



**5 MONTHS AND COUNTING!
IT'S CRUNCH TIME!!**

Census Bureau Launches 2010 Census Communications Campaign With New Web Site

2010CENSUS.GOV features include an interactive census form that provides a history and explanation for each of the 10 questions. The site also provides a substantial amount of information regarding our commitment to privacy and confidentiality and demonstrates the Census Bureau's commitment to reaching traditionally hard-to-count populations. In mid-November, a one page overview about the census will be available on the site in 59 languages. Users will be able to download an in-language guide about how to answer the form, and by the end of 2009 the entire site will be presented in Spanish. There's more: the website features animated images. When visitors click on the images they view video vignettes that erase fears about the census and encourage participation. Create a link or point people to www.2010census.gov.



Check It Out!

Indian Country Counts

The National Congress of American Indians launched its 66th annual convention with the theme "Indian Country Counts," to reflect the growing importance of Indian country and to ensure that all Native people are counted in the 2010 Census.

"A true Indian count is just one of the steps that tribes must take on the path to regaining our economic, social and governmental strength as Native people. This data directs billions of dollars in federal funding that flows into Indian country. Often the most vulnerable are the hardest to count, and consequently end up missing out on the resources they need," said President Joe A. Garcia

Robert Groves, Director of the U.S. Census Bureau, presented Garcia with a plaque reproducing a policy statement he signed that acknowledges the unique government-to-government relationship with tribal nations and pledges to consult with tribes before the Census Bureau formulates policies, plans and operating behaviors for staff to follow during the census.

"It reaffirms our responsibility to work with you to encourage participation in the census and establishes a standard of recognition that affords each tribal government its own relationship with the Census Bureau. We are committed to a policy of mutual respect," Director Groves said.



In This Edition:
New Census 2010 Web Site Launched
American Indian Heritage Month
Call to Action: Five Months Left!
Spirit of Community Celebrations

Regional Director HIGHLIGHTS



Cathy L. Lacy

November is National American Indian Heritage Month

The Denver Region includes 91 American Indian Tribes and includes 76% of all American Indians living on reservations in the United States. It is with particular pride and respect that we honor and recognize the original peoples of this land. Tribal America must figure prominently in our future. For Indian tribes and tribal members, this means that the authority of tribal governments will be accorded the respect and support to which they are entitled. It means that American Indian children and youth must be provided a solid education as a result of our shared efforts. It means that more must be done to stimulate tribal economies, create jobs, and increase economic opportunities. We must consider the impact of our decisions now on future generations.

2010 Census Key Dates

- February - March 2010**
Census questionnaires are mailed or delivered to households.
- March - April 2010**
Be Counted program is implemented. Census questionnaires are available at select public sites for individuals who did not receive one by mail.
- April 1, 2010**
Census Day
- May - July 2010**
Census takers visit households that did not return a questionnaire by mail.
- Dec. 31, 2010**
By law, the Census Bureau delivers population counts to the President.
- March 2011**
By law, the Census Bureau completes delivery of redistricting data to states. For more information about the 2010 Census, go to www.2010census.gov.

5 Months Away And Counting

As we countdown to the 2010 Census, events are drawing together diverse audiences from all walks of life to learn about the census. The Census in Schools program is reaching out with the goal of teaching students about the importance of the census, so they can deliver census messages to their families. Teachers will have the option of weaving the Census into lesson plans and classes devoted to the study of the census. Visit the Census in Schools Web site to learn more: www.census.gov/schools.

- The new 2010 Census Web site, 2010census.gov, houses vast amounts of information about the 2010 Census and is updated frequently.
- The web site for 2010 Census partners, 2010census.gov/partners, is an information resource that contains downloadable materials to facilitate communication with constituents.
- Advertising will begin in January 2010 to reinforce all the messages that have been communicated through partners, events, the Census in Schools program and media outreach.
- A 2010 Census mobile tour will travel throughout the Denver Region from January through April 2010 to educate the public about the importance and benefits of participating in the census and to raise awareness before the arrival of the census form.

We are five months away, and the census clock is ticking!



Five Ways to Spread the Word About the 2010 Census

The holiday season is an ideal time to take 2010 Census messages into the community and ramp up your communications efforts. Take advantage of the many events to let people know the 2010 Census is approaching and **it is easy, important and safe** to participate.



Here are five ways you can spread the word:

1. **Participate in holiday events and celebrations.** If your organization participates in an event this holiday season, distribute 2010 Census promotional materials to attendees. Visit 2010census.gov/partners for print-ready resources and materials you can create and customize.
2. **Spark conversations.** The holiday season is typically when people spend more time together. Take this opportunity to talk to those you meet about the importance of the census and its benefits to your community. For example, your neighbors may have seen census workers in the area. Explain that the likely witnessed address canvassing, an operation in which census workers walk through neighborhoods gathering information to update maps and address lists. Tell them this important activity will help ensure the accuracy of the 2010 Census.
3. **Join a Complete Count Committee (CCC).** CCCs are always eager to involve new members and inspire new thinking to drive participation. To join a CCC, contact the Denver Regional Census Center. Partnership staff will let you know where a CCC exists in your area and suggest specific activities for your CCC.
4. **Host a census event.** Continue your grassroots outreach by hosting a census-themed event for members, employees or other constituents. Talk with attendees about the census and its impact on the community. Provide promotional materials attendees can take with them when they leave.
5. **Identify locations for Questionnaire Assistance Centers (QAC).** Contact the Denver Regional Census Center for more details about the for targeted hard-to-count QAC areas.

Think beyond these five idea starters to develop your own creative ways to ensure people in your community will encounter census messages during times of work, play, leisure, school and worship.



Local Census Office

Spirit of Community Celebrations

The Denver Region will celebrate the opening of 28 Local Census Offices during the first two weeks of December.

Save The Date

December 1, 2009

Phoenix SE
Window Rock
Phoenix SW
Phoenix NE
Phoenix NW
Denver
Aurora
Westminster
Cheyenne



December 2, 2009

North Las Vegas
Henderson
Santa Fe
Greeley



December 3, 2009

Yuma
Reno
Las Cruces
Casper



December 8, 2009

Pueblo
Grand Junction
North Platte
Fargo



December 9, 2009

Provo
Ogden
Missoula
Sioux Falls



December 10, 2009

Great Falls
Omaha
Tucson Rural



United States
**Census
2010**

www.2010census.gov