



# Aging Network Census Webinar Series

Reaching Low Income, Racial & Ethnic Minority and  
Spanish-Speaking Communities

January 21, 2020

# Agenda

Topic	Presenter
Welcome & Introductions	Jason Echols, AgeOptions
Reaching Low Income and Racial & Ethnic Minority Communities	Liz Wilson, Illinois Action for Children
Reaching Spanish Speaking Communities	Cristina Diaz, AgeOptions
Reviewing Materials on the Aging Network Website	Jason Echols, AgeOptions



# Reaching Spanish Speaking Communities

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January 21<sup>st</sup> 2020

# Overview

- Challenges
- Debunking Myths
- Outreach strategies
- Preparing the community
- What you can do to help
- Resources available



# Brief background

- Latino households are at risk of being undercounted, there are 56.5 million Hispanics living in the U.S. and roughly 1 in 3 live in hard-to-count (HTC) census tracts
- What are the HTC characteristics of the Latino community
  - Language barriers
  - Low income
  - Immigration status
  - Young children
  - Little or no access to Internet

TABLE 1c: States with Number and Percent of Hispanics\* Living in Hard-to-Count (HTC) Census Tracts\*\*

State	Hispanic population	Hispanic population living in HTC tracts**	Percent of Hispanic population living in HTC tracts**
Illinois	2,122,841	695,907	32.8



# Challenges

- Privacy and confidentiality concerns
- Language barriers
- Little to no Internet access in the home
- Distrust in government – fear of repercussions
- Households that are complex and multigenerational
- Few perceived personal benefits and general lack of knowledge about the census' purpose
- The [failed] attempt to add a citizenship question to census



# Debunking “myths”

- Citizenship question debacle
- Can the information be shared or used against me?
- The 2020 census should be completed online
- Strangers (enumerators) who do not speak the language will go door-to-door knocking and demand information
- I only have to include the information for the people I am “responsible” for



# Debunking “myths” continued

- Citizenship question debacle
  - Explain that the census will **not** ask for citizenship status
- Can the information be shared or used against me?
  - No, there are strong confidentiality laws that prohibit any other agency from using or seeing your answers
- The 2020 census should be complete online
  - The census can be completed **online, over the phone, or as a paper questionnaire** – you have the ability to decide!
  - Bilingual invitations for the census will be mailed out to communities





# Debunking “myths” continued

- Strangers (enumerators) who do not speak the language will go door-to-door knocking and demand information
  - They will IF you do NOT complete the census OR if you leave out information
  - The Census Bureau has hired locally
- I only have to include the information for the people I am “**responsible**” for (financially, etc.)
  - It is important to include **ALL** of the people living in the household



# Tell the community what to expect

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.



## Bilingual Invitations

About 13 million households across the nation (roughly 9 percent) will receive bilingual English/Spanish invitations.<sup>1</sup>

We'll send bilingual invitations to all households in "census tracts" (areas with about 4,000 households) where **20 percent or more** of the households need Spanish assistance. These households have at least one person aged 15 or older who **speaks Spanish and doesn't speak English "very well."**<sup>2</sup>

**All households**—regardless of whether they are in an area that receives English/Spanish bilingual invitations to respond—**will receive information about how to respond in Spanish online and by phone.**

Households in select areas that require assistance in Spanish will receive a bilingual invitation to complete the census.



# Outreach in Spanish Speaking Communities

- Be mindful of the community's fears and concerns - especially for mixed status families
- Explain why the census matters to **THEM** and the importance of a FULL count
  - Provide resources – fact sheets, Spanish Census Hotline
- Connect or provide referrals to organizations and agencies within the community that are doing **Spanish** census work
  - Remember: The way messages are delivered and who delivers them are important
  - Partner with trusted messengers - people from the community, faith institutions
    - Family members are key in acceptance and compliance to completing form



# Keep in mind

- There is diversity within the Spanish speaking community – many words and phrases have different meanings
  - Use resources already available – do not need to reinvent the wheel
- The Latino youth may be tasked with completing the census questionnaire for the household
- Many homes may be multigenerational households



# Preparing the Community

Inform the Spanish speaking community:

- The census is available in Spanish - online, by phone, or paper questionnaire
- IF they have not responded by mid-April enumerators **will** go door-to-door knocking to gather incomplete and missing information
- Best way to avoid an unfamiliar person knocking on their door is to **complete the census on time!**



