

# Supporting the 2010 Census:

A Toolkit for Reaching  
American Indians  
and Alaska Natives



IT'S IN OUR HANDS



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**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001

Dear 2010 Census Partner,

The 2010 Census is an opportunity for American Indian and Alaska Native voices to be heard. All tribes and villages can explain who they are and what they need. Participation in the census will help shape the future for families today and for generations to come.

The 2010 Census will provide tribal governments with important information to help them meet community needs and shape the future for today's youth. Census data determine which schools receive improvements, where new health care facilities and community centers are built and what new roads, public transportation and housing options are planned. Essentially, the census is about your future and your family's future.

As you know, the American Indian and Alaska Native audience is a very diverse group including 562 federally recognized tribes and villages and more than 60 state-recognized tribes and villages. Yet, the total number of American Indian and Alaska Native people is relatively small, making it vital that everyone is counted once, only once and in the right place.

Your participation will help the U.S. Census Bureau achieve a more complete and accurate count of the American Indian and Alaska Native population. As a trusted voice among this group, the Census Bureau will rely on you to raise awareness that the census is happening and encourage all to participate. Your efforts, in tandem with other 2010 Census public awareness initiatives like paid advertising, public relations, online/interactive elements and the Census in Schools program, will help ensure an accurate count.

**This toolkit contains a list of available resources and ideas to help you communicate the importance of being counted. Please share the available materials with your community, communicate your support of the census and announce your partnership with the Census Bureau. With your support, we can work toward ensuring that everyone is counted in 2010.**

Thank you for partnering with the Census Bureau to support the 2010 Census!

Sincerely,

Dr. Robert M. Groves  
Director, U.S. Census Bureau

# A Partner Quick-Start Guide



Thank you for signing on to be a Census Bureau partner. You are committed to encourage participation in the 2010 Census so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner?

**It's simple. Here - at a glance - are the three main steps you should take.**

**1****Announce your partnership.**

Tell your community that you support the 2010 Census. Send letters and e-mails, post information in newsletters and on your Web site, or issue an official proclamation. Your community trusts you, so bring attention to this important census event. (See page 14.)

**2****Tell the 2010 Census story.**

Start spreading the word, using your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters. Include specific messages that will resonate most with your community. (See page 11.)

**3****Sustain the momentum.**

A steady stream of communications and events through Census Day (April 1, 2010) will be critical to educate your audience about the census and motivate them to take part. Stagger timing of communications and events throughout 2009 and 2010 to sustain census awareness in your community.

Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

# The Impact of the 2010 Census



Thank you for making a commitment to partner with the Census Bureau in support of the 2010 Census. This monumental initiative can impact the lives of every individual in the American Indian and Alaska Native populations and your partnership will help ensure your community is represented fairly and accurately. Funding for needed services is often tied to census data and that is why accuracy is so important.

You are a trusted member of your community and when you speak, people listen. We need your help conveying how the census directly impacts everyone's lives and how essential it is to participate.



**“For Native Americans, we really, really want them to participate in the census because we have small numbers, and every number counts and every person counts...The numbers from the census data make real differences in tribal communities. I would have to say probably more than any other community in the United States.”**

*– Jacqueline Johnson, executive director, National Congress of American Indians*

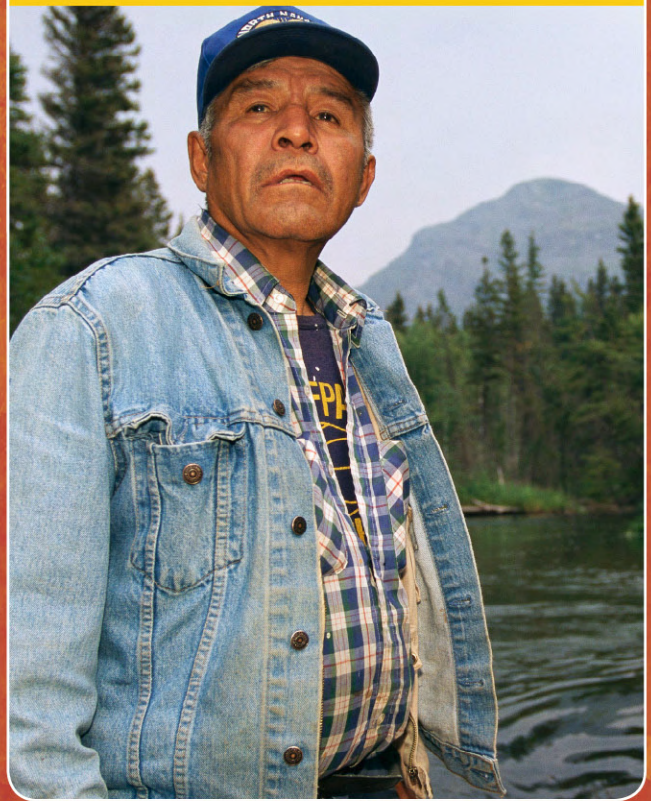
## HOW DO CENSUS DATA BENEFIT YOUR COMMUNITY?

