

RACE COUNTS

# RACE COUNTS

## Communications Toolkit



# Table of Contents

<b>03</b>	About RACE COUNTS
<b>04</b>	How to use this toolkit
<b>05</b>	Campaign timeline
<b>06-07</b>	FAQs
<b>08-09</b>	Messaging
<b>10</b>	Sample press release
<b>11-12</b>	Social and digital media
<b>13</b>	Visuals/assets
<b>14</b>	Campaign contacts

# About RACE COUNTS



California must take collective action now to put us on the path to an equitable future. In 1968, California officially declared itself the “Golden State.” Now 50 years later, we have another shot to reclaim the moniker of the Golden State. But this time for ALL Californians.

Despite our state’s reputation as the “Golden State”, generations of low-income communities of color have long been excluded from California’s promise. But California has a long history of reinventing itself to meet the moment. We are, once again, at a critical juncture between retreating from or seizing our mantle as America’s future.

Our history shows us that cross-racial coalitions and organized power have led the charge to push back against regressive forces and demand much needed improvements in our public safety, economy, health, and governance. This is why we are coming together to leverage our collec-

tive assets and shared commitment to justice to assert that RACE COUNTS.

To push California forward, we need effective ways to measure and address long-standing racial disparities and to center organizers and activists to lead those conversations. Through the RACE COUNTS initiative, the Advancement Project California and our partners are working to advance opportunities for all Californians. RACE COUNTS uses a 3D approach — performance, disparity and impact — that looks at racial disparities in all of California’s 58 counties across seven key issue areas:

- |                                   |                              |
|-----------------------------------|------------------------------|
| <b>DEMOCRACY</b>                  | <b>ECONOMIC OPPORTUNITY</b>  |
| <b>SAFETY &amp; JUSTICE</b>       | <b>ACCESS TO HEALTH CARE</b> |
| <b>HEALTHY BUILT ENVIRONMENTS</b> | <b>EDUCATION</b>             |
| <b>HOUSING</b>                    |                              |

**PERFORMANCE** is how well all people are doing in a given county.

**DISPARITY** is how well different racial groups in a county are doing compared to each other.

**IMPACT** is the total population for each county and therefore how many people are affected.

RACE COUNTS includes a comprehensive online tracking tool ([www.RACECOUNTS.org](http://www.RACECOUNTS.org)) that, through rigorous analysis and research, will rank all 58 counties by these issue areas and provide a roadmap of how we can unwind generations of racial oppression.

Now more than ever, we must work together to make racial equity the new normal. We can, once again, reinvent our public institutions and policies to ensure that all Californians can thrive over the next 40 years.

The RACE COUNTS Steering Committee includes:

- Advancement Project California (lead)
- California CALLS
- PICO California
- USC PERE

Other statewide partners include, including Alliance of Californians for Community Engagement (ACCE), Asian Americans Advancing Justice — Los Angeles, Chrissie M. Castro & Associates, Free Our Dreams - Alliance for Boys and Men of Color, Mobilize the Immigrant Vote, and PolicyLink.

Connect with our steering committee on social media:

- Advancement Project California:  
on Twitter [@AP\\_California](https://twitter.com/AP_California);  
on Facebook [@AdvancementProjectCA](https://www.facebook.com/AdvancementProjectCA)
- PICO California:  
on Twitter [@PICOCalifornia](https://twitter.com/PICOCalifornia);  
on Facebook [@PICOCalifornia](https://www.facebook.com/PICOCalifornia).
- PERE:  
on Twitter [@PERE\\_USC](https://twitter.com/PERE_USC);  
on Facebook at [facebook.com/pere.usc](https://www.facebook.com/pere.usc)
- California Calls:  
on Twitter [@CAcalls](https://twitter.com/CAcalls);  
on Facebook [@CaliforniaCalls](https://www.facebook.com/CaliforniaCalls)

# How To Use This Toolkit

Through the RACE COUNTS initiative, we aim to equip partners and community leaders with tools to better frame campaigns and move policy recommendations to effectively impact racial inequity in your neighborhoods and throughout California. We created this toolkit to provide our partners with the communications tools and messaging needed to lift up this data and help tell a complete story about racial disparity across the state.

