

AWARENESS, EDUCATION, AND OUTREACH

Reaching Hard to Count Communities

- Census and outreach workers that reflect full diversity of PA
- Full language access
- Community-based information centers
- Innovative approaches:
 - Guerilla theater
 - "What the Census Means to Me" videos
 - Coasters at bars/cafes



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Messaging

- Develop Trusted Messengers
 - Grassroots organizations
 - Educators
 - Doctors
 - Small Business Owners (especially in immigrant community)
 - Faith leaders
- Why should people care about Census? Connect to immediate issues
- Address fears straight on – Some communities have well-founded concerns about government tracking



WHAT DO WE NEED?

