

Government Virtual Learning

12th grade Government

US Census: Getting the Word Out

April 24, 2020



Lesson: #25 April 24, 2020

Objective/Learning Target:

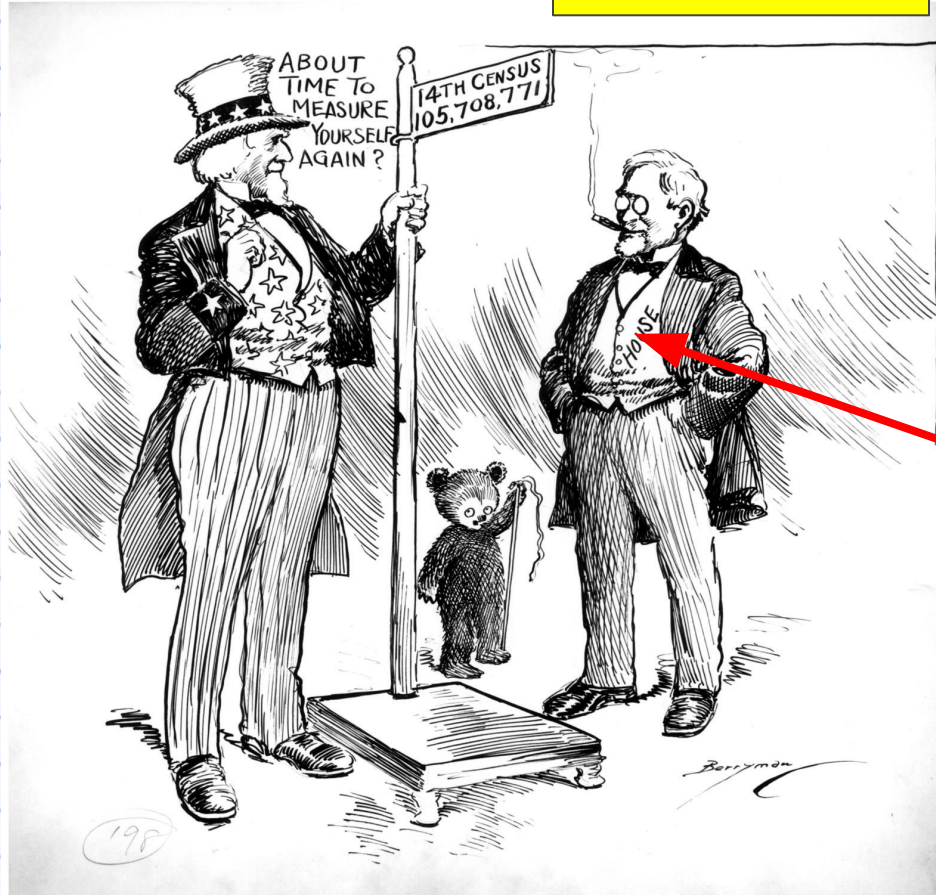
Learning Target: I can explain the various techniques the US Census bureau uses to encourage participation

Warm Up



Looking at the cartoon to the left, what does Uncle Sam represent? The man in the glasses is a member of what government body? What are they measuring?

Check it!



Looking at the cartoon to the left, what does Uncle Sam represent? **USA**
The man in the glasses is a member of what government body? What are they measuring?
Population (US Census)

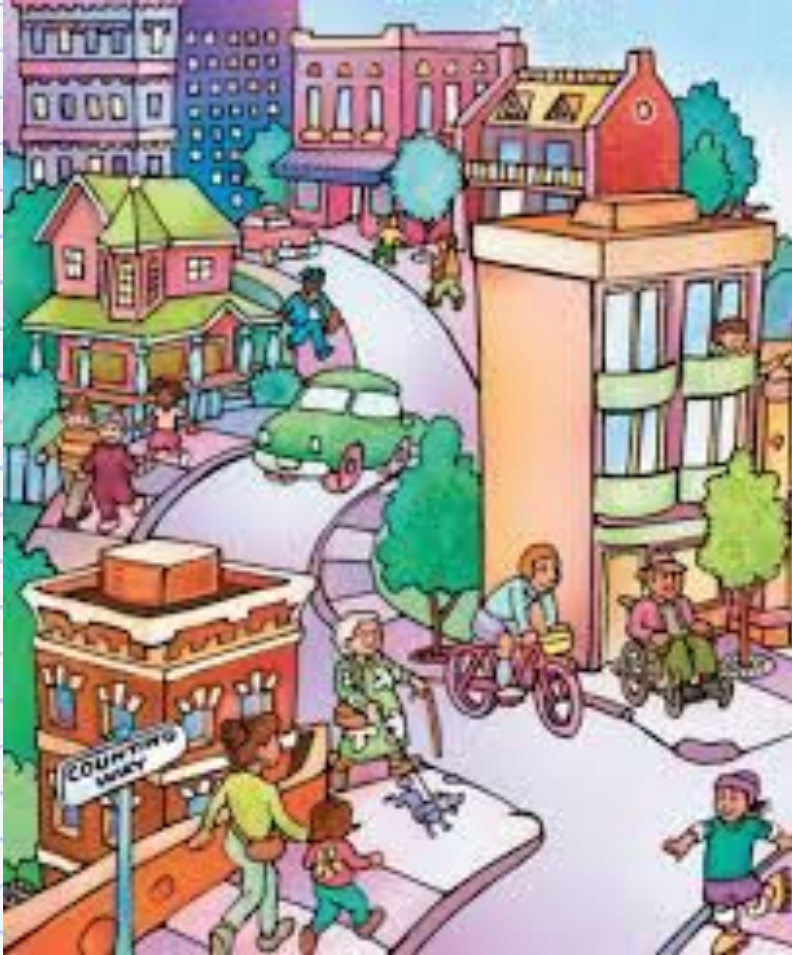
Lesson Activity

The 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade. The 2020 Census will provide a snapshot of our nation—who we are, where we live, and so much more. Over the next decade, lawmakers, business owners, and many others will use 2020 Census data to make critical decisions. The results will show where communities need new schools, new clinics, new roads, and more services for families, older adults, and children. The results will also inform how hundreds of billions of dollars in federal funding are allocated to more than 100 programs, including Medicaid, Head Start, block grants for community mental health services.

Lesson Activity

Every 10 years the US Census Bureau hires thousands of workers to canvas neighborhoods to ensure every household is counted. Why, if the information gathered from the census is used to HELP the nations communities, does the US Census Bureau have to put so much money and effort into advertising and community awareness? Let's take a look at some of the techniques that have been used to inform and persuade the public to participate.

Practice



What do you see in this picture? List 5 characteristics Who benefits from the census based on this picture?

Practice



Who are these advertisements aimed towards. Why would they advertise in spanish?



Practice



Your responses are safe with us.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. These statistics are used to determine each state's representation in Congress and to inform the allocation of more than \$675 billion in federal funding annually. Local leaders may use these statistics to make decisions about programs and services for their community.

No matter how you respond—online, by phone, or by mail—your responses are important and confidential. **Your responses cannot be used against you in any way.**

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United States*
Census
2020

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Why would the census bureau create this message easing people's fears? Why would people be hesitant to participate in the census?

Reflection

Create a visual like the ones you have seen in this lesson urging Independence residents to participate in the census. You can use clip art, actual photos of the Independence area, interviews with your parents or grandparents, ANYTHING that would persuade us to do our part.

