The 2020 Census Outreach team has provided the following tools for districts and their respective schools to continue to encourage our most trusted messengers (teachers and school staff) so that they, in turn encourage students and their families in completing their 2020 Census questionnaire in the safety of their own homes.

**Digital Resources to share with your district & schools’ social media sites**
Consider top school influencers (e.g. teacher of the year) and ask them to create a Facebook live video about the Census. CA Census also has created and posted YouTube videos you may share from CA Census Ambassadors and others.

Graphics designed for Facebook, Twitter, and Instagram accounts about the Census may be shared by your staff and teachers who manage their own accounts. New designs are added regularly to this link to keep updates fresh. Update your school and district webpages with a digital button that links to the my2020census.gov to complete the questionnaire.

**Content for print, emails, robocalls, and phone texts**
Click here for sample language to include about the 2020 Census in your digital newsletters or emails to parents as well as letters sent home. Click here for sample language to include in a robocall or text message to parents. We recommend including Census information in parent letters, texts or calls at least twice in April and May and once in June communications.

**Census activities for students (resources for teachers)**

**#StandUpBeCounted Contest (Designed for high school students and youth 13+)**
Promote this Social Media Contest for High School students in LA County. Share with principals and teachers and encourage them to incorporate the Educator Toolkit and Guidebook into the curriculum, and encourage students to participate in the contest.
For more information email contact@countthenation.org with the Subject line: LACOE CONTEST

**Count Me In Curriculum (Designed for students in 5th, 8th, 11th, and 12th grades)**
This curriculum is divided between historical study of the Census and several Take Action Now! modules where students learn about the census itself and create awareness and call to action campaigns.

**Comic Book about the Census (Recommended for grades 6-12)**
Teachers may use this comic book, The Count by Alex Puvilland as an opportunity to learn about the Census through reading and discussing the comic with your students.

**We Count Book about the Census (Recommended for grades K-4)**
Teachers may read the We Count book to their students as a distant-learning activity. The author has provided an e-book version in numerous languages. There are also other activities with this book that one can do. Limited physical books in English and Spanish can be shared.

**Coloring and Activity Sheet (Recommended for grades K-2)**
First5California created a four-page activity sheet for youth to draw, color, and count their family. This activity may be modified by teachers to use at home with blank sheets of paper.

**15 Second Video Challenge (Recommended for ages 13+)**
Make a 15 second video answering one of these questions, post on social media (Facebook, Twitter, Instagram, TikTok, LinkedIn, etc.), tag three (3) people, and add the hashtags #WeCountLA #CaStudentsCount #2020Census. That’s it! This may be done by staff, teachers, administrators, students, and parents! For more details and tips on how to create your video click the link here.

For any questions or more information contact LACOE’s Census Outreach Specialist, Esmeralda X Flores at (562) 774-6991 or by email at flores_esmeralda@lacoe.edu.