Census data are used in many ways that can improve life for members of American Indian and Alaska Native communities and their families:

Directing funds for services for people in poverty	Planning for health care facilities, nursing homes, clinics and the locations of other health services
Directing services to children and adults with limited English language proficiency	Identifying facilities / locations for people with disabilities, children or the elderly
Forecasting future transportation needs, including public transportation, roads and other infrastructure	Identifying trends over time that can help predict future needs
Attracting new businesses to tribal, state and local areas	Forecasting future housing needs for all segments of the population
Creating maps to speed emergency services to households in need of assistance	Identifying needs of goods and services to local areas
Drawing school district boundaries	Drawing state and local legislative districts
Reapportioning seats in the U.S. House of Representatives	Estimating the number of people affected and displaced by natural disasters



**Getting Started:  
The Path to  
a Successful  
Partnership**





“I believe that it’s going to be extremely important...that the Census [Bureau] work with tribal leaders, work with different individuals who are a vital part of the fabric of the community, who understand...who know the families, who can work in ensuring that we get that count.”

– Gloria O’Neill, president/CEO,  
Cook Inlet Tribal Council, Inc.

As a trusted and influential leader in your community, your support of the 2010 Census can help achieve a complete and accurate count to ensure the future needs of American Indian and Alaska Native populations are met. Not everyone in the American Indian and Alaska Native audience is aware that the census is happening or how it will be conducted, so your voice will be instrumental in raising awareness.

To help guide your outreach and promote the census, we have developed a conversation starter guide that includes suggested talking points and messages as well as tips on how to engage your local community. Also, we have created materials that will help you tell the census story. Please customize this information as you see fit.

## A CONVERSATION STARTER GUIDE

Getting the right message to the American Indian and Alaska Native audience will be vital in ensuring participation in the census. Below are suggested messages and talking points about the importance of the census and the manner in which it will be conducted. Please use these suggested messages in all forms of communication.

### Introducing the 2010 Census and its benefits:

- ▲ The 2010 Census is our voice to let others know who we are, where we are and what the needs are of all our people.
- ▲ Census data directly affect how more than \$400 billion per year in federal funding is distributed to tribal, state and local governments for services that affect our local communities.
- ▲ An accurate count of the American Indian and Alaska Native population can help tribal governments plan for community services and economic development.
- ▲ Some of our people are more likely to be geographically isolated and census data can help determine where to build new roads.
- ▲ According to the 2007 American Community Survey, about 40 percent of the American Indian and Alaska Native population was under the age of 25, so your participation in the 2010 Census is vital to our people's future.
- ▲ Census data determine the need for funding for new health care facilities, schools and community assistance programs.
- ▲ For those who live in urban areas, census data can help determine public transportation options.
- ▲ Census data help determine government representation, ensuring we are represented appropriately and that our voice is heard.

**“If our tribal leaders and our tribal communities do not participate in the census, the data will be skewed for the next 10 years. So, by participating in the census, we’ll be able to apply for additional programs and services because we’ll have that data that will show the needs in our communities.”**

*– Greg Richardson, executive director,  
North Carolina Commission of  
Indian Affairs*

## Explaining the census process:

- ▲ Census forms will be delivered or mailed in March 2010.
- ▲ Census workers will hand-deliver forms to many Indian reservations, Alaska Native villages and other rural or remote counties where homes do not have city-style addresses with a number and street name.



“Tribal leaders need to be engaged with their tribal members, but that’s just in the local front...if you think about the urban population, there’s about 60 percent of Indian population [who] live in the urban areas, and so it’s important for them to be counted as well.”

– *Joe Garcia, president, National Congress of American Indians*

- ▲ April 1, 2010, is Census Day—the official reference date of the population count. Responses to the census form should include everyone living at that address as of this date.
- ▲ People from our communities are working with the Census Bureau and may visit your home to take a count in person if you don’t return your initial form. Census workers can be identified by a census badge and bag.
- ▲ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes only minutes to complete.
- ▲ Participation in the 2010 Census is easy, important and safe.
- ▲ By law, the Census Bureau cannot share respondents’ answers with anyone including tribal housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.
- ▲ Everyone living in the United States must be counted. This includes people of all ages, races and ethnic groups.

