

Presentation Purpose/Audience

This presentation was developed by NALEO Educational Fund to inform stakeholders about the 2020 Census. The presentation includes important civic engagement dates that affect all community members. This Power Point can be used with parent groups that are ethnically and linguistically diverse. Although NALEO Educational Fund focuses on supporting Latino parents, this presentation can benefit the following:

School Districts:

- Parent Leaders
- Title 1 Parent Councils (CEAC)
- Bilingual Parent Groups (ELAC)
- School Site Councils (SSC)
- Parent Center Presentation Workshops
- Back-to-School Events
- Open House Assemblies
- Central District Parent Unit Administrators

Head Start (HS) & Early Head Start (EHS):

- Parent Policy Councils
- Child Care Provider Parents
- Center Based Program Parents
- Home Based Program Parents
- Parent Board Members
- Leadership Teams





All Children Count in Census 2020!



About NALEO Educational Fund

- NALEO Educational Fund is the nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.
- NALEO Educational Fund leads the *iHazme Contar!* campaign that promotes the full count of all Latino children in Census 2020.



Video: Census 101

[VIEW IN YOUTUBE](#)

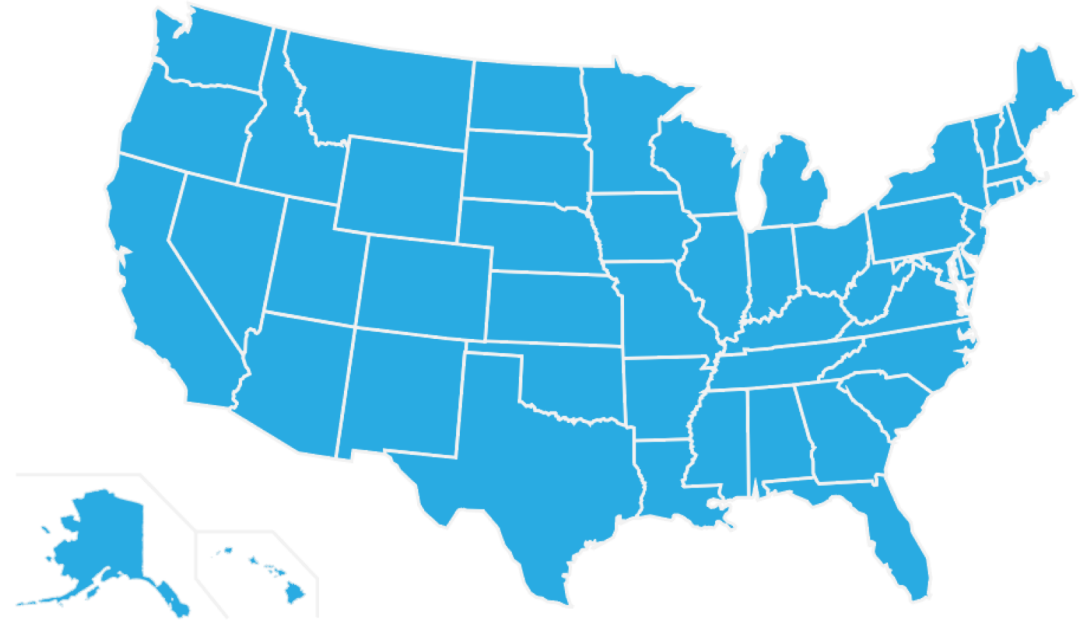


What is the Census?

- The Census is a count of the total U.S. population as required by the U.S. Constitution. Every ten years a questionnaire is distributed to every physical mailing address. Every person living in the United States needs to be counted. The next Census will take place starting in March 2020 (*except in remote areas of Alaska, where enumeration starts in January 2020*).
- The census is conducted in various ways. Most people will receive a notice in the mail asking them to complete the Census questionnaire online, by mail, or by telephone.
- It is important to be counted. You must complete the Census form online, by phone, or by mail before April 30, 2020 to reduce the chance of an enumerator visit.
- The Census Bureau securely collects the information submitted and the data of entire communities are compiled and used for formulas that determine funding for key programs and political representation in government.

