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.