Census Organizing With Purpose

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Peer Learning Lab
September 11, 2020
Community organizing undergirds work of The Center and San Joaquin Valley Health Fund (SJVHF)

- The Center works to promote health, racial equity and racial justice in communities across California
- The SJVHF strengthens the capacity of communities and organizations in the SJV to improve health and well-being by advancing programs and **policy changes** that promote community health and racial equity and racial justice for all.
  - Community-driven Policy Platform (iHEEL): immigration, health, housing, education, environmental justice, land use planning
  - Civic engagement and power building at core of this work
Grassroots, Boots on the Ground Strategy

- Going to where people work, live and play
- Meaningful, face-to-face interactions
- Offering a helping hand
- Activating community
- Culturally appropriate creative content
Adapting to COVID-19
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Canvassing works!
Congratulations Education and Leadership Foundation!!!!!

Fresno County Census Tract 13.03

- 8/6/20  SRR 49.3%
- 8/7/20  SRR 54.9%
- Canvassing resulted in a one day increase of 5.6%
- As of 9/7/20 top census tract in the state with largest growth over the last 30 reports: 10.9%
What does the future hold? #ValleyRising

- Expanded base of community members
- Strengthened network of partners
- Enhanced capacity for power building
- Social media savvy
- Data driven outreach
THANK YOU!

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