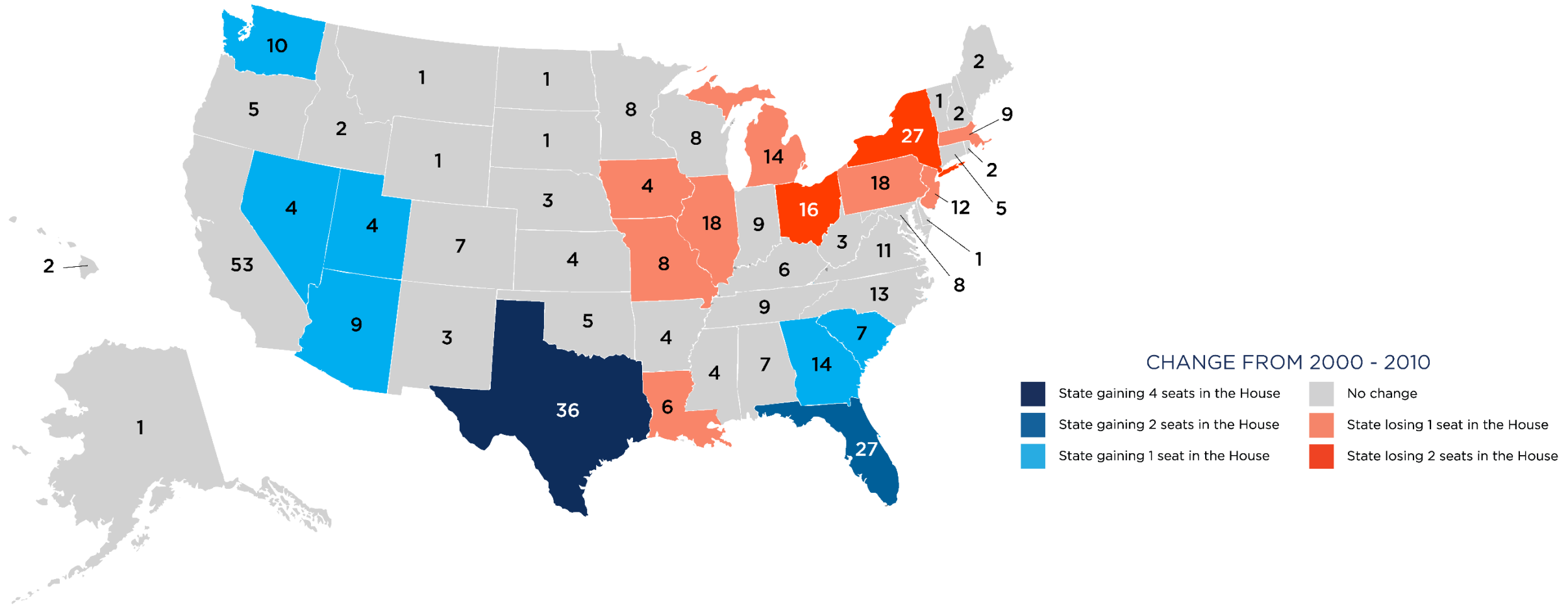
Census is Important for Representation

- Data from the Census are the cornerstone of our democracy.
- By determining the distribution of seats in the U.S. House of Representatives, accurate Census data help ensure **FAIR REPRESENTATION.**



