Aging Network Census Webinar Series

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

January 21, 2020
# Agenda

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Census Strategies for Reaching Low Income and Racial & Ethnic Minority Communities

Liz Wilson, Public Policy & Advocacy Project Manager
census2020@actforchildren.org
January 21, 2020
Agenda

- About Illinois Action for Children
- Reaching low-income communities
- Reaching racial and ethnic communities
- ROAM Maps
Overview: Illinois Action for Children

Illinois Action for Children’s Census Efforts:
• Supporting Census efforts in two regions – Chicago and Suburban
• Areas of focus: Hard-to-count for children ages 0-5, low-income, and race and ethnic minorities
Hard to Count Communities

2020 Census: Counting Everyone Once, Only Once, and in the Right Place
A Framework for Hard-to-Count Populations

- Hard to Locate
  - Participation hindered by language barriers, low literacy, lack of internet access
  - Housing units not in our frame and/or persons wanting to remain hidden

- Hard to Interview
  - Suspicious of the government, low levels of civic engagement

- Hard to Contact
  - Highly mobile, people experiencing homelessness, physical access barriers such as gated communities

- Hard to Persuade

www.Census.gov
The risk of being undercounted

- Less funding for public services and supports that benefit low-income and race and ethnic minorities communities such as:
  - Education and Special education funding
  - Access to affordable Child Care assistance supports
  - Food and Nutrition programs like WIC or SNAP
  - Health care services like Medicaid
  - Housing services like Section 8 Housing or LIHEAP energy assistance programs
  - Creation of jobs for your community
Low-Income Communities

- Why are low-income communities considered Hard-To-Count (HTC?)

- Possible barriers to consider:
  - Unstable housing
  - Lack of internet access or residential address
  - Renters in multi-unit buildings
  - Low literacy levels
  - Distrust of government
Why it matters low-income communities complete the census

- When people experiencing homelessness and deep poverty are undercounted, political boundaries may not accurately represent the reality of the community.
  - Undercounting results in people experiencing homelessness being denied a full voice in policy decision-making.

- Households with low incomes are more likely to include people of color, who are also historically hard-to-count.

- Renters are more likely to be missed in the census because they are more likely to be moving during the census-taking process.
Tips and talking points for Low-Income Communities

- The census **counts everyone** where they live and sleep most of the time, even if the living arrangement is temporary.

- **Count all children**, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.

- The questionnaire only takes **10 minutes** to fill out. You can complete the questionnaire **online, over the phone, or by mail**. Evan on your cell phone or at your public library!

- Your answers **confidential**.

- **Complete your form** by the end of April to avoid a home visit by a Census official.
Racial and Ethnic Communities

- Why are racial and ethnic communities considered HTC?

- Possible barriers to consider:
  - Distrust of government
  - Not having proper citizen documentation
  - Language barriers
  - Not wanting to talk to a census enumerator
    - Call the Regional Office for verification at 1-800-865-6384.
Why it matters racial & ethnic communities complete the census

- The 2010 Census undercounted the African-American population by more than 800,000.
  - About 7% of young African-American children were overlooked in 2010, roughly twice the rate for young non-Hispanic White children.
  - African-American men have been historically undercounted in greater numbers than men of other racial or ethnic groups.
  - 1 in 3 African Americans live in hard-to-count census tracts.

- American Indians and Alaska Natives have been undercounted.
  - About 26% of Natives live in a hard-to-count Census Tract

From the Leadership Conference Education Fund
Why it matters racial & ethnic communities complete the census

- In 2010, Latinx communities were undercounted as well:
  - About 400,000 young Latinx children were undercounted
  - 72% of the undercount happened in states with large Latinx populations and counts (California, Texas, Florida, Arizona, New York)

- In Illinois, Asian Americans, Native Hawaiians, and Pacific Islanders have been historically undercounted.
  - 1 in 5 Asian Americans live in a Hard to Count Census Tract
  - 1 in 3 Native Hawaiian and Pacific Islanders live in a Hard to Count Census Tract
Tips and talking points for race and ethnic minorities

- **Tips:**
  - Research on messaging shows that
    - Partner with “Trusted Messengers” in the community such as community-based organizations or family members
    - Establish peer-to-peer outreach efforts
  - For **African Americans**, messages about making a difference in their community matter
    - Community the benefit and impact of the Census in their community
  - For **Asian Americans**, messaging around communities getting their fair share resonated most
    - Messaging should highlight how Census helps communities get its fair share of resources. Messages about the Census being critical for families and children’s future also resonated – getting better access to schools, health care, etc.
Messages that Work

- “The Census brings resources to your neighborhood.”
  - Schools, health care, child care, and transportation.

- “The Census is easy and convenient.”
  - It takes 10 minutes online, over the phone, or by mail.

- “The Census is safe and secure.”
  - Be specific about punishments and protections.

- “Count all young children in your home”
  - Even if they’re not related to you.

From Counting All Kids
General Talking Points on the Census

- The census is available online in English and Spanish.
- The census is available by phone in 59 languages.
- There will NOT be a question on the census asking if you are a citizen.
- The Census counts everyone – regardless of their citizenship status. By law, the census cannot report your answers to any immigration authorities, law enforcement, or people in charge of government benefits. Everyone living in the U.S. at the time of the census should be counted, no matter their citizenship or immigration status.
ROAM Maps – AgeOptions Location

https://www.census.gov/roam
ROAM Maps - Illinois Action for Children location

https://www.census.gov/roam
Liz Wilson, Public Policy & Advocacy Project Manager

census2020@actforchildren.org

January 21, 2020
Reaching Spanish Speaking Communities

Cristina Diaz
IPHA AmeriCorps Planning Specialist
January 21st 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

http://civilrightsdocs.info/pdf/census/2020/Table1c-States-Number-Percent-Hispanics-HTC.pdf
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

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

**WHAT WE WILL SEND IN THE MAIL**

<table>
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<th>On or between</th>
<th>You’ll receive:</th>
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<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
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<td>March 16-24</td>
<td>A reminder letter.</td>
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<td>If you haven’t responded yet:</td>
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<td>March 26–April 3</td>
<td>A reminder postcard.</td>
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<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
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<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
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**Bilingual Invitations**

About 13 million households across the nation (roughly 9 percent) will receive bilingual English/Spanish Invitations.

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.”

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.

Courtesy of 2020Census.gov
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)

- 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!

COURTESY OF ASIAN AMERICANS ADVANCING JUSTICE
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

https://www.censushardtocountmaps2020.us/
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/
Questions
Thank you!