## ENGAGING YOUR COMMUNITY

Now that you have the messages, please find appropriate times and places to tell the census story. Below, please find some ideas to get you started.

**Use what you have** – We suggest leveraging existing communication vehicles to help raise awareness by including 2010 Census information in internal communications such as tribal newsletters and bulletins, announcements and Web sites (more information about leveraging the Web is available later in this toolkit).

**Recruit partners** – Please attend tribal meetings and community gatherings to gain tribal leader support. Convince potential partners such as schools, tribal community centers, senior centers, and tribal enrollment offices to help the Census Bureau.

**Use existing materials** – Please display and distribute 2010 Census promotional materials provided by the Census Bureau within your organization and at events within your communities, such as powwows and rodeos. Insert letters and fliers in tribal mailings. A list of available resources that can be used as inserts is included with this toolkit.

**Consider working with local schools** – The Census Bureau has launched the Census in Schools program to educate school-age children and their families about the importance of the census. For more information about the Census in Schools program access [www.census.gov/schools](http://www.census.gov/schools).

**Talk to people** – Please consider discussing the importance of the 2010 Census within your communities by encouraging family, friends, neighbors and co-workers to participate and be counted.

**Reach out to the media** – American Indian and Alaska Native communities rely on their own media, such as tribal newspapers and radio stations, as trusted sources of information. Outreach to these media outlets will be an important and effective tool in communicating key messages and pertinent information about the 2010 Census. To garner coverage, reach out to editors and reporters to set up interviews or use the sample public service announcement scripts and drop-in articles (included as separate documents to this toolkit).

**Make speeches** – Incorporate talking points and information about the 2010 Census at community events such as tribal meetings, community presentations and one-on-one meetings. (A sample speech is included with this toolkit.)

**Consider providing space** – Make the local community feel comfortable with the census by transforming your organization into a Be Counted site or Questionnaire Assistance Center. Contact your Regional Census Center to learn more. Contact information can be found at the end of this toolkit.

**“It is very important to participate, to be counted, so that we can have the justification for our involvement in the different governments that are here with us and surrounding us.”**

**– Dr. Joe Shirley, president,  
Navajo Nation**

# AVAILABLE RESOURCES

The following is a list of available resources to help you tell the census story to the people in your community. All of these resources are available as separate electronic files in this toolkit.

**2010 Census fact sheet for American Indian and Alaska Native audiences** - This fact sheet, specific to the American Indian and Alaska Native audience, includes information about partnering with the Census Bureau and the benefits census data bring to the community. Please share it with your community and potential partners at events, meetings and gatherings.

**Public service announcement scripts** - Public service announcements are an easy and effective way to reach your community. This document includes sample scripts of varying duration. Customize the content as you see fit and work with the media in your area to record and air one or all three.

**Drop-in articles** - American Indian and Alaska Native specific media outlets are greatly trusted by members of the community. The sample drop-in articles explain the importance of the census, the benefits of census data to the local community and how the census will be conducted.

**Web resources** - Leveraging the digital world will be important to reach the American Indian and Alaska Native audience. Consider posting the sample Web site copy, Web banners and Web images to your Web site or blog, or use them on social networking sites to help raise awareness of the 2010 Census.

**A Journey of Many Voices...**  
...TO DEFINE WHO WE ARE AS AMERICAN INDIAN AND ALASKA NATIVE PEOPLE

**The Census: A Snapshot**

- What:** The census is a count of everyone living in the United States.
- Who:** All U.S. residents must be counted—except of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as of this date. These official questionnaire information is being collected annually from every household of the population through the American Community Survey.
- Why:** The U.S. Constitution requires a national census every 10 years. The census provides state population counts used to determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households in March 2010, beginning in the year of incorporation areas. There will be census takers who will visit households and conduct an interview to complete the questionnaire starting in March 2010. Census takers will also visit households that do not receive their delivered or mailed questionnaire starting in May.

**A Complete Count: The Importance of Census Data**

- Every year the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- Businesses use census data to gain insight into local markets, long-term and short-term trends and patterns and need for new housing, health and educational programs.
- Census data guide local education, labor and health care decisions made in their grant proposals and business plans for the construction of new roads, housing, hospitals, child-care and senior-care centers, schools and more.

**2010 Census Questionnaire: It's Easy, It's Important, and It's Safe**

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires ever administered (just 10 minutes to complete for the average household).
- By law, the Census Bureau cannot share an respondent's answers with anyone, including housing authorities, other federal agencies and law enforcement entities.