Here, you will find resources to help you talk about this data and be an effective voice for the need to address long-standing racial disparities. The toolkit includes ready-to-use materials for your own communication channels such as messaging, website copy, e-newsletter content, social media posts, visual assets and more.

*For questions about the RACE COUNTS initiative and online tool, please contact Communications Director Katie Smith at [ksmith@advanceproj.org](mailto:ksmith@advanceproj.org).*

*For questions about this toolkit, please contact Senior Communications Associate John Joanino at [JJoanino@advanceproj.org](mailto:JJoanino@advanceproj.org).*

# Campaign Timeline

## Launch of RaceCounts.org

Fall 2017

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RaceCounts.org will go live on November 15 at 10:00 a.m. The website will be accompanied by a launch report making the case for racial equity and laying out a path for achieving that vision. The report also will highlight how key findings can be used to understand racial equity within the context of regions, issue areas and campaigns.

At the time of the launch, Advancement Project California will host a webinar for community organizations on how to use RACE COUNTS and leverage this data and analysis for their respective campaigns.

## Webinar

November 15th at 11:15 AM

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## Key Reports

Fall/Winter 2017

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Beginning in December, Advancement Project California also will release quarterly reports focused on issue areas such as Health Care Access and Criminal Justice and provide in-depth analysis as well as lift up insights on the most impacted populations.

## Capacity Building

2018 and beyond

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Trainings on how the RaceCounts.org index can be used to understand racial equity will take place throughout the state in 2018, providing additional analysis to support local debates, campaigns and policy fights using a racial equity frame.

# FAQ

## What is RACE COUNTS?

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RACE COUNTS is an initiative launched by Advancement Project California, USC PERE, PICO California and California CALLS that includes a comprehensive online tool ranking all 58 counties by seven issue areas critical to California's future to paint a comprehensive picture of racial disparity in California. The initiative also includes a launch report and quarterly issue reports.

## Why is RACE COUNTS needed?

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As California's racial makeup and needs have completely transformed over the past 40 years, many of our public institutions and policies remain stuck in the past. RACE COUNTS provides the data necessary to provide community organizations with the resources they need to frame these conversations and advance much needed improvements in our public safety, economy, health and governance.

## Who created RACE COUNTS?

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RACE COUNTS was created by Advancement Project California in partnership with California Calls, PICO California and USC Program for Environmental and Regional Equity. In addition, the initiative was informed by input from more than 80 organizations across the state. Additional statewide partners include Alliance of Californians for Community Engagement, Asian Americans Advancing Justice - Los Angeles, Chrissie M. Castro & Associates, Free Our Dreams, Mobilize the Immigrant Vote and PolicyLink. For a full list of partners, please visit <http://www.RACECOUNTS.org/about/>

## Who is funding RACE COUNTS?

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RACE COUNTS was made possible by support from: The California Wellness Foundation, The California Endowment, Rosenberg Foundation, and Sierra Health Foundation.

## How is RACE COUNTS different from other measures?

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RACE COUNTS paints a more complete picture of racial equity in California than has ever been available because of the 3D analysis of performance, disparity and impact: performance is how well people are doing; disparity is how well racial groups are doing compared to each other; impact is how many people are affected.

## Where does the data come from?

View our methodology and indicators at <http://www.RACECOUNTS.org/data/>

# Frequently Asked Questions

## What was our methodology?

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We leverage all three dimensions — performance, disparity, impact — to tell the real story of racial disparity in California. The mix of performance, disparity and impact goes beyond current analysis in the field. We can, for the first time, quantify racial disparity, allowing us to say X county is more racially disparate than Y for an indicator, issue area, or overall. For almost two years, we worked with people on ground and did extensive literature review to focus and inform our indicator list; adding indicators not reviewed before such as elected representation rate, teacher diversity, and more. We're making the data available by race at the county level for the first time. We included a comprehensive list of racial groups including White, Black, Latinos, API (Asians and Pacific Islanders), Native Americans and multiracial populations. We also analyzed data in less populous counties including suburban and rural to create a broader view. It's rare, and we believe important, to have these many issues areas covered in one report along with an interactive tool (RACECOUNTS.org) at the county and race level and with a focus on disparity.

