



HAPPY LUNAR NEW YEAR!

Give your family the gift of
getting counted in the Census.



2020 CENSUS

#AAPI2020

WHAT'S INSIDE:

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- Sample texting script

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2020 CENSUS

WHY THE CENSUS IS IMPORTANT FOR YOUR FAMILY

The Census determines where resources go: It impacts the schools our kids learn in, who we get to vote for, and what resources our communities have.

HERE'S WHAT YOU CAN SAY:

“

Family, have you heard about the Census? It's coming to the Internet and by phone on March 12! I'm talking about this early because our community is often left out. If we don't get counted in the Census, we will miss out on a huge part of **1.5 trillion dollars** that's spent on schools, hospitals, roads, jobs, and businesses each year. Let's make our voice heard!

#AAPI2020

SAMPLE TEXT SCRIPT: GENERAL

Hi Mom, have you heard about the Census? It's coming online & by phone in March and it's super important! 🙌🙌

No, what is it? 🙄🙄🙄

The Census happens every 10 years and it impacts \$1.5 trillion each year for our community! 👍

Hmm, when do we do it? 🤔

What about the citizenship question?

You'll get a letter about the Census in March 2020. You can take it online, by phone, or by mail. There is NO QUESTION about citizenship. But we still have to make sure to get counted!

Ok. sounds good! When are you coming home for dinner? 😊❤️

2020 CENSUS

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WHAT HAPPENS IF MY FAMILY DOESN'T GET COUNTED?

Medicare & Medicaid, health clinics, Pell grants, ESL classes, political representation, emergency preparedness, highways, etc. are all impacted by the Census. If you don't want your family to be left out of these services, then you need to get them counted.

HERE'S WHAT YOU CAN SAY:



Did you know that the **Census helps decide how money is spent** on Medicare and Medicaid, school funding, and road construction in our community? If we don't get counted in the Census, we might lose out.

[Ask your family members why these services are important - how does it help them? Share a story about what these programs do for you.]

WHAT CAN YOU DO TO GET YOUR FAMILY COUNTED?

Now that you've shared these talking points with your family, it's time to make sure they get follow-ups to #GetCounted.

HERE'S WHAT YOU CAN SAY:

“

Hi fam, let's start Lunar New Year by making a resolution to get counted. Take the Census Pledge with me and we'll get a reminder when the Census starts. Let's bring in the fortune in 2020!

*[On your phone or laptop, go to **www.countusin2020.org/takeaction**. Get everyone to take the pledge right away! You can also email or text them the link]*

CENSUS Q&A

Got questions about the Census? We've got answers!

Q: I'm afraid to fill out the Census.

A: I totally understand that. There are people who don't want AAPIs or immigrants to take the Census, because they want to take away our power and our voice. But if we don't get counted, we'll lose so much. Every person counted could bring hundreds or thousands of dollars to their community. Avoiding the Census means losing out on this money, for the next 10 years.

Q: What if I can't read English?

A: You can call the Census hotline starting March 2020. They will have people available who can speak Mandarin, Cantonese, Korean, Vietnamese, Japanese, Tagalog, as well as Spanish, Arabic, French, Haitian Creole, Polish, Portuguese, and Russian. The Census website will also be available in these languages. Additional materials about the Census are available in Chamorro, Chuukese, Native Hawaiian, Marshallese, Palauan, Samoan, Tongan, and Vakaviti at www.countusin2020.org/nhpi.

CENSUS Q&A (CONTINUED)

Q: When can I take the Census?

A: You will get a letter from the Census Bureau starting the week of March 12, 2020. You can go to the Census website or call the Census hotline anytime, both of which are available in English, Chinese, Vietnamese, Korean, Japanese, Tagalog, and 7 other languages. If you haven't responded by April, you will receive the paper form (available in English or Spanish only). You have until July 31, but if you don't respond by May, then a Census employee will visit your home to help collect your responses for the Census.

Q: What about the citizenship question?

A: The citizenship question will NOT be on the Census. You will not be asked about your citizenship status. Anti-immigrant groups tried to scare our communities away from participating in the Census but they failed.

CENSUS Q&A (CONTINUED)

Q: How do I fill out the race question?

A: First, answer the question about Hispanic, Latino, or Spanish Origin. Then go to the next question and check the box next to your ethnicity, or check the box for "Other Asian" or "Other Pacific Islander" and write in your ethnicity (e.g. Taiwanese, Pakistani, Tongan, Hmong). If you are multi-racial, check as many boxes and write in what describes you best.

Q: How should we count our family in the Census?

A: We need to count every person living with us on Census Day--April 1, 2020. The Census counts our entire households, which includes new babies, toddlers, grandparents, and any of our cousins or aunties who will be staying with us. It's super important to make sure the entire household is counted, including renters, tenants, roommates, etc.

WHERE CAN I GO TO FIND MORE RESOURCES?

COMMUNITY RESOURCES

www.apalnet.org/Census

www.CountUsIn2020.org

www.searac.org/seaascount

www.CensusCounts.org

www.CountAllKids.org

www.Census.gov/partners/toolkits

TRANSLATIONS OF KEYWORDS

bit.ly/2020CensusLanguageGlossary

IN-LANGUAGE GUIDES ON HOW TO FILL OUT THE CENSUS

bit.ly/2020CensusLanguageGuide