**IT'S IN OUR HANDS**

**Toolkit for Reaching American Indians and Alaska Natives**  
**Public Service Announcement Scripts**

**Promoting the 2010 Census through Public Service Announcements**  
Public service announcements (PSAs) are free, non-commercial spots on radio or television designed to alert the community about a program or issue that is of public interest. American Indian and Alaska Native communities that trust local media and are open to information, leverage this tool and contact station directors at local broadcast outlets to discuss station individual PSA recording and airing policies.

Sample PSA scripts are below:

**15 Radio PSA script**  
The 2010 Census is our tool to let others know what our communities need now and the future. By participating, we speak for the generations of native people before us and for those yet to come. For more information, visit 2010census.gov.

**30 Radio PSA script**  
The 2010 Census is our voice. It's our tool to let others know who we are and what we need. The census data can help determine our native communities' needs for schools, housing, health care facilities and roads. By participating, we speak for the generations of native people before us and for those yet to come. If you don't say it, who will say it for you? The strength of our people is in our voice. It's in our hands. For more information, visit 2010census.gov.

**45 Radio PSA script**  
The 2010 Census is our voice. By participating, we speak for the generations of native people before us and for those yet to come. It's our tool to let others know who we are and what we need. The census data can help determine our native communities' needs for schools, housing, health care facilities and roads. Filling out the 2010 Census form is easy, important and safe. People from our community working with the Census Bureau may stop by to help you complete the form. Please speak with them. They are only asking for a small amount of time. If you don't say it, who will say it for you? The strength of our people is in our voice. It's in our hands. For more information, visit 2010census.gov.

Issued October 2009  
Form 2010-000

**IT'S IN OUR HANDS**

**Toolkit for Reaching American Indians and Alaska Natives**  
**Drop-in Articles**

Media in areas with a large American Indian or Alaska Native population or who write specifically for these audiences may be interested in sharing information about the 2010 Census with their readers. As a Census Bureau partner, you can share these sample articles with reporter and editors to help them better understand the importance of the 2010 Census. By sharing these articles, you can establish your organization as an knowledgeable source for census information, helping to build a relationship for future articles as well. These sample articles can be submitted and used in your organization's internal communications vehicles, as appropriate.

**Article 1 - Raising Awareness (Share with media through December 2009)**  
**Understanding the 2010 Census: Our Voice, Our Future.**

You could impact the future of your community and people in a few, short minutes, what would you say? Based on the results from a challenging new, caring for others, visiting with your family in March 2010, you can make a difference in your community by participating in the 2010 Census - and it will only take a few minutes.

The census is a count of everyone in the United States, including people of all ages, races and ethnic groups. By participating in the 2010 Census, you help people know their voice to tell people who they are and what their communities need. It's important that everyone participate in the census, because census data are used to determine representation at all levels of government as well as determine essential community services for your area, your family and your future, including:

- The need for health care facilities and nursing homes
- Development of roads
- Determination of new schools and housing options

One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes only minutes to complete. The majority of households will receive a form to mail in March 2010. However, special procedures will be used on many Indian reservations, in Alaska Native villages and in other rural or remote counties where homes do not have city-style addresses with a number and street name. In these areas, members of the community working with the Census Bureau will visit homes to help you fill out the form and see an accurate count. They are only asking for a small amount of time, so please speak with them. Your participation in the 2010 Census is vital.

Participating in the census is easy, important and safe. By law, the Census Bureau cannot share respondent answers with anyone, including local housing authorities, other federal agencies and law enforcement entities. All Census Bureau employees take the oath of confidentiality and are sworn for life to protect the confidentiality of the data. Penalties for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

For more information, visit 2010census.gov.

June 2009

**If I don't say it, who's going to say it for me?**

**United States Census 2010**  
**IT'S IN OUR HANDS**

**WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK.**

**A journey with many voices.**

**WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK.**

**IT'S IN OUR HANDS**

The collage features four distinct documents:

- Timeline:** A horizontal timeline from June 2009 to July 2010, detailing key milestones such as 'Address canvassing completed', 'Census Bureau releases 2010 Census form', and 'Census Day'.
- Calendar:** A monthly calendar for 2009 and 2010, with key dates highlighted in red, including 'Census Day' on April 1, 2010.
- Newsletter Template:** A colorful template titled 'IT'S IN OUR HANDS 2010census.gov' with a 'GET INVOLVED! HERE'S HOW:' section listing various ways to participate.
- Partnership Announcement Letter:** A formal letter titled 'Toolkit for Reaching American Indians and Alaska Natives Partnership Announcement Letter' with a yellow header and detailed text regarding the census process and the role of partners.

**2010 Census operational milestone timeline -**

This timeline highlights key dates for the 2010 Census, including timelines for 2010 Census form distribution, Census Day and others.

**18-month calendar for 2010 Census partners -**

This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Please hang it in high-traffic areas to raise awareness of important census dates and events.