# Preparing the Community Continued

Partner with organizations or individuals in the community to hold informative sessions that outline:



- Information provided in the census is safe - Title 13's confidentiality protections
- Information cannot be used by any other local, state or government agency - including immigration, police or housing authority
- Everyone that should be counted, regardless of relation
- Hold informative sessions within the community - schools, community centers, libraries (establish a local network of multilingual assistance centers)



# What can YOU do!

- Partner with existing Spanish speaking organizations and trusted messengers within the community
  - Spanish speaking individuals are more inclined to trust other people who speak Spanish
  - Encourage community-based organizations to get involved and engage
  - There is NO NEED TO REINVENT THE WHEEL
- Offer resources - factsheets, the Spanish Census Hotline number
  - Include what WILL and what will NOT be asked in the census
  - How to identify an enumerator
  - How to identify and report fraud - factsheets and toolkits available



# How to identify a census taker (enumerator)

## How to Identify a Census Taker

You can respond to the census:

- Online
- By phone
- Through the paper form

Starting in mid-May 2020, census takers will visit households that have not yet responded to the census



A census taker can be identified by their official Census Bureau:



ID  
Bag or laptop  
Letter

You can also check with your Regional Census Center by phone or on the Census Bureau staff directory

A census taker will never ask to enter your home

A census taker will ONLY ask the questions that appear on the census form

Remember to include everyone who lives at your address including babies, young children, other family members, and roommates

The census taker will NOT ask for your:

- Driver's license
- Social Security Number
- Credit card, bank, or other financial information
- Money or a donation
- PIN codes or passwords

- Individuals can contact their Regional Census Center to speak to a Census Bureau representative to confirm identity

**Chicago Office** (serves all of IL):  
312-579-1500

**Census Bureau:** 800-923-8282

- Best way to avoid someone knocking on the door? **Self-respond!**





# What is being done?

- Campaigns
  - Hágase Contar! 2020 Campaign (NALEO) has an abundance of resources and the Hazme Contar Campaign, sub-campaign focused on achieving a full count of Latino children (0-5yrs)
  - National bilingual information and referral hotline: **877-EL-CENSO (877-352-3676)**
  - Both campaigns focus on regions with significant Hard-To-Count (HTC) Latino communities



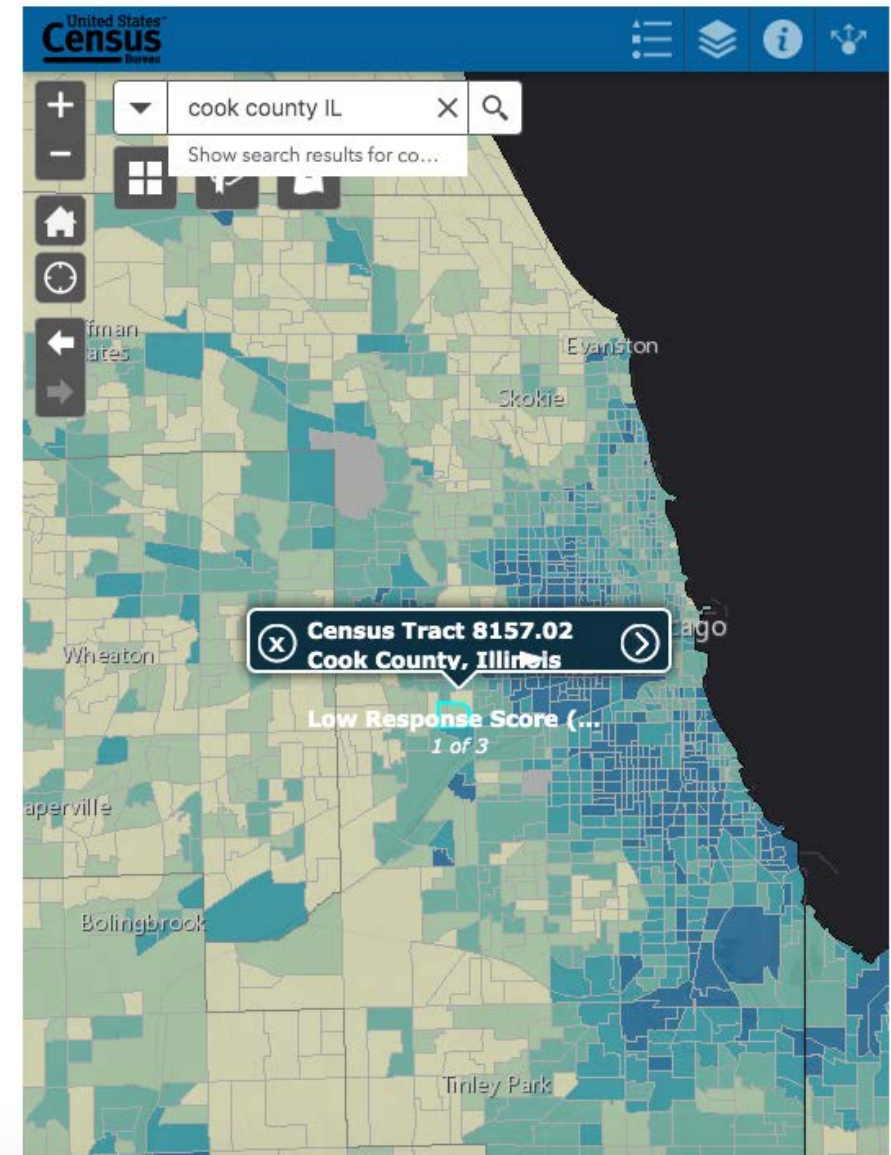
Where to find resources?



