



PSA SCRIPT – TRIBAL LEADERS

[Greeting in [Native] language]

"The US Constitution requires a count of every person living in the country at the start of each new decade. This count is called the Census."

"An accurate Census means fair access to one billion dollars per year of resources for vital programs and services like Indian Health Service and SNAP in Indian Country. It also means our voices represented in Congress. As sovereign tribes, we don't share our enrollment data, so it's important for you to participate in the 2020 Census."

"Check the box for American Indian or Alaska Native so that your family will be properly counted, ensuring Native People Count this 2020 Census in California."

Visit [NATIVE PEOPLE COUNT C A DOT O R G](https://www.npc.org) to learn more.

[Thank You OR Traditional Ending]



PSA SCRIPT – NATIVE COMMUNITY SPOKESPERSON

[Greetings! OR Traditional Greeting]

"The US Constitution requires a count of every person living in the country at the start of each new decade. This count is called the Census."

"This year you can participate in the Census three ways: online, by phone or with a paper questionnaire. Questionnaires will be mailed out in California starting March 12."

"Make sure Native People Count this 2020 Census in California and check the box for American Indian or Alaska Native to be accurately counted."

Visit [NATIVE PEOPLE COUNT C A DOT O R G](https://www.nativepeoplecount.org) to learn more.

[Thank You OR Traditional Ending]



PSA SCRIPT – NATIVE YOUTH

[Hi! OR Traditional Greeting]

"You may have heard, this year the federal government will be requiring a count of every person living in the country. This count is called the Census."

"An accurate count means more money coming to our community for schools, hospitals and other important services. My aunty said we don't share our tribal enrollment data, so it's important for us to participate in the 2020 Census."

"Check the box for American Indian or Alaska Native so that all our families are properly counted for our future seven generations!"

"Make sure Native People Count this 2020 Census in California."

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[Thank You OR Traditional Ending]