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

Strength-based framework that highlights the importance of beliefs and practices originating from the family and culture. (Tara Yosso, 2005)

- Aspirational Capital
- Linguistic Capital
- Familial Capital
- Resistant Capital
- Navigational Capital
- Social Capital
BARRIERS TO PARTICIPATION

- Historical Discrimination
- Social Alienation
- Rural and Remote Locations
- Immigration Status
- Limited English Proficiency
- Limited Knowledge of Civic Processes
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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