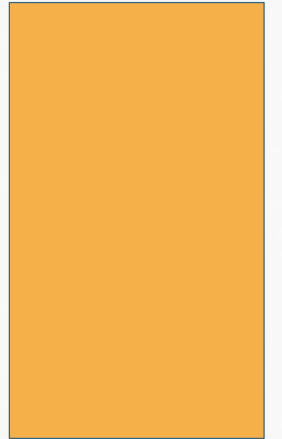


NURTURING COMMUNITY KNOWLEDGE

MAY 15, 2020

ARCELA NUNEZ-ALVAREZ, PH.D.
CO-DIRECTOR
UNIVERSIDAD POPULAR



COUNT ME 2020 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.

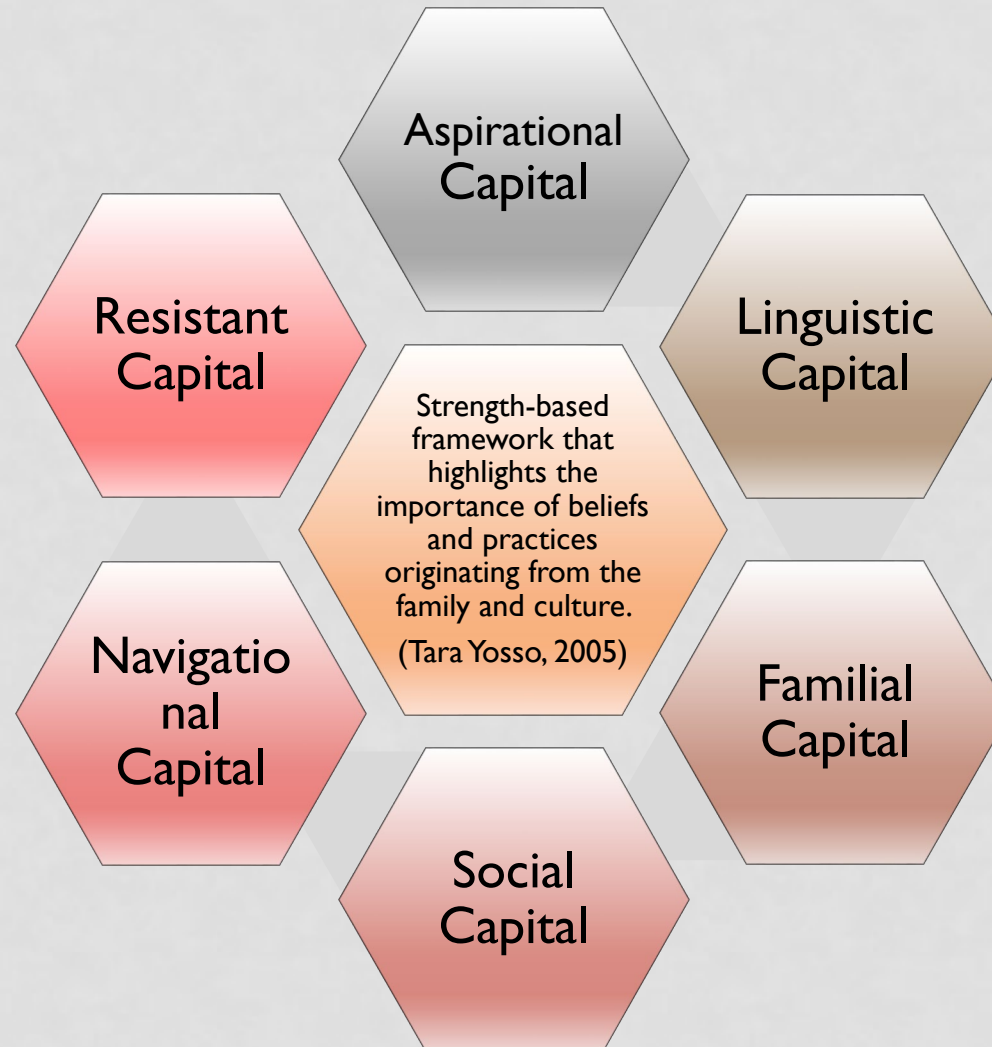
UNIVERSIDAD POPULAR

Teaching & Learning Together

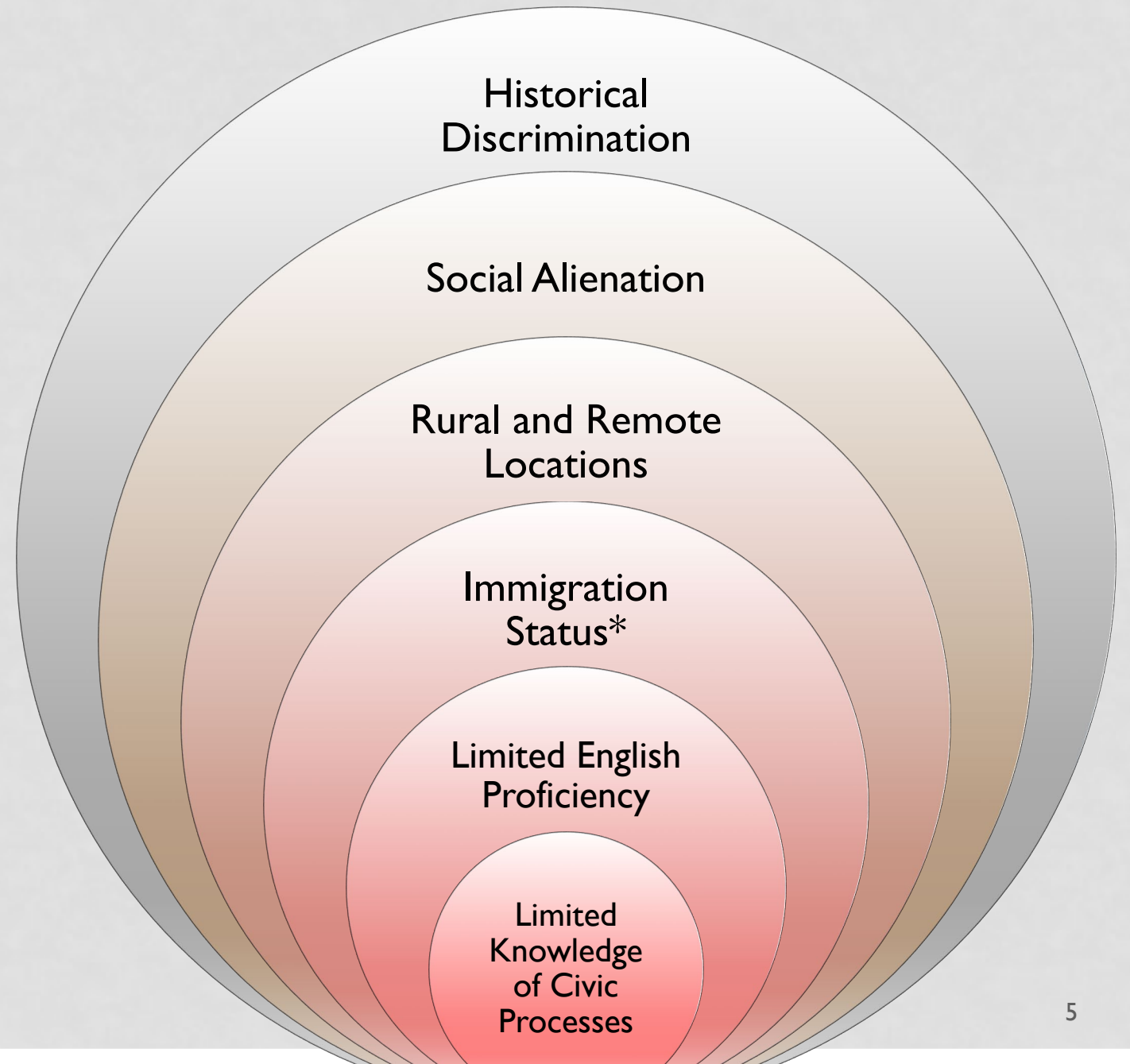
- Universidad Popular is a power building initiative cultivating learning, community leadership, and civic engagement in North San Diego County.
- Builds on tradition of educacion popular.
- Curriculum teaches about:
 - Chicanx/Latinx history
 - Civic literacy
 - Human rights
 - Economic justice
- Develops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