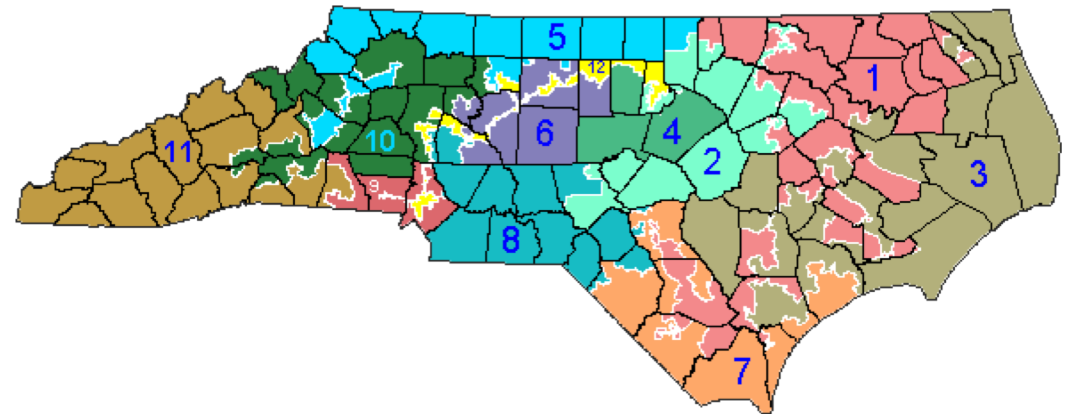
Apportionment of U.S. House of Representatives

AFTER THE 2010 CENSUS



Census is Important for Redistricting

Census data are also used for **REDISTRICTING:**
How electoral district lines are drawn at all levels of government.



Census is Important for Program Funding

Census data are also used for:

- **FUNDING IN OUR COMMUNITY.** Federal funding supports programs that are crucial to the well-being of all families, including health, transportation, education and housing.
- Four federal assistance **programs—Head Start; the Special Supplemental Program for Women, Infants, and Children (WIC); the Child Care and Development Block Grant; and the Maternal and Child Health Services Block Grant**—distribute \$20 billion annually to states and localities based, at least in part, on Census counts of the population under age 5.

Why you need to fill out the Census form

1. Responding to the census is required by federal law.

2. Your response generates funds and services for your community.

Important census facts to remember:

- Never lie on a federal form
- Include everyone living in your household, including children ages 0-5
- Your information is safe, confidential, and will not be shared with other federal, city or state agencies

Video: Leo's Story [VIEW IN YOUTUBE](#)



Video: La historia de Leo [VER EN YOUTUBE](#)

