

How to become a Chester County Census Champion December 2019

What is a Chester County Census Champion?

The Chester County Census 2020 Complete Count Committee is seeking out organizations that wish to promote the 2020 Census by becoming a “Census Champion.” A Census Champion is a civic group, business, government entity, social service organization, educational facility, or other organization that agrees to promote the 2020 Census to the individuals with whom they interact. More information is at: www.chescoplanning.org/Demographics/CompleteCount.cfm.

If you would like for your organization to become a Census Champion, contact Jake Michael with the Chester County Planning Commission at chescocensus@chesco.org or 610-344-6285.

Who can become a Census Champion?

Any organization that conducts outreach with Chester County residents can become a Census Champion. Examples include:

- A Census Champion could be an organization that provides health care to new mothers living on a fixed income. When a member of their staff visits a client, the employee can talk about the value of the census and perhaps provide a flyer.
- A Census Champion could also be a youth soccer league, whose players are new immigrants. The coaches could distribute census information to the players to give to their parents.
- An employer, like a mushroom farm, could distribute posters and leave flyers. A hospital or clinic with video screens in their waiting rooms could show a 30-second video loop.
- Event organizers managing a MLK Day of Service event could give out materials with the T-shirts they distribute to their volunteers.

You can download Census Champion posters and brochures in English and Spanish at the County website: www.chescoplanning.org/Demographics/CompleteCount.cfm.



What sort of outreach does a Census Champion do?

The goal of a Census Champion is to conduct direct face-to-face contact with people who belong to hard-to-count communities. The key is to identify TRUSTED AND INFORMED people who have already established good relationships with hard-to-count residents in Chester County. These could include older adults with mobility limitations, renters, recent immigrants, college students, farmworkers, Latinos/Hispanics, African Americans, South Asians, and the Amish. This outreach will occur in January, February, and March of 2020, in anticipation of Census Day (April 1, 2020).

The main goal of a Census Champion is to conduct intentional conversations with hard-to-count residents. However, standard outreach techniques can also be used, such as:

- Posters on bulletin boards at social service offices, grocery stores, doctor's offices, libraries restaurants, schools, day care centers, senior centers, etc.
- Presentations at events, or participation in events with tables providing information
- Announcements or ads in newsletters, printed or emailed
- Posting on websites, direct email blasts, or social media posts

How else could my organization cooperate with the 2020 Census?

If you represent a large organization such as a religious denomination, a corporation, a business park, or a neighborhood association, you may wish to form your own Complete Count Committee in coordination with the US Census Bureau. For more information, visit: www.census.gov/programs-surveys/decennialcensus/2020-census/complete_count.html

The U.S. Census Bureau is also seeking larger scale corporations, foundations, and nonprofits for the Census 2020 "Census Partner Program." For more information, visit the US Census webpage at: <https://www.census.gov/partners.html>.

To learn more about opportunities to cooperate with the US Census in Chester County, contact:

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