

Tribal Outreach and 10 Easy Ways to Take Action

The support of tribal leaders, activists, volunteers, trusted community leaders, Indian organizations, and intertribal groups is of utmost importance to ensuring that none of our Native people are missed. A successful 2010 Census in tribal communities will require stepped up efforts to overcome new challenges, such as those posed by the economic recession, high rates of home foreclosures, and increased migration of American Indians and Alaska Natives partly due to the high cost of fuel. Old challenges to an accurate count remain as well, such as rural and remote communities, unmarked and difficult to find addresses, language barriers, overcrowding, and unemployment. Only trusted community and tribal leaders have the power to encourage Natives that completing the 2010 Census is important to **Our People, Our Nations, and Our Future.**

What can you do to ensure all Native people are counted in 2010?

Join the NCAI Indian Country Counts initiative! Visit www.IndianCountryCounts.org and sign up with your email and zip code to receive NCAI updates on the 2010 Census planning and operations, find out what events and activities are underway in your region and tribal community, share ideas on how to reach out to your community, encourage Census participation, attend and help plan other events, and find resources such: as timelines, who is your Census Tribal Partnership Specialist and what Complete Count Committees are already up and running.



Sign up with your email and zip code to take advantage of all the site has to offer.

Sign up on your first visit to IndianCountryCounts.org and join the NCAI Census initiative as a volunteer, as your tribe's Census Tribal Liaison, as a tribal leader who's committed to a full count in 2010, as an organizer, or as a community member looking for a way to help out.

NCAI, Civil Rights and the 2010 Census

NCAI also is part of the Leadership Conference on Civil Rights Education Fund *Public Education and Outreach Campaign on the 2010 Census* along with the National Association for the Advancement of Colored People, Asian American Justice Center, and the National Association of Latino Elected and Appointed Officials (www.civilrights.org/census). NCAI is partnering with these organizations to develop targeted trainings on the 2010 Census as it relates to our members and hard to count communities that we all represent. Check www.IndianCountryCounts.org to see if these trainings and events will be held in your area.



Ten Easy Ways to Take Action

1. Leading up to the enumeration process in your area, have the tribe put Census flyers in **paycheck mailings** (templates for paycheck mailing flyers available at IndianCountryCounts.org and census.gov/2010census). Check with your Tribal Liaison or local Census Tribal Partnership Specialist to see when the best time to include the flyers in the paycheck mailings would be.
2. Insert a brief Census section in the tribal newsletter (templates for newsletter drop-in articles are available at IndianCountryCounts.org and census.gov/2010census).
3. Place a link to IndianCountryCounts.org and census.gov/2010census on your tribe's website and/or your business, non-profit, or other website.
4. Invite Census staff or tribal volunteers to Powwows, runs, picnics, rodeos, and other community events to hand out tribal specific flyers and brochures on the Census.
5. Donate space to become a Questionnaire Assistance Center or Be Counted site to the Census. Check with your local Census staff to see how.
6. Take advantage of the Census Bureau resources: make sure your tribe has appointed a Census Tribal Liaison; join a **Complete Count Committee**; and **sign up** as an **official Census partner** for 2010.
7. Issue a public proclamation or resolution as an endorsement of the 2010 Census and publicize your support.
8. Include Census public service announcements on the radio and have Powwow emcees announce the importance of participating.
9. Help recruit tribal applicants for the 2010 Census positions. Native people are more likely to fill out the form if enumerators are from the tribe and not considered outsiders. Employment opportunities are posted at census.gov and at IndianCountryCounts.org as well.
10. Post Census flyers all over the community. Customizable flyers will be available both from the Census Bureau, including posters and flyers on the Census website. Post the flyers and place the brochures at the Tribal Housing office, IHS clinic, elders center, post office, tribal college, and other public spaces. Customizable flyers and brochures will be available for download at IndianCountryCounts.org that focus on the impact of the Census and any related Indian undercount on housing, healthcare, employment, political representation, appropriations, etc. A sample flyer is included in this toolkit.