## What is the index of disparity?

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To get a comprehensive assessment of how different counties vary, we calculated z-scores, which measure deviation from the statewide mean, for each of the indicators we studied. By averaging together all of these z-scores by issue area, and then for all indicators to obtain a composite index, we arrived at a metric that shows how much better or worse a particular county is doing compared to California as a whole.

## What does performance mean?

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Performance is how well all people in a county are doing. For example, how high are graduation rates?

## How is impact measured?

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Impact is how many people are affected and is determined by population. For example, how many people live in a county where graduation rates are high, but Latinos don't graduate as often as Whites?

## What is a key indicator, and how was this list determined?

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Key indicators are measures that indicate specific performance and disparity in the context of the larger issue area. For example, levels of 3rd grade math proficiency is an indicator of education. To develop a comprehensive list of these measures, we talked to more than 80 partners across the state to identify the seven issue areas and over 40 key indicators critical to California's future.



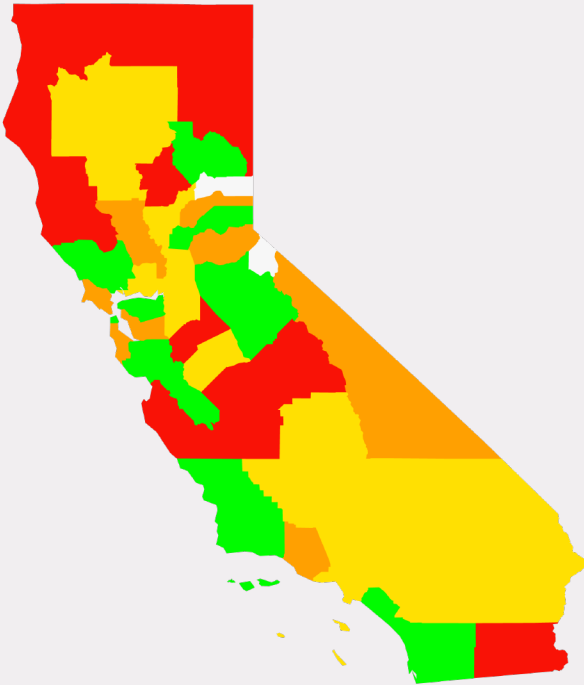
# Frequently Asked Questions

## How do I cite RACE COUNTS?

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To cite RACE COUNTS, please follow the below format:

Advancement Project California; RACE COUNTS, RACECOUNTS.org, 2017.



## Why is certain data missing for some racial groups and not others?

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Data for certain racial groups was not available at the time that this research was compiled. For example, the category “Asian American” is extraordinarily diverse, including groups as disparate as the Japanese-Americans, Hmong communities, Filipinos and more. Advocates have long pushed for federal and state agencies to disaggregate the data they collect for Asian Americans by ethnicity or national origin, this research reinforces the urgency of these demands.

Similarly, as Native Americans do not identify as a racial group, in order to provide as accurate a representation as possible for California’s Native populations, we worked with a Native American consultant who conducted focus groups across the state active in the issue areas examined in the RACE COUNTS data analysis.

## How often will the data be updated?

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The data included on RACECOUNTS.org is the most recent available as of November 2017 and will be updated as soon as additional data becomes available. New data from the sources we relied on for this project will be released in January 2018, and we will work to update the site at that time.

# FAQ: Understanding the Data

## What are the different ways to view the data?

The interface enables users to view the data by issue area and indicators in multiple interactive ways:

- A single composite scatterplot measures disparity across all issue areas in all counties across the state.
- Users can view scatter plots for each of the seven issue areas.
- Users can view a composite scatterplot for each of the indicators.
- Each indicator also has dedicated bar charts by state and county broken down by race.
- Finally, there are composite scatterplots measuring disparity for each racial group.

