



2020
Census and Beyond

New Tool for AAPI
Census Efforts

Webinar Hosted by
Asian Americans/Pacific Islanders in Philanthropy
(AAPIP)

Moderator



Patricia Eng
President & CEO
AAPIIP

Speakers

- Karen Narasaki, Consultant to Bauman Foundation
- Christine Chen, Founder & Director, APIA Vote
- Karthick Ramakrishnan, Founder & Director, AAPI Data
- Sunny Shao, Researcher, AAPI Data

Moderated by Patricia Eng, President & CEO, AAPIP

Speaker



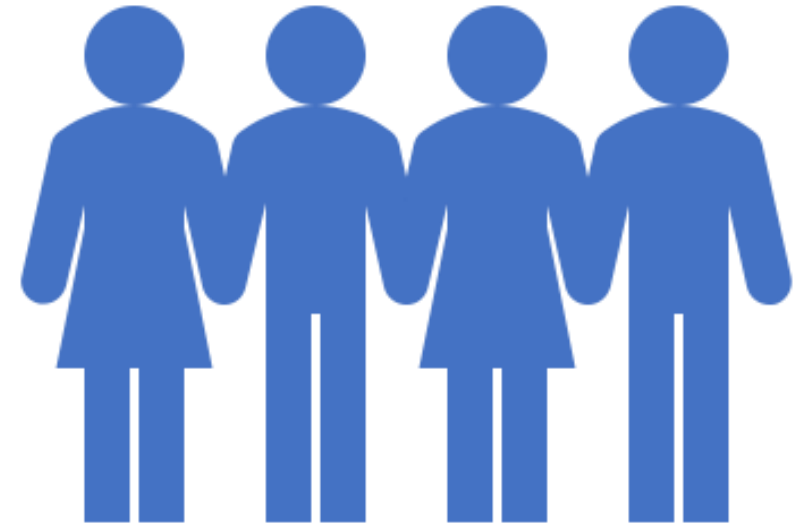
Karen Narasaki

Consultant to Bauman Foundation and
Fair Representation through
Redistricting

Karen K. Narasaki

Consultant to Bauman Foundation and
Fair Representation through Redistricting

AAPIs: Census 2020 and Redistricting 2021



Why Does the Census Matter?

- Congressional apportionment—how many seats a state has in the U.S. House of Representatives – also affects Electoral College
- Civil Rights and voting rights enforcement – bilingual ballots
- Redistricting: growth and expansion of AAPI community
- Federal funds given to states for the next 10 years (\$1.5 trillion per year)
- Basis for most federal and other data surveys and reports, including ACS

What are the challenges?

- This is the first census where the internet is the primary option; concern about the digital divide and about hacking
- The Census Bureau has fewer local offices and is behind in its hiring and training which can only be done on-line
- The Census Bureau was severely underfunded early on so it was not able to do a sufficient dress rehearsals and testing
- Distrust of government has sky rocketed. Trusted messengers are key but they need resources and info. Confusion lingers from successful fight over citizenship question.
- The Census Bureau is doing outreach and advertising in fewer languages (5 Asian instead of 13).

Why is the Census Important for AANHPIs?

- Census Bureau estimates that 16 million were not counted in the 2010 Census.
- AANHPIs have been undercounted for decades, putting families, neighborhoods and communities at a disadvantage.
- Today, roughly 1 in 5 Asian Americans and one third of NHPIS live in hard to count census tracts. 1 in 6 have never participated in the U.S. census.
- Communities that are especially in risk of being undercounted include those that have limited English speaking skills and/or are low income.
- Geographic Diversity: Largest populations continue to be in the traditional places but fastest growing are emerging populations in other areas of the country, such as the South.

300+ Federal Spending Programs

\$1.5 trillion per year

- Medicaid Reimbursement and Medicare
- Title I Education for Local Education Agencies
- Highway/Transportation
- Community Development Block Grants
- TANF
- Special Aging Programs
- Rural programs
- Workforce Innovation and Opportunity Act
- Food Stamps
- Housing Programs

Boxes

What is this person's race?
 Mark ☒ one or more boxes **AND** print origins.

☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ➤

☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ➤

☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ➤

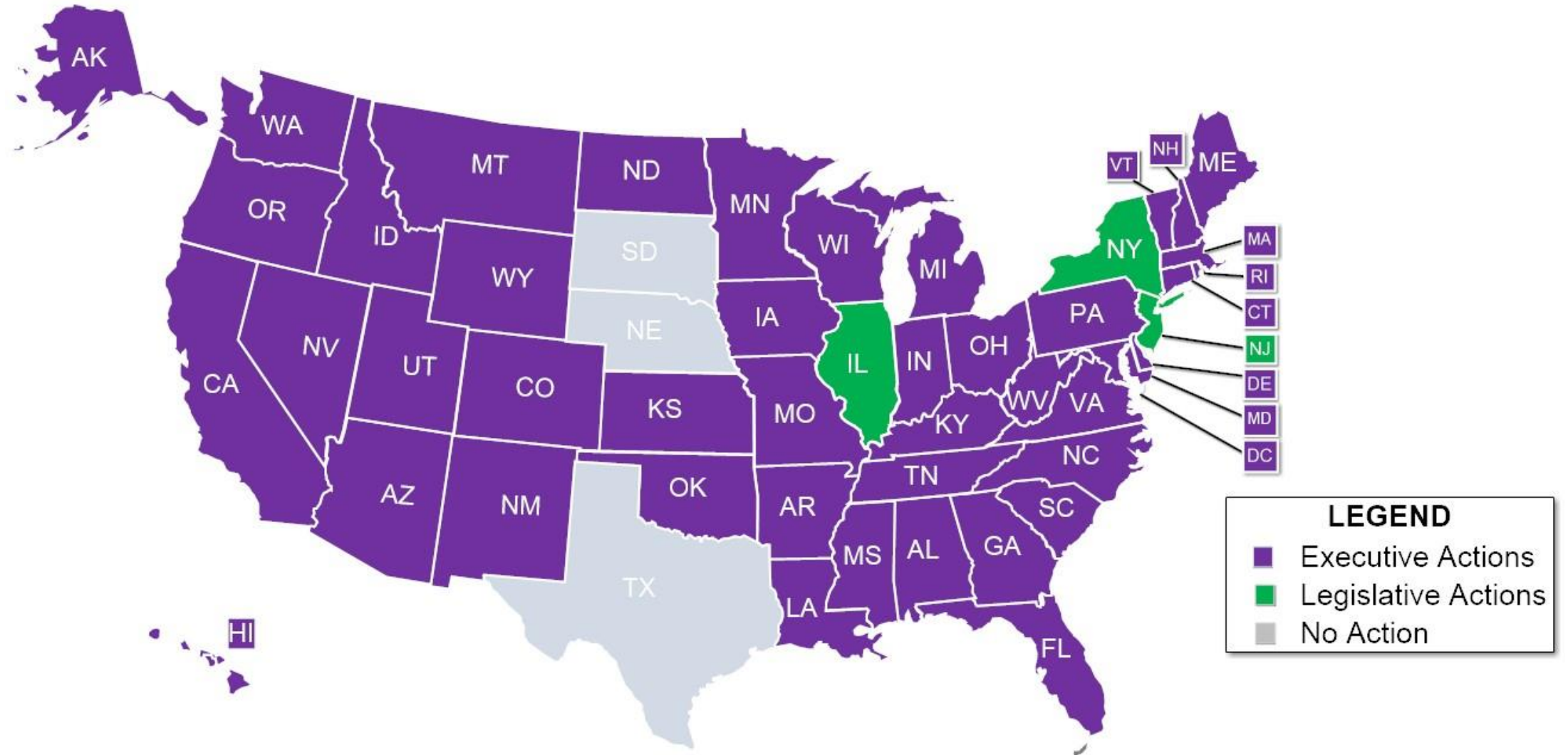
☐ Chinese ☐ Vietnamese ☐ Native Hawaiian
☐ Filipino ☐ Korean ☐ Samoan
☐ Asian Indian ☐ Japanese ☐ Chamorro
☐ Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ➤ ☐ Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.* ➤

☐ Some other race – *Print race or origin.* ➤

Top Ten Areas by Asian American Pacific Islanders Population Sizes

- Los Angeles Metropolitan Area
- New York City Metropolitan Area
- San Francisco/Oakland Metropolitan Area
- Honolulu Metropolitan Area
- San Jose/Sunnyvale/Santa Clara
- Chicago Metropolitan Area
- Washington DC Metropolitan Area
- Seattle Metropolitan Area
- Houston Metropolitan Area
- Dallas-Fort Worth Metropolitan Area

States Complete Count Committees/Commissions (CCC)