## Response Outreach Area Mapper (ROAM)

- An interactive Web mapping tool, it helps users visualize and strategically plan for areas that are HTC
- Tracks 2020 Census response LIVE

<https://www.census.gov/roam>



# Hard to Count (HTC) 2020 Map

- Depicts how the Census Bureau will be contacting households in communities to invite them to participate in 2020 census

The screenshot displays the HTC 2020 map interface. At the top, it says "HTC 2020" with options for "Share map", "Print", and "More Info". A search bar is set to "ADDRESS/LOCALE" with a placeholder "enter address/locale" and an "ADVANCED" dropdown. Below the search bar, there are tabs for "TRACT", "ST./CO.", "CONGRESS", and "STATE LEG.". The "TRACT" tab is selected, showing a map of Cook County, IL, with a red box highlighting Tract 8193. A sidebar on the left provides details for Tract 8193, including a "ZOOM TO" search, downloadable files (Tract data in Excel, Tract boundary file as a shapefile, and a map of Cook County), and census estimates: "Based on the latest census estimates (for 2013-2017), 2,747 people live in 987 households in this tract, and 6 people live in group quarters. (Total population = 2,753.)". A red heading states: "The Census Bureau will invite households in Tract 8193 to participate in the 2020 Census by:" followed by a bullet point: "Mailing a letter to 100% of the tract's housing units, beginning March 2020." Below this, there is a button for "CENSUS DETAILS FOR TRACT 8193" and a section for "Census Bureau Contact Strategies" with a toggle set to "On". The map itself shows various contact strategies color-coded: purple for Internet First mailing (English), dark purple for Internet First mailing (bilingual), light green for Internet Choice mailing (English), dark green for Internet Choice mailing (bilingual), yellow for Hand-delivered packet (Update/Leave), light blue for Counted in-person (Update/Enumerate), and pink for Counted in-person (Remote Alaska). A legend on the right side of the map lists these strategies and includes a "MAP OVERLAYS" dropdown. The map also shows city names like Rockford, Elgin, Evanston, CHICAGO, AURORA, Joliet, GARY, and BLOOMINGTON. At the bottom, it says "Leaflet | Powered by Esri | Map tiles by © OpenStreetMap © CARTO".



# Resources

NALEO Educational Fund has factsheets available in Spanish & English

- Spanish Census Hotline **877-EL-CENSO (877-352-3676)**

<https://hagasecontar.org/>

Illinois Count Me In 2020 program - statewide coalition created by Forefront to do concentrated outreach in HTC communities

- Great source for toolkits and factsheets  
<http://ilcountmein2020.org/factsheets/>



# Aging Network Census Resource!

Resources will be available here:

<http://ageoptions.org/gallery/2020census/>

**AgeOptions.**

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# Questions



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# Thank you!

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