## What do the colors on the scatterplots indicate?

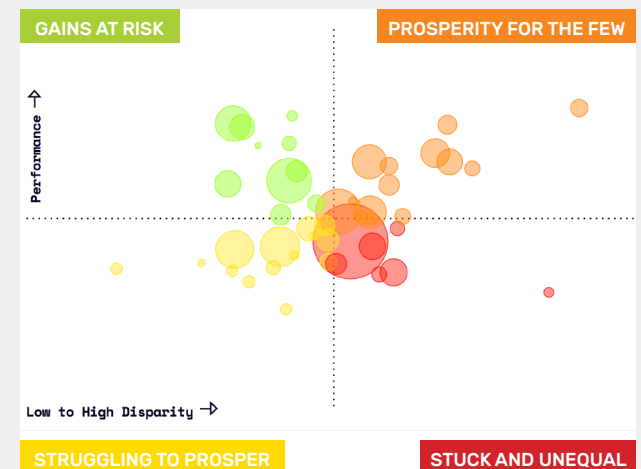
The scatterplots throughout RACE COUNTS are color-coded to indicate performance and disparity. The bubbles represent counties and the size of the bubbles represent population/impact:

- **GAINS AT RISK**  
Green means there are some gains to build upon. This means counties are moving in the right direction but still need work to grow and sustain people of color, especially in the face of looming threats.
- **PROSPERITY FOR THE FEW**  
Orange means those counties are performing better but highly disparate and leaving people of color behind.
- **STRUGGLING TO PROSPER**  
Yellow means all people are performing low and need a leg up to move into the green.
- **STUCK AND UNEQUAL**  
Red means all people are performing low and are highly disparate. These are the counties that require the most work to move into the green.

- Bubble size shows impact which means population size.

## How are the sizes of the circles on the scatterplots determined?

Circle size is determined by population size and shows impact.



# Key Messaging

Here are talking points you can use when communicating about RACE COUNTS to internal and external audiences. You can personalize these messages by including information about what your organization has done to leverage this data to inform and drive your work, how your organization plans to use it in the future, or how this analysis inspires your organization's overall mission.

## Message 1 (Our Core Value):

**"THE PROMISE OF THE GOLDEN STATE CAN BE REALIZED FOR EVERY CALIFORNIAN."**

### PROOF POINTS:

- In 1968, California officially declared itself the "Golden State."
- But it was clear that this vision of the Golden State was not meant for all Californians.
- In reality, the promise of California was to remain out of reach for the majority of low-income communities of color – Latino, African American, Indigenous, and Asian Pacific Islander.
- Over the next several decades, and as we saw an increase of people of color residing in California we conversely saw the slow retreat from that dream. Many of our public policies and systems, which were designed for a bygone era of California, produced worse educational outcomes, a diminishing social safety nets, and collapsing infrastructure.
- Now 50 years later, we have another shot to reclaim the moniker of the Golden State. But this time for ALL Californians.

## Message 2 (The Big Problem/Our Analysis):

**"OUR DATA SHOWS THE MECHANICS OF RACIAL DISPARITY IN CALIFORNIA AND HOW A RISING TIDE DOES NOT LIFT ALL BOATS."**

### PROOF POINTS:

- We found that California's past still very much drives who has access to the California Dream. Our research shows significant racial disparities in every county and across all issue areas with Crime and Safety plus Education as the two issue areas with the most disparity.
- Given the breadth of the data collected, we can see how the full weight of racial disparities bears down on specific communities of color.
  - The Black community has the highest number of indicators where they have the worst rates or outcomes. These burdens cut across multiple issues areas from life expectancy, homeownership, school suspensions, household income, and incarceration.
  - Latinos are the next-most-likely group to face the worst disparity across in-

# Key Messaging

dicators. (ranging from worst rates in usual source of care, low-quality housing, and managerial occupations). But with a population size 7X of the Black community, the Latino population represents the largest number of Californians laboring under racial disparities.

- The true needs of API communities and Native populations are often hidden in the data – there is a need to disaggregate for subgroups in the API community AND acknowledge severe disparities for urban Native populations, as well as those living in rural communities.

## BY REGION:

- Even in the most liberal of counties, a rising tide does not lift all boats, as is the case for the Bay Area. The Bay Area has some of the highest performing counties in the state, but many are listed in the top 14 most racially disparate statewide, including high-population counties Alameda and San Francisco, with Marin ranked as the most disparate for both rural and urban Native populations.

- Racial disparity drives down performance, as we can see in all eight Central Valley counties, which are amongst the 13 most highly disparate and low performing in the state.
- Los Angeles is performing below the average and has the highest number of residents impacted by racial disparities.