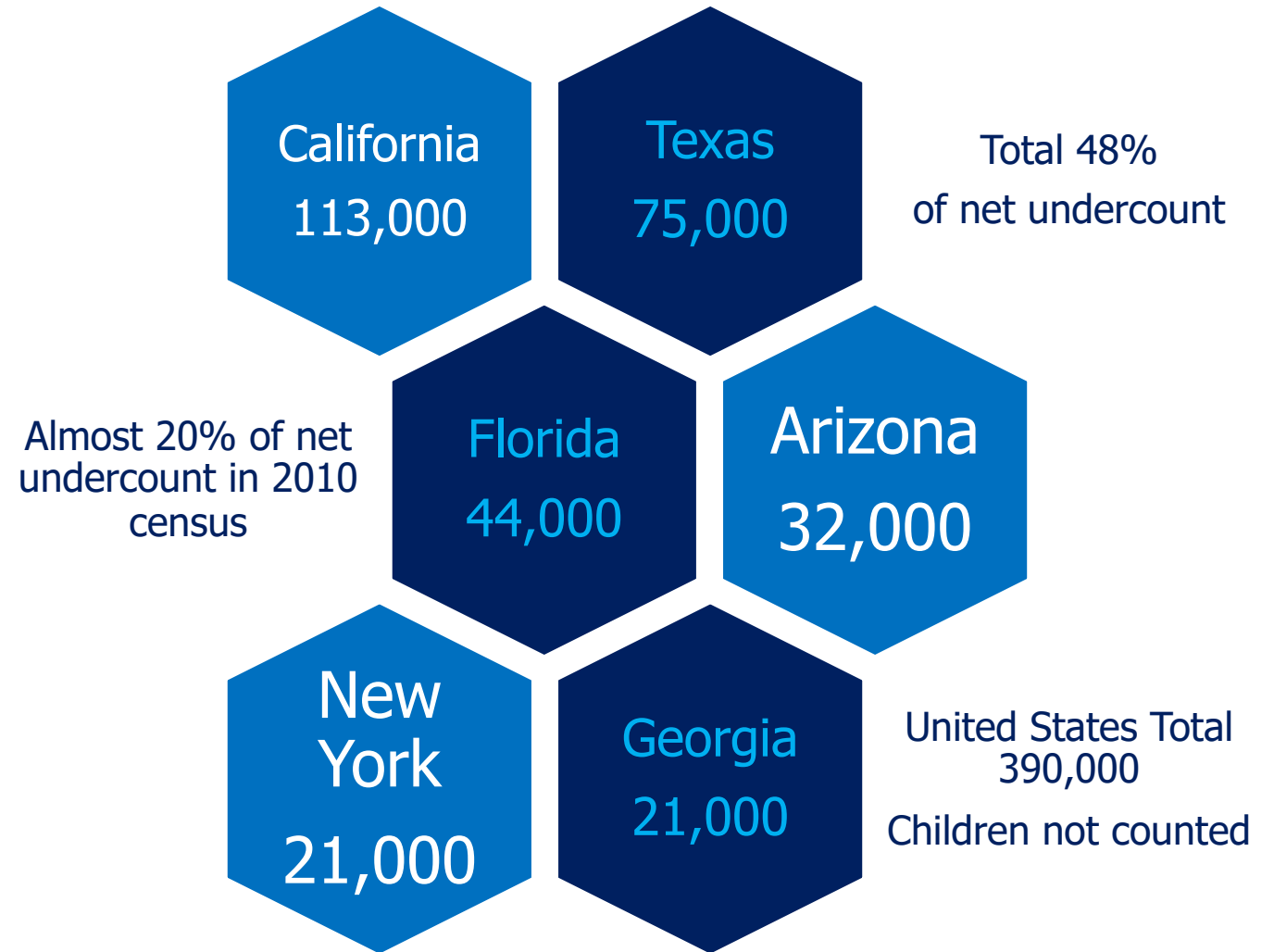




Many Young Children were NOT Counted in the 2010 Census

- The Census consistently undercounts children under 5 at a much higher rate than any other age group.
- The 2010 Census failed to count almost one million children ages 0-4.
- Approximately 400,000 young Latino children ages 0-4 were not counted by the 2010 Census.
- Five states—California, Texas, Florida, Arizona, and New York—accounted for 72 percent of the national net undercount of young Latinos.
- The undercount of children means that these states did not receive the representation and federal resources they need to serve all the children and families living there.

Undercount of Very Young Latino Children (Age 0-4)



The undercount of young Latino children is concentrated in just a few large counties:

County (State)	Net Undercount
Los Angeles (CA)	47,000
Maricopa (AZ)	27,000
Miami-Dade (FL)	18,000
Dallas (TX)	17,000
Orange (CA)	15,000
San Diego (CA)	12,000
Cook (IL)	11,000
Harris (TX)	9,000
Kings/New York (NY)	6,000
Riverside (CA)	6,000
Clark (NV)	6,000
Broward (FL)	6,000

How will you be invited to participate in 2020:

Between **March 12 – 20:**

You will receive an invitation to respond online to the 2020 Census (some households will receive paper questionnaires).



If you have not responded yet:

Between **March 16 – 24:**

You will receive a reminder letter.

If you have not responded yet:

Between **April 8 – 16:**

You will receive a reminder letter and paper questionnaire.

If you have not responded yet:

Between **March 26 – April 3:**

You will receive a reminder postcard.

If you have not responded yet:

Between **April 20 – 27:**

You will receive a final reminder postcard before the Census Bureau follows up in person.

How the 2020 Census will invite everyone to respond



Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

What do YOU need to do?

