



## Get Out the Count!

### Outreach Actions to Native American/Alaska Native Communities

Native Americans rely on Census data to receive federal funding for critical Indian programs and rural infrastructure. Now more than ever, Indian employment, health programs and housing projects, water and sewage projects, roads, small business and economic development for Native people over the next 10 years are severely at risk.

We must act now to reduce the chance of another historical undercount for Native people. It is vital that Native communities are completely counted during the last weeks of the 2020 Census. We need every person—all ages and all ethnicities—to reach out to Native friends, neighbors, and family members to ensure they are counted.

A Native Get Out the Count effort needs the dedication and hard work of every Census 2020 partner and indigenous ally! Help us reach and share this urgent message to Native people across California. Together, we can achieve a complete Native people count for the 2020 Census.

---

## 5 Things You Can Do to Get Out the Count!

---

- 1. Share Native-specific material** through your existing communications channels to help us reach Native people wherever they live in California. Find social media graphics and sample posts [here](#) and [here](#).
- 2. Connect the Census to Tribal benefits** such as elder nutrition and Head Start in your Native-centric messaging. A picture is worth a thousand words, so one easy way to connect the Census to Tribal benefits is to share the [Census2020 Tribal Benefits and Services](#) video across your digital and social platforms.
- 3. Share Native curriculum and distance learning plan.** Education Curriculum Toolkit and Lesson Plans (6-12 Grade) [here](#) and Distance Learning Plan [here](#).
- 4. Amplify stories from indigenous** communities and the urgency in the voices of our elders and children, by sharing the content found [here](#) and at [Native People Count \(2020 Census\)](#).
- 5. Celebrate Indigenous Census Week of Action September 7-12** with the Native People Count CA campaign and Indigenous people across the state, by participating and using the creative content which can be found [here](#).



## Communications Messaging

---

### **Key Message**

All Californians can participate in the 2020 Census and make a difference today! There are three easy ways to fill out the form:

1. Online at [my2020census.gov](https://my2020census.gov)
2. By phone at 844-330-2020
3. By mail if you received a paper form

## Partner Resources

---

Information on [Tribal Resource Self Response Rates](#)

Statewide Partners

[Native People Count California](#)

[California Indian Manpower Consortium](#)

[California Native Vote Project](#)

Indigenous Peoples' Resources

[Native Hawaiian and Pacific Islanders](#) (flyers and videos in 8 Pacific Islander languages)

[Mixteco/Indigena Community Organizing Project \(MICOP\)](#) (video)

[California Rural Legal Assistance](#) (videos)

## For Further Support

---

Kayla Hilario, Tribal Affairs Specialist

[Kayla.hilario@census.ca.gov](mailto:Kayla.hilario@census.ca.gov) | 916-365-5790