NNIPCamp Baltimore, May 19, 2017

Session 3 – Census Open Innovation-design thinking workshop

Led by Kyla Fullenwider

Notes by Kathy Pettit

Participants:

Cathy Hartz and Kyla Fullenwider (Census)

Bill O’Hare,

Bob Gradeck

Jim Skinner

Denise Linn

Carrie Koss-Vallejo

Aliya Gaskins - NLC

Bruce Jones

Christopher Whittaker – Code for America

Summary - Census Bureau staff will lead a design-thinking workshop around potential strategies for outreach for getting a complete count for the Census 2020 census, such as strategies for encouraging participation from low-income neighborhoods and hard-to-reach households.

Resources shared or mentioned:

* Open Innovation Handout and CitySDK slides - <http://www.neighborhoodindicators.org/library/catalog/census-open-innovation-design-workshop-handout>
* Census Barriers, Attitudes, and Motivators Survey (2012) <https://www.census.gov/2010census/pdf/2010_Census_CBAMS_II.pdf>
* Planning Database – Latest data available is 2014. Includes the low-response score modeled for each tract and the mailback rate in 2010.
* <https://www.census.gov/research/data/planning_database/>

Census Bureau staff divided the participants into 2 groups and led us through short sprints of brainstorming around innovative strategies for reaching hard-to-reach populations. We gradually grouped and prioritized ideas to come up with one “winning” idea to present to the facilitators and other group.

Potential user scenarios were:

* Doesn’t speak English
* Doesn’t know what Census is
* Doesn’t want to participate
* Doesn’t know how to participate

See photos at the end to get a sense of the logistics.

Here are the lists derived from one group.

**Advocacy/Education**

* American Academy of Pediatricians\*\*
* Strive Network,
* Political advocacy - members of Congress (budget)
* Get local kid advocates on the Complete Count Committees
* Blogs/papers
* YMCAs
* United Ways
* Local  “how-to guide” idea sessions

**Local Outreach Channels/Types of Places**

* Food Banks, diaper bank outreach
* Immigrants outreach centers
* Libraries, story hours
* Head start centers
* Tie to Preschool and kindergarten signups
* Schools

**Outreach through Products and Tools**

* Recruit diaper to census info on the boxes
* Incentives - baby food, prizes through community carnivals
* Diaper party
* WIC offices
* Census games and songs
* Playground advertising
* Census Lego giveaway
* Coloring groups
* Census mascot
* Kids Sports program
* Video with the Sesame Street Count  count people

**Kid-Centered Design/Engagement**

* Teen leaders to do outreach to their parents and siblings (Teen group)
* Educational initiative -
* Census in Schools - Pre-K

**idea workshop with young children services providers**

* **Need from Census - outreach materials  & how-to kit**
* Food Banks, diaper bank outreach
* Immigrants outreach centers
* Include local funders (incl United Way, Comm Fndns)

***Winning idea: Hold an ideation session including service providers and institutions that routinely serve young children and their families, including front line staff, project leaders. Also invite local funders so they consider funding the best ideas.***

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