- 1.** Truthfully fill-out all information **online** OR via **telephone** OR by **mail no later than April 30, 2020** to reduce the chance of an enumerator visit.
- 2.** Include EVERYONE who is living at your address on April 1, 2020, including any tenants renting space in your home, extended family members living in your home, foster children residing in your home, all newborns, stepchildren, or tenants on your property.

2019

September — December Census Bureau to recruit and hire temporary field staff.

2020

March 3 Super Tuesday (Election Day)

March 12 – 20 Invitation to respond to Census

March 16 – 24 Reminder letter

April 1, 2020 **National Census Day**

March 26 – April 3 Reminder postcard

April 8 – 16 Reminder letter and paper questionnaire

April 20 – 27 Final reminder postcard

April 30 Self Respond to reduce chance of enumerator visit

May – July 2020 Primary nonresponse followup operation (door to door enumeration) Census employee visits your home

November 3 Election Day



Important Dates



Where and how to receive more information on Census 2020:

To speak to a trusted source about
your questions on Census 2020, call:

877-EL-CENSO
(877-352-3676)

For more general information, visit:

HagaseContar.org

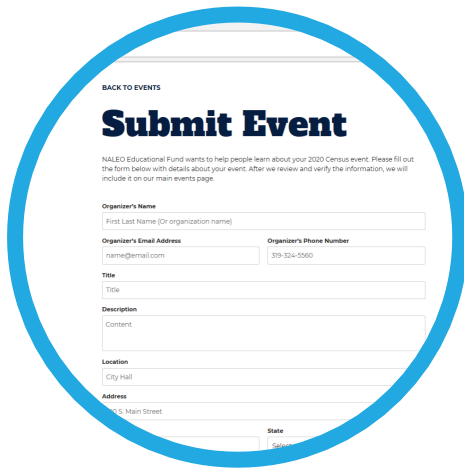
Join our SMS list:

Text "CENSUS" to 97779



HAGASECONTAR.ORG

Bilingual Information and Resources



Partner Event Entries



Campaign Commitment Form



Downloadable Partner Resources



Direct Cell Connection to National Bilingual Hotline

¡Infórmese sobre el
Censo 2020 y las maneras
en que usted y su familia
pueden ser contados!



Llame a nuestra línea gratuita
bilingüe del censo:

877-EL-CENSO

Lunes a viernes de
8:30 a.m. - 8:30 p.m. ET



877-EL-CENSO *(877-352-3676)*

Bilingual Census Information Hotline

Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

**Fully trained bilingual staff and trusted
messengers ready to answer all census related
questions, including:**

- Information about Summer 2019 test
- Census outreach events in your community
- How and where to apply for Census jobs
- Up to date information on Census operations and CQ
- Flagging major issues and rapid response referrals
- Self response methods and non response follow up
- Basic information on questionnaire and who should be included

You can get involved by:



Visiting hagasecontar.org/resources

Available for download: Bilingual communications toolkit, Bilingual citizenship question toolkit and template resolutions

Visiting hagasecontar.org/hazmecontar

Available for download: Factsheet on undercount of young Latino children

Distributing information about census jobs: <https://2020census.gov/jobs>

[Contacting a NALEO Educational Fund Regional Census Manager](#)

for closer coordination and distribution of material and information

Other ways to get involved:



JOIN OUR CAMPAIGN

- ✓ <https://hagasecontar.org/pledge>
- ✓ Text "CENSUS" to 97779
- ✓ Text "CENSO" to 97779

Partner on key dates and national days of action.

PROMOTE

- ✓ Bilingual national hotline
877-EL CENSO
- ✓ hagasecontar.org website

Participate in your local CCC or reach out to Census partnership specialists.

FORTHCOMING

- ✓ Train-the-trainer curriculum and training opportunities – host a training in your community!



The *iHazme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

The *iHazme Contar!* campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.

The *iHazme Contar!* campaign will feature a number of resources, including :

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
- Template resolutions for school boards; and
- Earned media opportunities and digital media efforts.

We look forward to working with you and local and national media partners to ensure a full count of our kids!

Thank you.