## Message 3 (Our Solutions):

**“LET’S BE INTENTIONAL ABOUT RE-DESIGNING OUR STATE AND FULFILLING ITS TRUE PROMISE.”**

### PROOF POINTS:

- Analyzing 7 issue areas, RACE COUNTS measures the overall performance, racial disparity, and total population impacted for every county in California.
- The conditions and disparities that were uncovered by our research DID NOT just happen. They were the product of bad design from the past. Therefore, many of our public institutions are just begging for an update to better suit the California we have today and the California we want in the future.
  - From bias to disparity

- Exclusionary partners of economic development
- Imbalance of political power
- Use of color blind policies to perpetuate disparities
- And in many ways, we have already begun on this journey of reinvention.
  - From financial ruin to restoration
  - During the great recession, CA was on the precipice of failure – overcrowded jails, under-resourced schools, and a major structural budget deficit.
  - Through a new arrangement of political power between elected officials, labor AND community organizing alliances – CA was saved and given another opportunity to redefine itself.
  - From the exporters of hate to the resistance
  - We have seen a dramatic transformation in our politics from the Prop 187 and 209 days of the 1990’s where low-income communities of color were the convenient scapegoat for ambitious politicians (a playbook we’ve seen replicated in our last national election).

# Key Messaging

- To the passage of SB 54 and the declaration of California as a Sanctuary State. California has successfully left behind the regressive politics of race-baiting and exclusion to being the forefront of the resistance in our current national politics.
- We have also seen California taking innovative approaches to issues around criminal justice (with the passage of Prop 47) and education (LCFF and Prop 58) and also tackling the tough questions of health care and affordable housing.

## Message 4 (Our Actions):

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**“COMMUNITIES ACROSS THE STATE ARE NOW POSITIONED TO TRANSFORM THE UNDERLYING MECHANICS OF RACIAL INEQUITY.”**

### PROOF POINTS:

- This data shows that we have a long way to go, but the good news is that we now have the necessary tools for change –
  - We’ve seen a dramatic shift in our politics towards resisting the more divisive and un-equalizing policies of the past.
  - Throughout the state, we have community leaders and organizers focusing on this question of equity and justice for all Californians.
  - And now with RACE COUNTS, we have the data and tools to measure and track the most harmful racial disparities all in one place.
- With the launch of RACECOUNTS.org, community and governmental leaders can create new conversations about their unique local challenges and what actions can be taken to remedy them.
- And as this powerful coalition of ORGANIZATIONS move us towards the promise of a Golden State for All – there are active campaigns that can use your support.
  - There are a wide range of local campaigns for your city or county: from re-imagining our criminal justice system to provide true public safety without the unnecessary harming and stigmatizing of Black and Latino communities, to fighting to make sure all residents have access to a safe, clean and affordable housing.
  - At the same time, there are statewide campaigns FROM closing loopholes in corporate property tax systems to help pay for better schools, roads, and local services TO campaigns working to ensure that all Californians have their voices heard through either the ballot box or other forms of political participation.

# Sample Press Release

We have included a press release for media outreach in case your organization would like to help get the word out. You can send this to media contacts in your community who may be interested in your work or in this issue overall.

**PRESS RELEASE**  
**NOVEMBER 15, 2017**

**PRESS CONTACTS:**

Bilen Mesfin, Change Consulting, bilen@change-llc.com, 510-681-5978 (cell)  
Layla Crater, Change Consulting, layla@change-llc.com, 310-804-3107 (cell)

Advancement Project California, USC PERE, PICO California  
and California CALLS launch RACECOUNTS.org

First-of-its-kind initiative measures racial disparities in  
California's 58 counties across key issues

LOS ANGELES, CA — Advancement Project California, USC PERE, PICO California and California CALLS today announced the launch of RACE COUNTS, a first-of-its kind initiative that paints a comprehensive picture of racial disparity in California, ranking all 58 counties by seven issue areas critical to California's future.

“California is at a turning point,” said John Kim, executive director of Advancement Project California. “In 2018, it will be 50 years since we officially dubbed ourselves the Golden State. We now have a shot at living into that nickname, but this time for all of us. To do so, we need to address the racial disparities that still plague every corner of this state. The good news is that California has what we need to fix this problem. We have a renewed sense of our political destiny and community advocates launching critical campaigns at the local and statewide levels. Now with the RACE COUNTS analysis and website, we have the tools to help us to prioritize and track our progress. Altogether, we can and will re-design our public institutions to create a prosperous future for all.”



