

NEVADA STATE EDUCATION ASSOCIATION KICKS OFF “WE COUNT” CAMPAIGN TO PROMOTE PARTICIPATION IN 2020 CENSUS

(January 31, 2020) - This week, the Nevada State Education Association (NSEA) launched the “We Count” campaign, kicking off a major effort to promote participation in the 2020 census through the activation of NSEA’s members engaging their communities on the importance of the once -in-a-decade process mandated by the U.S. Constitution.

“Nevada educator’s know how important the 2020 census is for their communities and their schools. Not only does the census make visible the strength of our communities by counting every student, parent, and family in our country, but an accurate census is critical to ensure our neighborhood public schools and communities get the resources they need and deserve,” said Brian Rippet, President of the Nevada State Education Association. “That is why educators in Nevada will be engaging their communities on the importance of the census, reminding everyone that participation in the census is safe, important, and necessary,”

Specifically, as part of the “We Count” campaign, NSEA along with the National Education Association (NEA):

- Has launched a webpage dedicated to providing educators with resources to help ensure their communities are counted. It can be found at [NEA.org/census](https://www.nea.org/census)
- Will run targeted digital ads encouraging participation in the census.
- Is distributing toolkits to NEA members, which include census-themed posters for classrooms, offices, schools, and campuses, along with other materials to educate students, families and communities on the importance of the 2020 census.
- Will continue working with community partners to promote participation and ensure a complete and accurate count.
- Has encouraged members to continue the decades-long partnership between the U.S. Census Bureau and educators by participating in the Statistics in Schools.

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The Nevada State Education Association represents teachers, education support professionals, and other licensed professionals across the state.
