

2020 Census: It's Time for the Count!

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Presented to
Vitalyst Health Foundation
Nonprofit Census Solutions
Workshop
February 3, 2020

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70-Minute Agenda



1:20 - 1:30

Share background on CSW and possible scenarios



1:30 - 1:40

Silent ideation and prioritize group's population and scenario selection



1:40 - 1:50

Groups go through clustering of ideas



1:50 - 2:10

Groups develop/flesh out the ideas and answer questions posed in written, pictures or art form



2:10 - 2:25

Two or three groups report out their findings



2:25 - 2:30

Census staff provides direction for what's next

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TABLE SCENARIOS

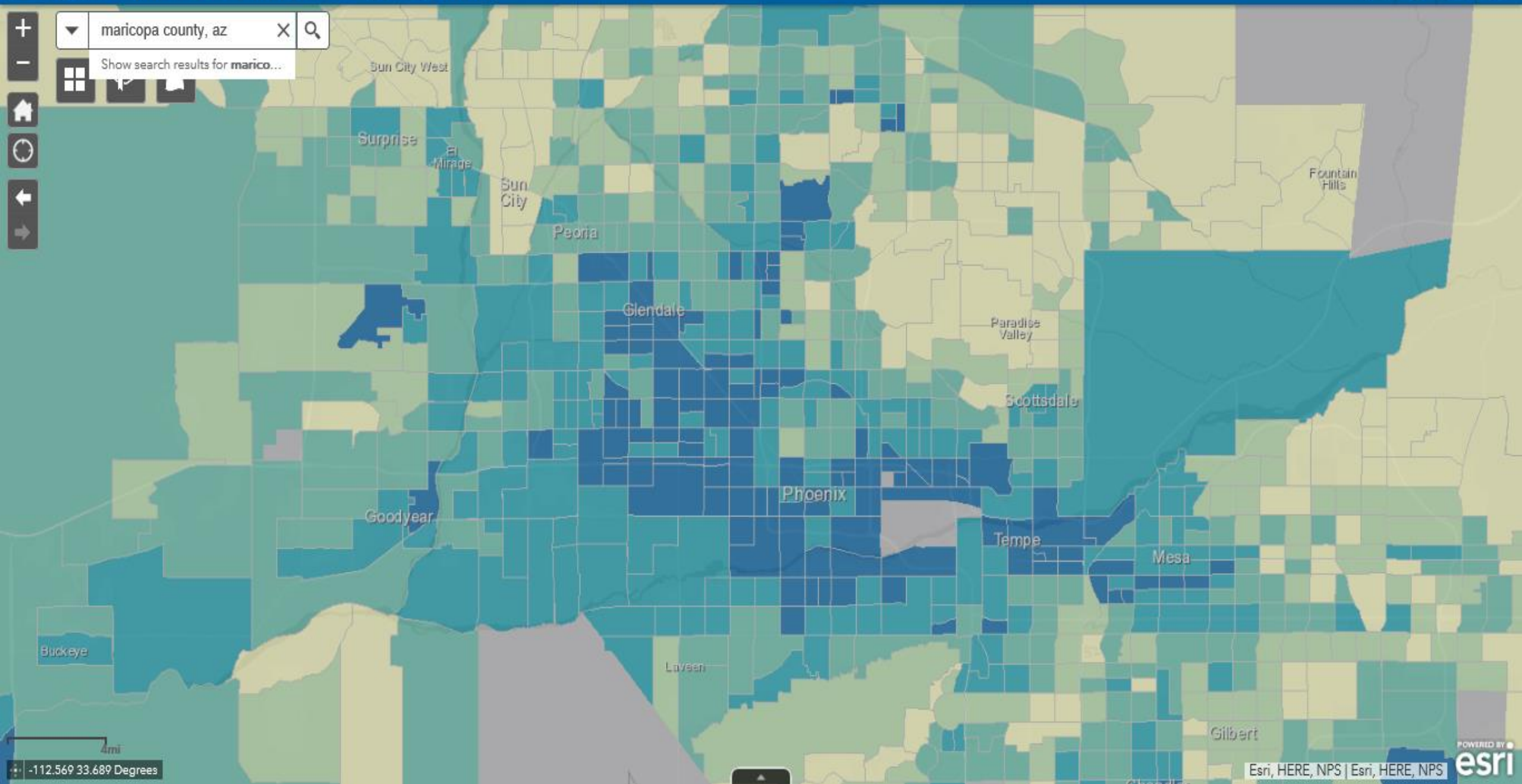
(each table choose)

- Trouble completing the forms, due to barriers in language or literacy
- Not understanding what the census is/ why it's important for them
- Mistrust, dislike or disengagement with government
- Concerns about data privacy or having their information used by other federal agencies



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What scenario best describes some challenges in your community?

- **Trouble Completing Forms?**
- **Not understanding what the census is/why it is important?**
- **Mistrust, dislike, fear of or disengagement from government?**
- **Confidentiality concerns?**



GENERATE IDEAS

All participants generate as many ideas as possible, in silence, for new ways to reach the persona they've selected.

Write down (or draw) one idea per sticky note.



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CLUSTER IDEAS

Cluster ideas around themes—move the post-its around so that similar ideas are grouped together.

Combine elements of ideas or build on each others' ideas.

Choose which idea has the most potential and / or excitement among the group. This will be the idea you will start fleshing out in the next exercise



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Developing the Idea(s)

Each group develops the solution to the idea it has chosen, explaining the concept through drawings, diagrams, or by acting it out.

- *Describe target population*
- *Identify their barrier to census completion*
- *Walk through storyboard of intervention*
- *Identify what would need to happen for this to be implemented:
What people, resources, materials/capabilities are needed?*
- *Ask for feedback*

Time To Share!!

- Scenario/Target Population
- Top 1-2 Ideas
- Barriers
- Storyboard of Beginning Solutions
- Commitment to Continue?



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COMMIT TO CONTINUE

You may want to make public commitments of what your next steps will be to further develop and implement these ideas.

Think about what you have learned or shared today and what you or the organizations you work for can do to bring to life the visions you articulated.

If you want to continue this process in your community, sign up and a partnership specialist will contact you about it.

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COMMIT TO CONTINUE

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