# Sample Press Release

The interactive online tool ([www.RACECOUNTS.org](http://www.RACECOUNTS.org)) measures counties in the context of performance, disparity and impact to tell the real story of racial disparity in the state. Using rigorous research and analysis, RACE COUNTS ranks each county in seven key issue areas: democracy, economic opportunity, safety and justice, access to health care, healthy built environments, education and housing.

“RACE COUNTS paints a more complete picture of racial equity in California than has ever been available, in part because of the three-dimensional analysis of performance, disparity and impact,” said Dr. Manuel Pastor, director of USC Program for Environmental and Regional Equity (PERE). “The data shows that the past still very much drives who has access to that California dream, and for some Californians, accumulated burdens still persist across the majority of issue areas.”

RACE COUNTS makes clear: Significant racial disparities can be found in all corners of the state, in every county, and across all key issue areas. Among the key findings:

No county is without racial disparity.

The Bay Area has the highest performing counties in the region, but all are listed in the top 10 most racially disparate statewide, including high-population counties Alameda and San Francisco, with Marin ranked as the most disparate.

Racial disparity drives down performance; all eight Central Valley counties are amongst the 12 most highly disparate and low performing in the state.

Los Angeles is low performing and has the highest number of residents impacted by racial disparities.

“Low-income communities of color have long been excluded from the state’s promise of equality and opportunity as a result of a history of racialized policies and practices,” said Joseph Tomás Mckellar, co-director of PICO California. “RACE COUNTS will help reinvent our public institutions and policies to advance opportunities for all Californians.”

Additional key findings include:

The Black community suffers from high racial disparity throughout California, across key issues and indicators.

The Latino community suffers from the largest impact due to population size.

Criminal justice is the highest racial disparity of any key issue, with incarceration the most racially disparate indicator; LA County is where the largest population is affected.

Education is society’s greatest equalizer; therefore, it is concerning that the RACE COUNTS data shows the second greatest racial disparities found is in education.

“Given how pervasive and consistent these disparities are, it is clear that many of our systems in California are in desperate need of a significant update,” said Christina Livingston, executive director of Alliance of Californians for Community Engagement (ACCE). “Now is the time to work together to push local governments to measure and address racial equity outcomes in our policies and practices.”

# Sample Press Release

That is the only way to deliver needed transformation and create the California we all deserve.”

The RACE COUNTS initiative seeks to equip community organizers and governmental leaders in their work toward improving public safety, economy, health and governance in California. Organizations across the state have reviewed the cutting-edge research and are beginning to apply them to energize programs and campaigns to change the conversation and assert that race counts. Examples include: key efforts to root out bias in systems, campaigns to demand a more inclusive economy, and collective energy to increase the political power and voice of all communities.

“Thanks to decades of successful organizing and mobilizing, particularly in the Bay Area and Los Angeles, we are seeing lower levels of racial disparity in certain indicators related to democracy, including census participation, registering to vote and voting in midterm and presidential elections,” said Veronica Carrizales, policy and campaign development director at California CALLS. “We must work to expand these wins to other high need parts of the state, including the Central Valley, Inland Empire and Orange County.”

The RACE COUNTS steering committee, in addition to Advancement Project California, includes PICO California, USC Program for Environmental and Regional Equity (PERE), and California CALLS.

The RACE COUNTS initiative includes an online tool ([RACECOUNTS.org](http://RACECOUNTS.org)) and a launch report that summarizes key findings and the case for racial equity in a growing number of campaigns in the state. Moving forward, Advancement Project

California, with the steering committee, will disseminate quarterly issue reports, such as health care access and criminal justice, which will provide in depth analysis and lift up insights on the most impacted populations.

For more information on the initiative and to use the tool, visit [www.RACECOUNTS.org](http://www.RACECOUNTS.org).

*For questions or support regarding distribution of this press release, please reach out to Katie Smith at [ksmith@advanceproj.org](mailto:ksmith@advanceproj.org).*



# Social and Digital Media

Social and digital media are crucial tools to use in generating attention about our work and this collective conversation to new and existing audiences. To help maximize the reach and the impact of RACE COUNTS, we have put together sample digital media content, which we encourage you to adapt to your organization's channels.