States providing government funding

- CA: \$187 million
- IL: \$30.5 million
- NY: \$20 million
- WA: \$16 million
- NJ: \$9 million
- OR: \$7.5 million
- CO, MD and NV: \$5 - 6 million
- GA, NM: and MN \$3 - 4 million
- AL, ND, UT, VA, WI, WV: \$1-1.5 million
- HI: \$750,000
- AK: \$600,000
- RI and MI: \$500,000
- MT: \$100,000

Government actions for GOTC

- State and local complete count committees/commissions
- State, county and city census funding
- Using 3-1-1 hotline to educate residents about the census
- Directly or working in partnerships with foundations, providing funding to service and outreach organizations who are trusted voices
- Setting up kiosks with tablets for public libraries and state agency clients to use to answer the census
- Distributing posters to public facing agencies and directing them to create outreach plans; paid ethnic media campaigns
- Engaging corporations, schools, libraries, hospitals and tribes
- Working with schools for outreach to parents and students

Census Bureau: HTC Asian Audiences



Modes: Focus on print, radio, digital, shopping centers etc.

Language: Chinese, Vietnamese, Korean, Filipino, and Japanese
(NOTE: No targeting of AAPI media that is in English. In 2010 did 13 Asian languages)

Little to no focus on South Asian and Southeast Asian (except Vietnamese) communities.

Native Hawaiian/Pacific Islander

Modes: Strong focus on radio, events in Hawaii, and digital

Language: English (except beautiful music video)

Spotlight: Audience segmented by geography (in Hawaii vs. continental US)

Little outreach to NHPI communities in continental US

No Pacific Islander languages used

2020 Census Language Access

Advertisements and outreach materials will include materials in:

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese [on-line forms as well]

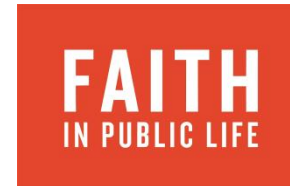
Language guides (translated unofficial form with instructions + video guide to form) and glossaries will be available in:

Spanish, Haitian Creole, Bengali, Romanian, Tamil, Tigrinya, Igbo, Chinese, Portuguese, Greek, Telugu, Navajo, Ilocano, Marathi, Vietnamese, Japanese, Amharic, Burmese, Hungarian, Dutch, Sinhala, Korean, Italian, Somali, Punjabi, Hebrew, Croatian, Slovak, Russian, Farsi, Thai, Lao, Malayalam, Bulgarian, American Sign Language, Arabic, German, Gjurati, Hmong, Swahili, Twi, Tagalog, Armenian, Khmer, Albanian, Yiddish, Lithuanian, Polish, Hindi, Nepali, Turkish, Indonesian, Yoruba, French, Ukrainian, Urdu, Bosnian, Serbian, Czech

Philanthropy has made counting the traditionally undercounted a top priority

- National funding collaborative raised over \$80 mm from 86 foundations with grants to over 190 grantees to support policy work, litigation, research briefs, messaging development, get out the count national infrastructure and local efforts in half of the states;
- State and local funders are active in 45 states
- Groups worked on government funding, operations targeting HTC, challenging citizenship question, promoting census jobs, deep canvassing, events, social media, ethnic media, supporting technical assistance and coordination, translated materials, printing, psas, social media content, digital organizing, pledge to be counted campaigns, events, organizing, texting, communications campaigns
- Civil rights groups are setting up census hotlines and attorney networks and a coalition pledging to ensure government does not violate laws safeguarding confidentiality to reassure nervous households concerned about misuse of information.

