



Martha Dominguez

Deputy Director, Communications

California Complete Count -- Census 2020

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Martha Eugenia Dominguez is currently the Deputy Director for External Affairs and Media Relations for the California Complete Count – Census 2020. For over 20 years, Ms. Dominguez has been in influential leadership roles within diverse programs and departments, focusing on the social, health, and well-being of all Californians and their families (from infants to seniors) within the community, county, and state levels. With a strong public health subject matter expertise, Ms. Dominguez has been able to develop strategic culturally congruent social and behavior change initiatives, interventions, and campaign efforts - with participation from diverse partners, clear goals, segmented audiences, and effective messages based on sound research and credible theory.

Specifically, Ms. Dominguez has been responsible for various health promotion and implementations for the California Department of Public Health and Department of Social Services among low-income communities. Ms. Dominguez has done qualitative and ethnographic research to inform multidisciplinary campaigns among communities of color. At the community level, Martha has established infrastructural opportunities to promote physical activity among Latinas; championed free lactation support to teen moms, including Black and Latina mothers; and worked with Sacramento County Housing and Redevelopment to provide stable and safe homes for minority women.

About the Census:

California has launched a statewide effort to ensure an accurate and complete count of its residents in the 2020 census. This is unprecedented investment in a statewide education campaign. To reach more than 11 million of the hardest-to-count Californians, the Census Office has tapped local and tribal governments, community-based organizations, and so many more partners to serve as trusted messengers in our communities.

Key Dates:

Mid-March – July 2020 = Self Response Period – Fill out your form online!

August – October 2020 = Non-Response Follow-Up – Enumerators will knock on your door!



CALIFORNIA COMPLETE COUNT – CENSUS 2020

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