**We will begin promotion on Wednesday, November 15th at 9AM PT. Copy and paste the posts here onto your own social media channels and download all images here. The campaign hashtag is #RACECOUNTS.**



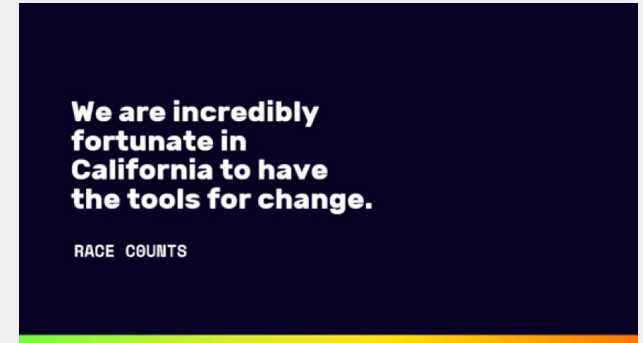
## POST #1

### FACEBOOK

#RACECOUNTS because the promise of the Golden State can be realized for every Californian. Visit [RACECOUNTS.org](https://RACECOUNTS.org) and get a 3D view of racial disparity in California.

### TWITTER

#RACECOUNTS because the promise of the Golden State can be realized for every Californian. Learn more here: [RACECOUNTS.org](https://RACECOUNTS.org)



## POST #2

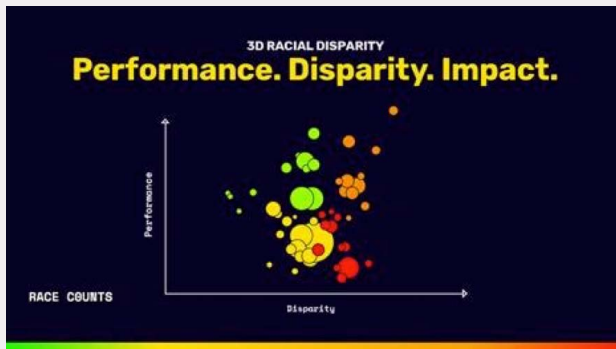
### FACEBOOK

California is at a TURNING POINT. We have another shot to reclaim the moniker of the "Golden State" - this time for ALL Californians. LEARN MORE: [RACECOUNTS.org](https://RACECOUNTS.org)

### TWITTER

California is at a TURNING POINT. #RACECOUNTS seeks to advance opportunities for all. #Racialequity matters. Visit [RACECOUNTS.org](https://RACECOUNTS.org).

# Social and Digital Media



## POST #3

### FACEBOOK

How does the 3D racial equity ranking? 1) PERFORMANCE is how well all in a county are doing - 2) DISPARITY is how well racial groups are doing compared to each other - 3) IMPACT represents the total population in a county that are affected. RACE COUNTS uses all three to tell the real story of racial disparity in California, learn more at [RACECOUNTS.org](https://RACECOUNTS.org).

### TWITTER

Performance, disparity, impact. #RACE-COUNTS uses a 3D analysis to tell the real story of racial disparity in CA: [RACECOUNTS.org](https://RACECOUNTS.org)



## POST #4

### FACEBOOK

No county is without racial disparity. Learn more about #RACECOUNTS and how you can support the campaigns seeking to redesign our state and fulfill our true promise. LEARN MORE: [RACECOUNTS.org](https://RACECOUNTS.org)

### TWITTER

No county in California is without racial disparity. Visit #RACECOUNTS to see where your county stands. LEARN MORE: [RACECOUNTS.org](https://RACECOUNTS.org)



## POST #5

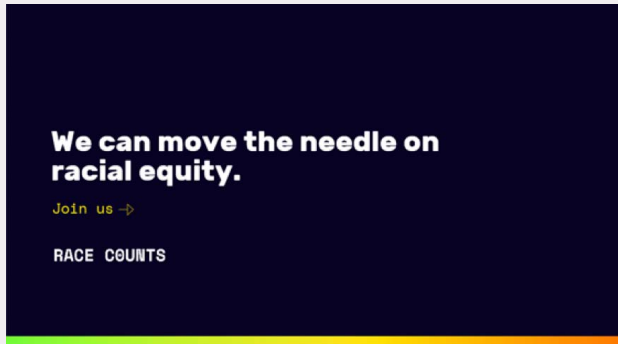
### FACEBOOK

Racial disparity drives down performance, as we can see in all eight Central Valley counties which are amongst the twelve most highly disparate and low performing in the state. Learn more: [RACECOUNTS.org](https://RACECOUNTS.org) #RACECOUNTS

