

GOALS, OBJECTIVES AND SUGGESTED ACTIVITIES

HAWAII GOVERNMENT COMPLETE COUNT COMMITTEE 2010 CENSUS

GOALS

Work toward an accurate 2010 Census population count for Hawaii

Increase awareness of the census

Achieve a 2010 Census statewide final response rate of 67%

Increase response rates throughout the state, especially among historically undercounted populations

Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a Census awareness campaign targeted at government workers and the public they serve

Achieve a cooperative partnership between the federal, state and county governments and enhance the Census Bureau's efforts in data collection, recruitment and promotional activities for the 2010 Census

To bring together a group whose major focus is on 2010 Census awareness

OBJECTIVES

Develop a local targeted plan of action to support 2010 Census operations, recruiting, and promotion

To develop and implement an effective outreach and promotion plan for the census in order to educate government workers and the public they serve and influence people to respond to the census

To make government employees "census ambassadors" by suggesting a series of awareness activities that government agencies can implement for their employees

OBJECTIVES (cont.)

Promote the census to community residents through government departments, particularly those agencies with extensive public contacts

Spread the word about the importance of the census. Emphasize why the information collected in the census is important to the community

Communicate to our diverse population the importance of the census and the availability of assistance with answering questionnaires accurately and completely

Implement activities that will improve census participation by all residents, especially historically undercounted segments of the population

Develop a contingency plan now for neighborhoods where low response rates are expected so the plan can be implemented immediately when initial mail response rates are announced in April 2010

Help dispel myths about the confidentiality and uses of the censuses. Reassure others about census confidentiality and that the law protects information collected in the census

Supplement media programs, publicity, and promotions conducted by the Census Bureau

Encourage census participation through promotions in the schools and the use of census educational materials in the schools

Produce messages and promotional materials tailored to government workers and the public they serve