**Customizable newsletter template -**

Consider using this pre-designed template and sample copy to announce your partnership with the Census Bureau. In the future, please use this template to create your own newsletter centered on your support of the 2010 Census and activities planned to raise awareness.

**Partnership announcement letter -**

Please use the customizable letter to announce your partnership with the Census Bureau and highlight for others in your community or members of your organization the importance of the census.

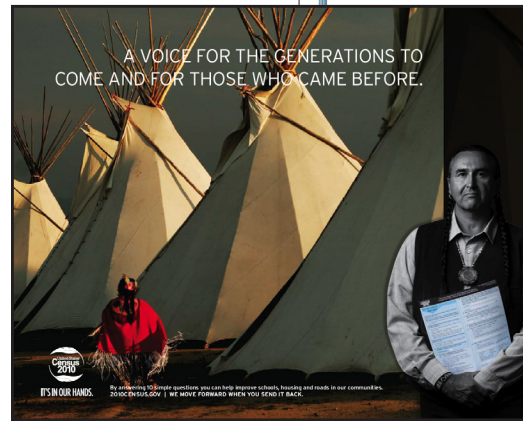
**Partnership proclamation -**

Consider proclaiming your role as a Census Bureau partner. Use this document in events and other official announcements.

**Partnership certificate -** Consider customizing and hanging this certificate in offices, places of business or other facilities, and post it to your organization’s Web site to acknowledge your role as a Census Bureau partner.

**Awareness poster -** This poster is the first in a unique series designed to build awareness and encourage participation in the 2010 Census. Please check the map on page 29 for contact information, and reach out to your regional partnership specialist to obtain a printed version measuring 16” X 20” or download and print the version available as a separate electronic file in this toolkit. Consider displaying the poster in high-traffic areas to create awareness of the coming census.

**Action poster -** This poster is the second in a unique series designed to build awareness and encourage participation in the 2010 Census. Please check the map on page 29 for contact information, and reach out to your regional partnership specialist to obtain a printed version measuring 16” X 20” or download and print the version available as a separate electronic file in this toolkit. Consider displaying the poster in high-traffic areas to inspire American Indian and Alaska Native communities to “have a voice” and participate in the 2010 Census.



AMERICAN INDIAN AND ALASKA NATIVE





**Confidentiality poster and flier -**

The confidentiality poster and flier for American Indians and Alaska Natives provide assurance that census form responses are safe, secure and private. The poster is featured at left. Consider displaying the poster in high-traffic areas and distribute the flier at events and other outreach activities. Contact your regional partnership specialist to obtain the printed versions of either material, or download and print the versions available on the Web site. Contact information for partnership specialists can be found on page 29.

**Customizable poster/flier template -**

Please use this pre-designed template to create a poster or flier promoting the census or highlighting your organization's census-related events and activities.

**How people are counted brochure -**

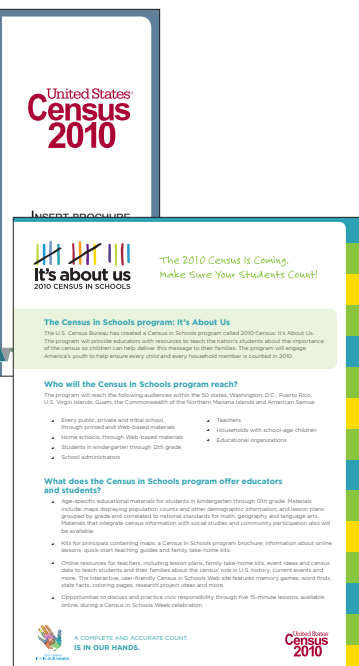
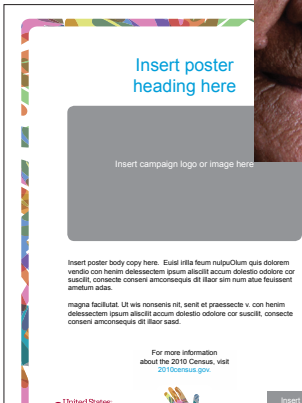
This brochure describes the process by which the Census Bureau counts everyone in the United States.

**2010 Census brochure template -**

Please use this pre-designed template and sample copy to develop a brochure that highlights your involvement in the 2010 Census. Consider including information about how census data affect American Indian and Alaska Native communities and the importance of obtaining a complete and accurate count.

**Census in Schools program fact sheet -**

Members of American Indian and Alaska Native communities have close family ties that influence their everyday lives, making it important to reach individuals of all ages - including school-age children who can reinforce messages about the census at home. This fact sheet covers the Census in Schools program, which provides educators with resources to teach the nation's students about the census.