### TWITTER

Who has access to the California Dream? #RACECOUNTS in every county in California. Learn more and join us here: [RACECOUNTS.org](https://RACECOUNTS.org)

# Social and Digital Media



## POST #6

### FACEBOOK

Community and governmental leaders are addressing racial equity head-on and ensuring that California is the Golden State for all. We are positioned to transform the underlying mechanics of racial inequity. JOIN US: [RACECOUNTS.org](https://www.racecounts.org)

### TWITTER

Community leaders are addressing racial equity head-on to ensure that CA is the Golden State for all. JOIN US: [RACECOUNTS.org](https://www.racecounts.org)

## Sample E-Blast

*If your organizations is interested in sharing an email blast about RACE COUNTS or information about the initiative and a relevant campaign via email, we have included sample content for you to use.*

RACE COUNTS is a new initiative that tracks racial disparities across California's 58 counties and aims to provide organizers with the data and tools to address racial equity head-on.

We believe that California is at TURNING POINT: We believe the promise of the "Golden State" should be available to all residents, but racial disparity is preventing too many of us from achieving this promise. The good news is that we are incredibly fortunate in California to have the tools for change. The promise of the Golden State can be realized for every Californian.

The racist policies and systems of California's past were intentionally designed and can be redesigned to set California up for a prosperous future. We have the data, organizing muscle and partnerships to develop effective campaigns to move the needle on these findings. Working together, we can use these findings and [RACECOUNTS.org](https://www.racecounts.org) to create a conversation around unique local inequities and the steps needed to remedy them.

Learn more about RACE COUNTS and join us.

## Sample Web Copy

*If your organizations is interested in embedding a link to RACE COUNTS or information about the initiative on your website, we have included sample content for you to use.*

The promise of the Golden State can be realized for every Californian. The RACE COUNTS initiative has launched and organizers are readied. Visit [RACECOUNTS.org](https://www.racecounts.org) to learn more and support a campaign.

# Visual Assets

Using consistent visuals and branding when communicating about RACE COUNTS with your audiences will help build a cohesive and productive conversation around our collective work.

*Following are examples of branding materials and relevant imagery that Advancement Project California designed for use across your digital communications, including on social media, in e-blasts, and on your website.*

[RACE COUNTS STYLE GUIDE](#)

[RACE COUNTS LOGOS](#)

[SOCIAL MEDIA IMAGES](#)

## PRIMARY WORDMARK



## SECONDARY WORDMARK



## PRIMARY COLORS



Race Counts Dark Blue



Race Counts Yellow

## DATA ACCENT COLORS



Red Orange



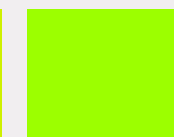
Orange



Yellow



Lime Green



Green

# Visual Assets

Below are templates for RACE COUNTS print materials. Please reach out to John Joanino ([jjoanino@advanceproj.org](mailto:jjoanino@advanceproj.org)) if you have any questions or need support with developing a tailored RACE COUNTS data summary to support your campaign.

RACE COUNTS

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RACE COUNTS

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Column 2	[X]	[X]	[X]	[X]	[X]
Column 3	[X]	[X]	[X]	[X]	[X]
Column 4	[X]	[X]	[X]	[X]	[X]
Column 5	[X]	[X]	[X]	[X]	[X]
Column 6	[X]	[X]	[X]	[X]	[X]
Column 7	[X]	[X]	[X]	[X]	[X]

RACE COUNTS

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**SUBHEADING**

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# Campaign Contacts

## Get Involved

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Please direct any comments or questions about RACE COUNTS to:

**Megan McClaire**

Director of Health Equity

[MMcClaire@AdvanceProj.org](mailto:MMcClaire@AdvanceProj.org)

Advancement Project California Media Contacts:

**Katie Smith**

Director of Communications, Advancement Project California

[KSmith@AdvanceProj.org](mailto:KSmith@AdvanceProj.org)

Direct Line: 323-997-2194

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### LEAD ORG

### OUR PARTNERS

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