CULTURAL WEALTH FRAMEWORK



BARRIERS TO PARTICIPATION



TRUSTED MESSENGERS



TRUSTED MESSENGERS

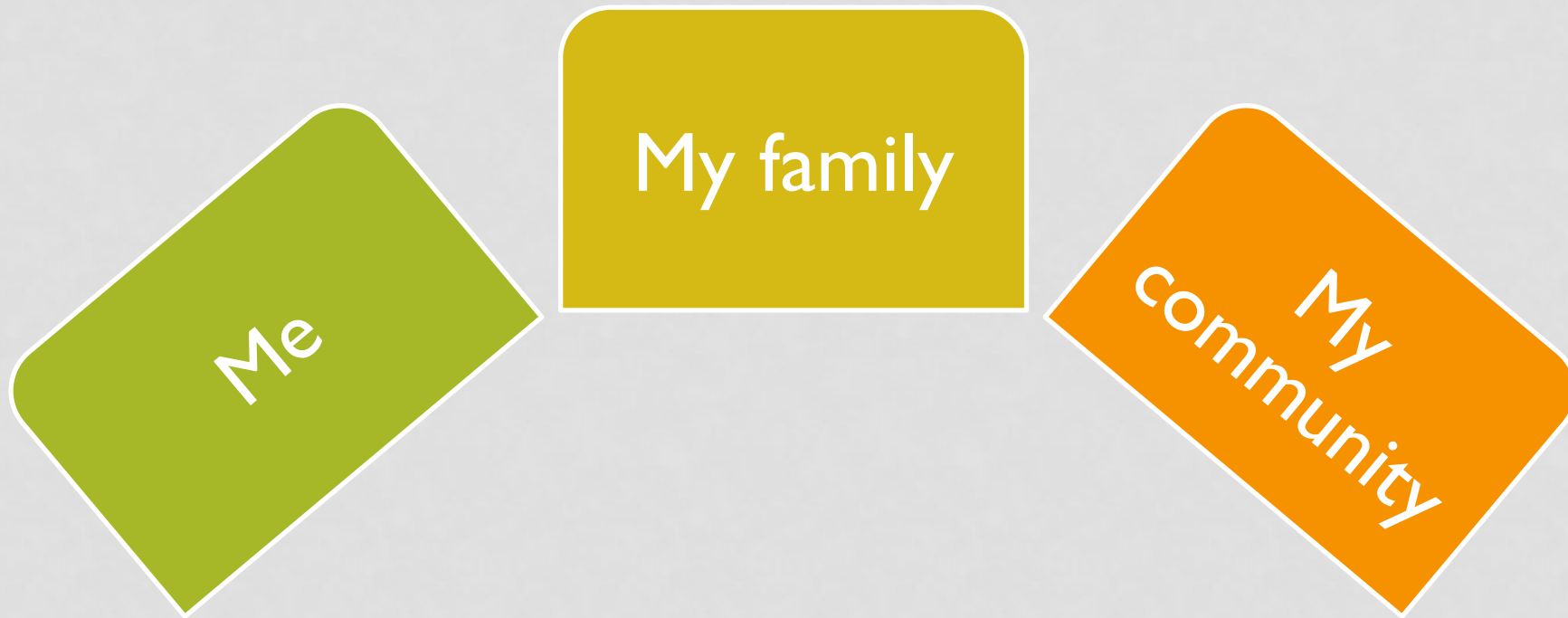
- People, organizations, and institutions with a high level of trust among local communities.
- People will seek information and resources from these trusted messengers.
- Reduce the risk of feeling discouraged or afraid of participating in the Census.

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



CONTACT



Arcela Nuñez-Alvarez, Ph.D.

arcela@unipopular.org

www.unipopular.org