

Census Guide FOR FAMILIES

April 1, 2010 is Census Day!

Use the enclosed Family Pages

to help families in American Samoa get ready for the arrival of the 2010 Census American Samoa questionnaires.



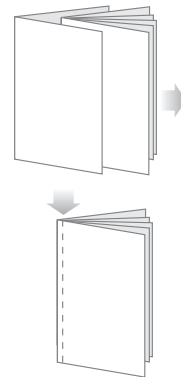
It's about us
2010 CENSUS IN SCHOOLS



DID YOU KNOW?

Go to www.census.gov/schools for **FREE 2010 Census: It's About Us** curriculum materials. Download the American Samoa-specific history, English language arts, and mapping lessons for your grade today!







- 1. Detach** this cover from the Family Pages.
- 2. Separate** the Family Pages along the perforated lines and distribute one to each student in your class.
- 3. Use** the activities in this wrap to encourage everyone in your community to respond to the census questionnaire.



The census happens only once every 10 years, so get your students and their families excited and involved this spring. You can boost your community's understanding of and enthusiasm for the 2010 Census American Samoa, while making sure that American Samoa is completely counted.

Build census excitement in school, at home, and in the community!

Activities
Here are some **fun activities** to boost the census buzz.

2010 CENSUS IN SCHOOLS CALENDAR	
	<p>Send Family Pages home with students. Schedule a Census in Schools Week anytime between now and March.</p>
	<p>Educate the community by hosting a Town Appreciation Fair.</p>
	<p>Encourage students to create a Complete Count Pledge.</p>
	<p>Create census-focused Public Service Announcements.</p>
	<p>Remind everyone to turn in their 2010 Census American Samoa questionnaires.</p>
	<p>Census Day!</p>

Town Appreciation Fair

GOAL: Educate the community about the local benefits of census data.

WHAT TO DO:

1. Separate students into groups and ask them to consider everything they've learned about the census during the **It's About Us** program (available free at www.census.gov/schools).
2. Ask each group to create a project (diorama, skit, interactive demonstration, mobile, etc.) that showcases one way that the census helps American Samoa.
3. Invite students' families to a census-themed fair to view the completed projects, ask questions, and share information about the 2010 Census American Samoa.
4. Consider inviting your local Complete Count Committee to your event. Go to www.census.gov to find one in your area.

Complete Count Pledge

GOAL: Gain a commitment from students and their families to participate in the 2010 Census American Samoa.

WHAT TO DO:

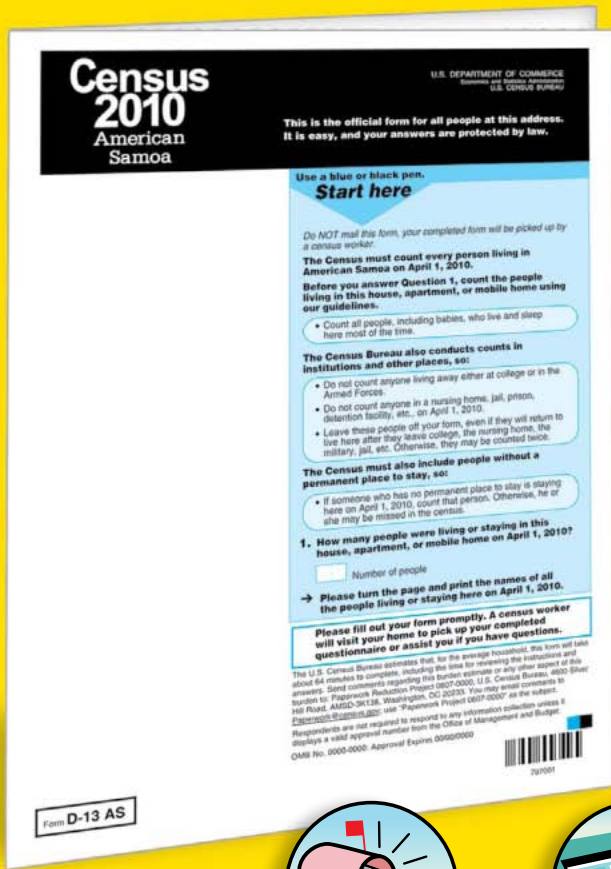
1. Explain that everyone needs to participate in the 2010 Census American Samoa so that the data are a correct representation of the population and demographics of American Samoa.
2. Have students write a 2010 Census pledge that commits them to being census advocates by encouraging everyone in the community to participate.
3. Create an action plan that describes how students will fulfill their pledge (posters, public access television announcements, letters to the newspaper, etc.).
4. Share the action plans and pledges with students' families to generate support at home.
5. Implement the plans.

Public Service Announcements

GOAL: Create PSAs encouraging your community to participate in the 2010 Census American Samoa.

WHAT TO DO:

1. Explain that public service announcements (PSAs) are a way to explain topics that are important to everyone and ask people to do something specific. PSAs usually include a slogan and a call to action. (Visit <http://2010.census.gov/2010census/> for examples.)
2. Ask students to brainstorm a concept for a custom Web page, e-mail announcement, or poster that tells others about the 2010 Census American Samoa.
3. Provide class time for students to write and create PSAs about the 2010 Census American Samoa.
4. Share the completed PSAs online, with local newspapers, and with community groups.



Our town needs you!

In March 2010, questionnaires called Advance Census Reports (ACRs) will be delivered to every household in American Samoa. The census data collected this year will help businesses, local groups, and the government make decisions that will affect American Samoa for the next 10 years.

Please do your part to make sure that our community is completely counted in 2010. Fill out the questionnaire and an official census worker will pick it up. If you haven't completed your questionnaire, the census worker will conduct a personal interview and complete an enumerator questionnaire.



RECEIVE

FILL OUT

RETURN

Common 2010 Census American Samoa Questions



Who should be counted as part of my household? Everyone! All children, babies, and adults who live in your household should be counted regardless of citizenship status.

How is my private information protected? It is a federal crime, punishable by imprisonment, for a census worker to divulge personal and confidential information. Personal information is collected for statistical purposes only and is sealed for 72 years.

Can I get in trouble for answering census questions? No, census information is completely confidential. It is never shared with other government agencies, including the IRS, any office of immigration, or the FBI. Sharing census data is a federal offense.



**CensusTM
2010**
American
Samoa

It's In Our Hands