



COMMUNICATION PRINCIPLES FOR CENSUS OUTREACH

People need to know you care before they care about what you know.

- ❖ Show empathy and compassion.
- ❖ Use open verbal and body language.
- ❖ Establish credibility
 - Humble introduction
 - Relevant and accurate facts
 - Avoid jargon or technical words

Their perception is our reality.

- ❖ Understand where they are coming from and focus on what they care about.
- ❖ Don't dismiss their perceptions, offer alternative ways to look at the situation and new information to consider.
- ❖ Acknowledge and address concerns.
- ❖ Share facts, not opinions.

There are limits to how much new information people can take in.

- ❖ Focus on three key points.
- ❖ Keep it simple and brief.
- ❖ Repeat key points in different ways that are relatable.
- ❖ Do not repeat negative statements but do counter misinformation with facts.
- ❖ Provide actionable information.

We don't know everything.

- ❖ Be honest and focus on facts.
- ❖ Acknowledge uncertainty.
- ❖ Be explicit about changes in census policy or plans.
- ❖ Avoid using terms like never, always, etc.
- ❖ If you don't know the answer, don't make one up. Offer to find the answer for them or refer them to SMC Census for support.