**How Will the  
2010 Census  
Be Conducted?**





**You may know them as Robert, Little Bobby, Bro, Denali, a local fisherman or a local artist. Today they are census workers and need a small amount of your time. Help the future of your community and tell them your story.**

As a Census Bureau partner you will help ensure that everyone in your community is counted. It is important you understand the census process, especially as it relates to the American Indian and Alaska Native population, so you can explain it to your local community and answer any questions that may arise.

In March 2010, most households will receive a census form in the mail. Upon receipt, one form per household should be completed and mailed back. However, special procedures will be in place on many Indian reservations, in Alaska Native villages and in other rural or remote counties where homes do not have city-style addresses with a number and street name. In these areas, members of the community working with the Census Bureau will visit homes to help take an accurate count from January to April 2010.

For some areas during March 2010, local census workers will visit households and leave a form for those living there to mail back. At the same time, the local census worker will update an address list and map, making any corrections or additions. During April and May 2010, local census workers will visit households in the most remote areas to collect the information requested on the census form. From April to June 2010, local census workers will visit households that did not mail back the form or provide information to the local census worker on a previous visit.

To ensure a complete and accurate count, it is vital that every household immediately return census forms or speak with local census workers when they visit. Answering the 10 questions on the census form will provide a voice for the generations that came before and those that follow.

# Census in Schools Program





The Census Bureau has launched the Census in Schools program to educate school-age children and their families about the importance of the census. The program is designed for educators, parents and K-12 students in tribal, public, charter, private and parochial schools.

The Census in Schools program provides an excellent opportunity to raise awareness of the census and encourage participation among American Indian and Alaska Native communities for a variety of reasons. Education plays an important role in American Indian and Alaska Native communities.

Census data directly impact school funding, a noteworthy fact considering that, according to the 2007 American Community Survey, 80 percent of the American Indian and Alaska Native population older than 25 has at least a high school diploma. Also, according to the same survey, family households make up 65 percent of the American Indian and Alaska Native population, providing children with an opportunity to use what they learned from the program to teach other members of their household about the census.

So consider reaching out to educators, a local school or an entire school district to encourage participation.

Talk to them about the teaching tools available, including:

**Lesson plans and event ideas** – Educators have access to information, lesson plans and event ideas to teach students and their families about the census' role in U.S. history, current events, planning for the future and more.

**Classroom materials** – Grade-specific educational materials are available for students in kindergarten through 12th grade. Materials include maps displaying population counts and other demographic information and lesson plans grouped by grade and correlated to national standards for math, geography and language arts. Materials that integrate census information with social studies and community participation also will be available.

**Online tools** – All of the Census in Schools program information and materials are available online at [www.census.gov/schools](http://www.census.gov/schools).

**Printed materials** – Each principal in the United States will receive 10 wall maps and 10 quick start teaching guides as well as packets of take home materials. All of these items are also available online at [www.census.gov/schools](http://www.census.gov/schools).

# Leveraging the Web



The American Indian and Alaska Native population is a geographically dispersed group, so leveraging the digital world will be important to effectively reach this audience. While there is a wide range of computer and internet connectivity among American Indian and Alaska Native communities, younger people are generally fluent in computer use and, at a minimum, have access to computers and the Internet at schools and libraries.

Below are some tips on how best to leverage Web assets:

**□ Please post 2010 Census information on your tribe's or organization's blog or Web site.** Additional ideas include:

- ▲ Link to 2010census.gov and 2010censusjobs.gov using the Web banners and images available in this toolkit.
- ▲ Post photos from 2010 Census events and other activities in your community.
- ▲ Provide links to the 2010 Census newsroom, which showcases media highlights from the outreach effort.

**□ Please share information on a social networking site, such as Facebook, and link back to 2010census.gov.** Use the Web banners and images available in this toolkit, or customize and post the sample text below:

- ▲ The 2010 Census is vital to the future of the American Indian and Alaska Native community. It's a once-in-a-decade opportunity to make our voices heard. Data gathered from the 2010 Census will impact funding for roads, schools, health care facilities, community centers and more. Help the next generation by being counted – participate in the 2010 Census!
- ▲ The 2010 Census is approaching. It's that time again, when people from our community are working with the Census Bureau and may stop by to take a count in person. Remember, they are only asking for a little bit of your time. By answering just 10 questions, you will shape the future of our communities and help determine funding for schools, health care facilities, community centers and more. It's easy, important and safe, and your participation is vital. Be counted. Be heard. Visit 2010census.gov to learn more.

