

be you.

IPC Update

Discussant:

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National LGBTQ Task Force

Policy Director



Amplifying Highlights

- Increased focus on planning
- New partnerships website
- Complete Count Committee engagement

Surfacing Concerns

□ Timeline

- Creative testing April – June 2019
- Comms events October 2019
- Strategic Early Education November 2019
- Statistics in Schools March 2020

Surfacing Concerns

- ❑ Segmentation
 - Young children
 - People experiencing homelessness
 - Immigrant people and families

Surfacing Concerns

- ❑ Citizenship and race/ethnicity questions
 - Building trust relationships
 - Support for trusted voices (resources)
 - Matching messages with messengers