete and accurate 2010 Census is in our hands!

Census Spotlight: “Indian Country Counts”

Several representatives from the Boston Regional Census Center (including Director Kathleen Ludgate and Tribal Partnership Specialists Alma Ransom, David Slagger, and Wanda Lyons) attended the National Congress of American Indians Mid-Year Conference in Niagara Falls, NY, to discuss strategies to ensure a complete count of American Indians and Alaska Natives in the 2010 Census.

The NCAI recently launched a census outreach campaign called “Indian Country Counts” that will equip tribal leaders with the tools to encourage participation. “NCAI is a trusted messenger for explaining the usefulness and importance of the Census for tribes,” said NCAI Executive Director Jacqueline Johnson Pata. “Tribes have our own enrollment offices and keep track of our own



Census Bureau employees met with NCAI members at the Mid-Year Conference in Niagara Falls, NY, June 14-17.

citizens. NCAI is working to show that the Census is separate from enrollment, as well as private and confidential.”

Welcome Partnership Assistants

To ensure an accurate census count in 2010, the Boston Regional Census Center recently hired more than 140 Partnership Assistants. These temporary, part-time workers will support Partnership Specialists who promote participation in the 2010 Census throughout New England, Upstate New York, and Puerto Rico.

Partnership Assistants will attend events and meetings, distribute promotional materials, and research partnership opportunities. Hired, in part, to fulfill the need for in-language assistance in specific neighborhoods, Partnership Assistants are fluent in a variety of languages, including Albanian, Arabic, American Sign Language, Brazilian Portuguese, Khmer, Chinese, French and Haitian Creole, Hindi, Polish, Portuguese Creole, Russian, Somali, Spanish, and Vietnamese.

Lowell Shares Start-up Advice for New CCCs

As the 2010 Census approaches, more and more partners are forming Complete Count Committees (CCC) to ensure maximum participation. Lowell, MA, recently formed an active CCC and was eager to share best practices to help new CCCs hit the ground running.

Like the City's population, the Lowell CCC is comprised of a racially and culturally diverse cross-section of government agencies, community organizations, media, business owners, religious leaders, and neighborhood groups. Despite competing priorities and shrinking city budgets, Mayor Edward Caulfield understands that getting a complete count of Lowell's residents is essential to ensuring appropriate funding for public services in the future. As such, he's made disseminating Census information a top priority. For the past three months, city staff have been working with community groups to answer questions and promote a better understanding of the Census.

"To engage community groups, you must first be a good listener," said Mayor Caulfield. "We took time to meet with community leaders, and listened as they expressed the concerns, values, and motivations of their constituents." Once these contacts understood the relevance of the Census, they were eager

June Marks Kick-off for Several Complete Count Committees

Lowell wasn't the only CCC to hit the ground running. Recently, additional CCCs in the Boston Region publicly launched their Census 2010 promotional campaigns:

- June 2 - City of Syracuse, NY
- June 9 - Rhode Island Community Food Bank (statewide)
- June 15 - City of Quincy, MA
- June 23 - City of West Hartford, CT
- June 27 - City of Revere, MA
- June 29 - City of Worcester, MA

Census 2010: Key Dates

Fall 2009	Recruitment begins for local census jobs for 2010 Census operations.
Feb - Mar 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents fill out and return Census questionnaires.
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



City Officials and Census Partnership Specialists at the Lowell Complete Count Committee kick-off in May.

to join the CCC to ensure that their cohorts were accurately represented.

With more than 60 people in attendance at the first meeting, the Lowell CCC is off to a strong start. However, Mayor Caulfield and Census Partnership Specialist Vong Ros, who helped develop the partnership, understand that the job is far from over.

"We plan to keep community leaders engaged with a steady flow of information about Census operations, jobs, and messages," said Caulfield. "They, in turn, will disseminate this information to their constituents, with the ultimate goal of increasing mail-back response rates in 2010."



(from left to right) Partnership Specialist Norman Eng, Quincy Mayor Thomas Koch, Census Regional Deputy Director Bruce Kaminski, Quincy Census Liaison Nicole Crispo, Quincy Clerk Joseph Shea, and Partnership Specialist Lindsay Petrillose at the Quincy CCC kick-off.

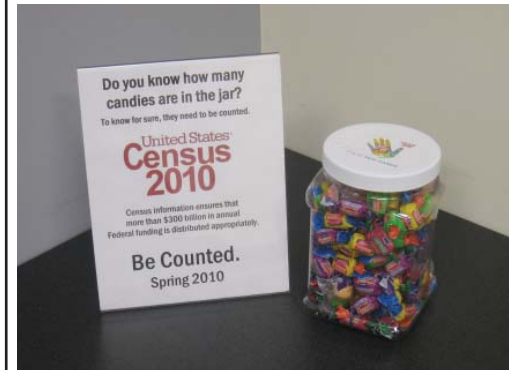


United States
**Census
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An Idea for Partners



Looking for a cost-effective, visual idea to help promote the 2010 Census? Try this...

- Purchase a clear plastic container and fill it with a specific number of candies (taffy or lollipops work well) and create a sign that reads, "Can you guess how many candies are in the jar? To know for certain, they need to be counted. The United States 2010 Census. Be Counted, Spring 2010."
- Place the sign and jar in a prominent location at your organization. If patrons guess correctly, give them a small prize or coupon for your business.
- Explain that the Census Bureau cannot guess at the number of U.S. residents, therefore we conduct a complete count of the population every 10 years as mandated by the Constitution.

After all, to be a country with a government "by the people, and for the people," we must count all the people.



IT'S IN OUR HANDS