



PLACER COUNTS COVID-19 RESPONSE OUTREACH ALTERNATIVES

With many communities practicing social distancing and cancelling gatherings, we want to underscore that that health and safety of you and your communities comes first. Please use some of the guidance below to modify your outreach plans and activities, and/or postpone in-person/one-on-one outreach.

Key Resource

The [Placer Counts Outreach Toolkit](#) suggests a variety of ways to shift to an online/digital strategy. Now is the time to organize one or more of the following options. Sample text and scripts can be found in the toolkit:

- Social Media Campaign
- Email Campaign
- Text Campaign
- Phone Campaign

More Ideas

Here are some additional ways in which you can continue to conduct outreach for the 2020 Census in your communities:

- Submit an article or post to your local media outlet! [Here are some ideas.](#)
- Provide fun activities for the kids! Learn about the census while entertaining the kids while they are home from school with a [fun coloring book here.](#)
- Put your social media skills to the test. Some graphics can be found [here.](#)
- [Make a video](#) and potentially win \$50K (<https://accelerate.census.gov/video-challenge/>)

Added Messaging

- Taking the Census and ensuring a complete count will bring resources that can support our communities during times of crisis such as the current COVID-19 pandemic.

Resources to Share

- Utilize [Zoom](#) or other free conferencing platforms to shift trainings, home visits, wellness checks, and other client contact; and continue to promote the census through this service delivery.