- ☐ **If you are on Twitter, consider using the service to send “tweets” about the 2010 Census to your followers.** Refer to the sample tweets below for ways to get started. You can also draft your own tweets about the 2010 Census to raise awareness, ease fears and drive participation.

<p><b>Distribute August 2009 - January 2010</b></p>	<ul style="list-style-type: none"> <li>• The 2010 Census is approaching! Tell your story, voice your pride and help future generations. Visit <a href="http://2010census.gov">2010census.gov</a>.</li> <li>• The 2010 Census is approaching! 10 questions will shape the future of our communities. Visit <a href="http://2010census.gov">2010census.gov</a>.</li> </ul>
<p><b>Distribute February - April 2010</b></p>	<ul style="list-style-type: none"> <li>• Don't forget: complete your census form. It is our voice and our opportunity to tell others what our community needs.</li> <li>• Your census form arrives soon. Participating in the census is easy, important and safe. Be counted! <a href="http://2010census.gov">2010census.gov</a>.</li> </ul>
<p><b>Distribute April - July 2010</b></p>	<ul style="list-style-type: none"> <li>• Our people working with the Census Bureau may soon visit to take a count in person. Please answer their questions. More info: <a href="http://2010census.gov">2010census.gov</a></li> <li>• Did you send back your census form? It's not too late. Complete and return your form today. Questions? Visit <a href="http://2010census.gov">2010census.gov</a>.</li> </ul>



**Appointing  
a Tribal  
Government  
Liaison**





Active tribal participation is important for an accurate 2010 Census count of American Indians and Alaska Natives nationwide. The Census Bureau encourages tribal leaders to appoint a tribal government liaison to participate in the Tribal Government Liaison Program (TGLP), which increases the involvement of tribal governments in the 2010 Census and helps support census activities in tribal communities.

The TGLP began during the 1990 Census and continued throughout Census 2000. The undercount of American Indians and Alaska Natives decreased substantially on tribal lands between 1990 and 2000. Much of this improvement can be attributed directly to the involvement and support of tribal leaders and their designated tribal liaisons.

## TRIBAL GOVERNMENT LIAISON ROLE

Census Bureau staff provide tribal government liaisons with training, guidance and suggestions for outreach and promotional activities. The following are some opportunities for tribal government liaisons to increase awareness and community participation in the 2010 Census:

- ▲ Support outreach and promotional activities at powwows and special events.
- ▲ Encourage tribal members to use the tribe's complete official name when responding to the "enrolled or principal tribe" question on the 2010 Census form.
- ▲ Identify appropriate media outlets and internal communication options to help spread the word about the 2010 Census.
- ▲ Distribute 2010 Census promotional materials.
- ▲ Inform tribal members about census jobs and help them understand how to apply for them.
- ▲ Help Census Bureau staff understand and be responsive to tribal culture and language factors on tribal lands.

## BENEFITS OF APPOINTING A TRIBAL GOVERNMENT LIAISON

A tribal government liaison can help achieve a more accurate and complete count of tribal members – both on and off tribal lands. Tribal government liaisons can:

- ▲ Be a direct conduit between the tribal government and the Census Bureau. Tribal government liaisons will have access to current information about census jobs, data collection activities taking place on tribal lands and issues related to the 2010 Census.
- ▲ Receive training on how to access census data for tribal planning.
- ▲ Assist with recruitment of temporary jobs for tribal members. These jobs not only provide additional temporary income, but also provide valuable experience working with a federal agency. Communicate to tribal members who accept temporary census jobs that they will still qualify for Temporary Assistance for Needy Families (TANF).
- ▲ Learn about the 2010 Census and its operations. A complete count will provide accurate data for your tribe to use in determining future needs and developing new programs.

**FOR MORE INFORMATION ABOUT THE TRIBAL GOVERNMENT LIAISON PROGRAM, VISIT [2010CENSUS.GOV](http://2010CENSUS.GOV) OR CONTACT YOUR REGIONAL CENSUS CENTER.**

