

Input/Resources	Activities	Outputs	Outcomes	Impact
<p>Funding</p> <p>WE COUNT! books and promotional items</p> <p>ECE, MCH and other community professionals' existing relationships with families and understanding their culture and concerns.</p> <p>Census information from many sources, including US Census website and Complete Count Committee</p> <p>Interested and involved community, city, county, state organizations and government agencies</p>	<ul style="list-style-type: none"> ● <u>Reach out to your Complete Count Committee.</u> Use the maps and county research that identifies Hard to Count Communities. https://www.censushardtocountmaps2020.us/ ● ● <u>Identify partner agencies</u> that also serve families in these regions ● <u>Together develop a strategic plan</u> and identify each partners' role in the WE COUNT! Campaign. ● <u>Purchase the WE COUNT! book</u>-- an evidence-based, culturally responsive children's book that is appealing and educational for young children and provides key facts and messaging about why families should participate in the 2020 Census and how to count their household, address their worries and concerns about how the information will be used, and address privacy issues, and general mistrust of the government. ● Purchase translated WE COUNT! books into languages that are needed to engage our HTC communities (available so far in English, Spanish, Arabic, Bengali, Mandarin, Korean and Vietnamese). ● <u>Attend the Online Training of Trainer</u> Have at least one Trainer who works directly with families attend an online training workshop (included with purchase of book) that addresses families' issues 	<p># of staff who attended WE COUNT! online training</p> <p># of staff who had a conversation about the Census with parents using the WE COUNT! book</p> <p># of families touched by the WE COUNT! Campaign</p> <p># of organizations signed on to participate in the WE COUNT! Campaign</p> <p># of WE COUNT! Family Fun Events held</p>	<p>NGOs and other local agencies partner and plan to launch a WE COUNT! Campaign in the community</p> <p>Strategic plans completed with mapping and # of families in HTC areas to increase the number of families who accurately complete the 2020 Census.</p> <p>All staff trained who work directly with parents using the WECOUNTKIDS.org Campaign</p> <p>Parents served learn about the Census and participation in democracy using the WE COUNT! book</p> <p>Family Fun Events conducted and parents completed the 2020 Census</p>	<p>A significantly greater number of families we serve take the 2020 Census and correctly fill out the form. (compared to 2010 Census information, if available)</p> <p>Families understand the value of reading to their young children and having a conversation about the book and illustrations.</p> <p>Families understand that they count in American democracy.</p>

	<p>and concerns about taking the Census and knowing how to correctly complete the form for their own household, and trains them to have honest, open conversations with families using the WE COUNT! book to support families to take the Census and correctly fill out the form.</p> <ul style="list-style-type: none"> ● Access ongoing on-line live training and technical support to implement the WE COUNT! Campaign (included with purchase of book), including opportunities to share strategies and tools, discuss barriers and challenges, and develop strategic plans to increase the number of families who accurately complete the 2020 Census. ● Utilize the WE COUNTKIDS.ORG website, for resources, tools and strategies such as a Family Fun Events Tool Kit for the 2020 Census. ● Hand families the gift of a copy of WE COUNT and have a conversation about the Census, how to correctly count their household, and the importance of reading to young children, and offer to help them take the Census at that moment. ● Hold WE COUNT! Census Events at convenient locations in the community where families feel safe and able to take the Census with free wifi. ● Reach out to community businesses and other agencies to post invitations and information about the Census using WE COUNT! posters and other materials. 	<p># of people (children and adults) who attended the WE COUNT! Events</p> <p># of households completing the Census</p> <p># of community partners who post information about the Census and WE COUNT!</p>	<p>Families have had an engaged learning experience from a book and are able to share that experience with their young children.</p>	
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