



**THE CENTER**  
at Sierra Health Foundation



# Census Organizing With Purpose

**Cindy Quezada**

**Senior Program Officer**

**The Center at Sierra Health Foundation**



**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



**THE CENTER**  
at Sierra Health Foundation



**THE CENTER**

*at Sierra Health Foundation*



## 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



**THE CENTER**  
at Sierra Health Foundation

# Adapting to COVID-19





# Adapting to COVID-19

**THE CENTER**  
at Sierra Health Foundation

Sikh Census 2020 - Jakara Movement - Bhupinder Babal



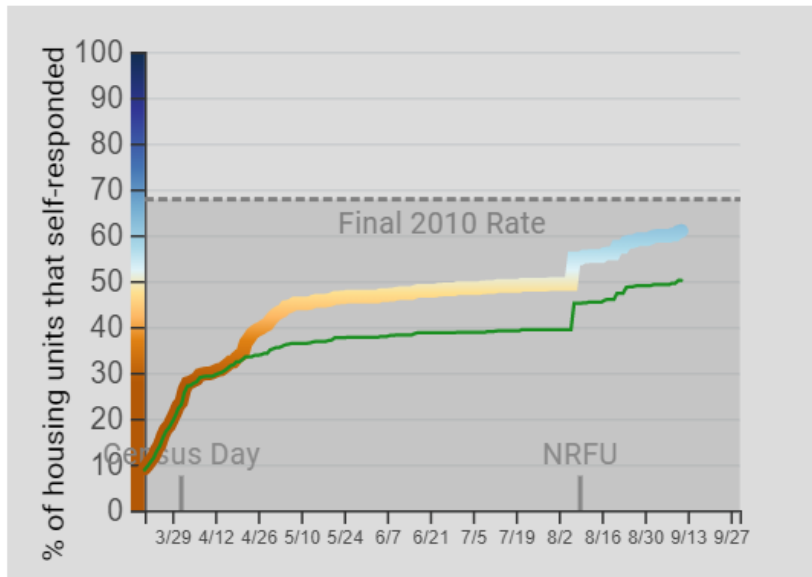


**THE CENTER**  
at Sierra Health Foundation

# Canvassing works!

## Congratulations Education and Leadership Foundation!!!!

Daily 2020 Self-Response  
(compared with 2010 self-response rate: **67.8%**)



### 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



**THE CENTER**

*at Sierra Health Foundation*



**THANK YOU!**

**Contact information:**

**Cindy Quezada**

**[cquezada@sierrahealth.org](mailto:cquezada@sierrahealth.org)**