**Regional  
Census Center  
Contact  
Information**

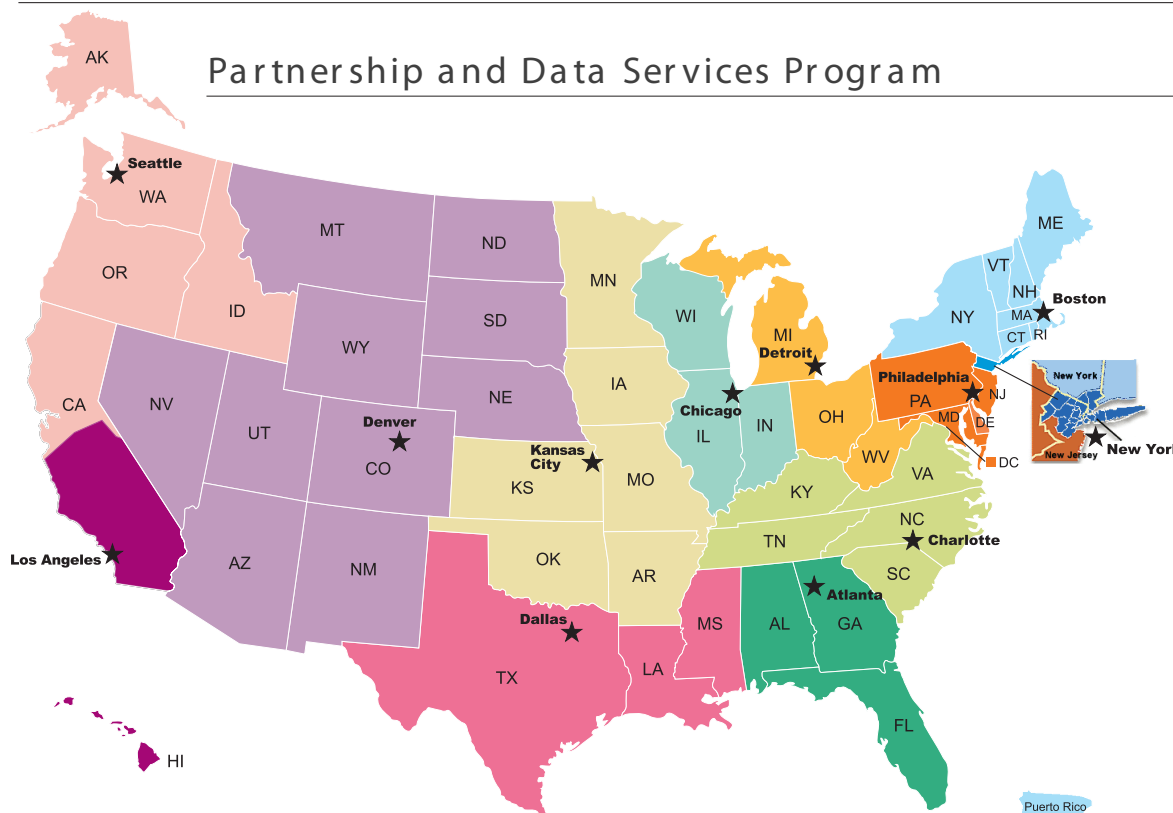


# U.S. Census Bureau Regions

December 2009

## Partnership and Data Services Program

FLDPDS/09-2



### Phone Numbers for the Partnership and Data Services Program

Atlanta  
404-335-1467

Boston  
617-223-3610

Charlotte  
704-936-5330

Chicago  
312-454-2770

Dallas  
214-637-9680

Denver  
720-475-3670

Detroit  
313-392-6500

Kansas City  
816-994-2045

Los Angeles  
818-717-5820

New York  
212-356-3100

Philadelphia  
215-717-1020

Seattle  
425-908-4050

American Samoa,  
Commonwealth of the  
Northern Mariana Islands  
(CNMI), Guam, and the  
U.S. Virgin Islands  
301-763-4033

- ATLANTA** - [www.census.gov/atlanta](http://www.census.gov/atlanta)  
Alabama, Florida, Georgia
- BOSTON** - [www.census.gov/boston](http://www.census.gov/boston)  
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont
- CHARLOTTE** - [www.census.gov/charlotte](http://www.census.gov/charlotte)  
Kentucky, North Carolina, South Carolina, Tennessee, Virginia
- CHICAGO** - [www.census.gov/chicago](http://www.census.gov/chicago)  
Illinois, Indiana, Wisconsin
- DALLAS** - [www.census.gov/dallas](http://www.census.gov/dallas)  
Louisiana, Mississippi, Texas
- DENVER** - [www.census.gov/denver](http://www.census.gov/denver)  
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming
- DETROIT** - [www.census.gov/detroit](http://www.census.gov/detroit)  
Michigan, Ohio, West Virginia
- KANSAS CITY** - [www.census.gov/kansascity](http://www.census.gov/kansascity)  
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma
- LOS ANGELES** - [www.census.gov/losangeles](http://www.census.gov/losangeles)  
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)
- NEW YORK** - [www.census.gov/newyork](http://www.census.gov/newyork)  
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)  
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)
- PHILADELPHIA** - [www.census.gov/philadelphia](http://www.census.gov/philadelphia)  
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania
- SEATTLE** - [www.census.gov/seattle](http://www.census.gov/seattle)  
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

AMERICAN INDIAN AND ALASKA NATIVE