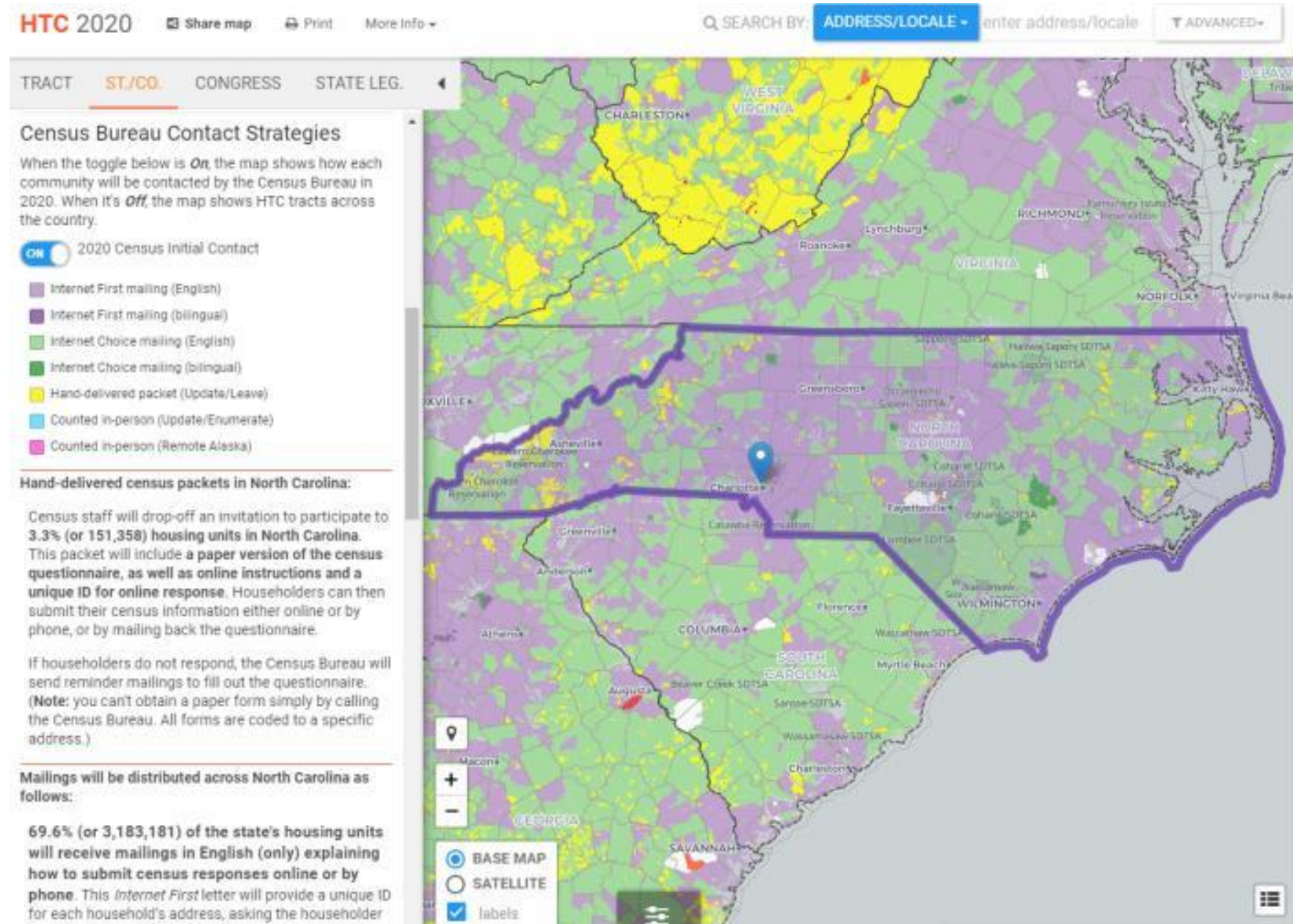
Key National Hubs



Census Equity Fund



- Raised \$9.5M for Grantmaking
- Four+ Rounds of Grants to Date:
 - Grants to 60+ groups
 - In 25 states: AL, AK, AR, AZ, FL, GA, HI, KY, LA, MS, MT, NC, NM, ND, NV, NY, OH, OK, PA, SC, SD, TN, TX, NY, VA & Puerto Rico
- Considering Spring 2020 Approach



What census resources exist?

- There are over a dozen national groups with materials in many languages using tested messages.
<https://censuscounts.org/>
- There are a plethora of toolkits – for cities/counties, for libraries, for faith based, for LGBTQ, for community service agencies, People of Color; immigrants
- There is a national complete count committee to address the undercount of young kids <https://countallkids.org/>
- There are census coalitions and Asian American organizations in a majority of the states that you can work with
- Asian Americans Advancing Justice:
<https://www.countusin2020.org/>
- Funders Census Initiative has toolkits and listserv and learning community
<https://funderscommittee.org/working-group/4/>
- There is an interactive map by CUNY of hard to count
<https://www.censushardtocomountmaps2020.us/>
- There is federal program \$\$ data by GWU “counting for dollars” by state, with some information by metro/county by POGO
<https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>
<https://www.pogo.org/census-project/>

Redistricting: A Reminder

- **Census Every 10 years**
- **Congressional Apportionment – Based on Census Population Totals**
- **Redistricting Draw New Districts – Congressional, State, Local**
- **Drawing the Lines – Process Different in States**
- **It's a big deal – Determines Representation & Resources**
- **Gerrymandering Skews Process**

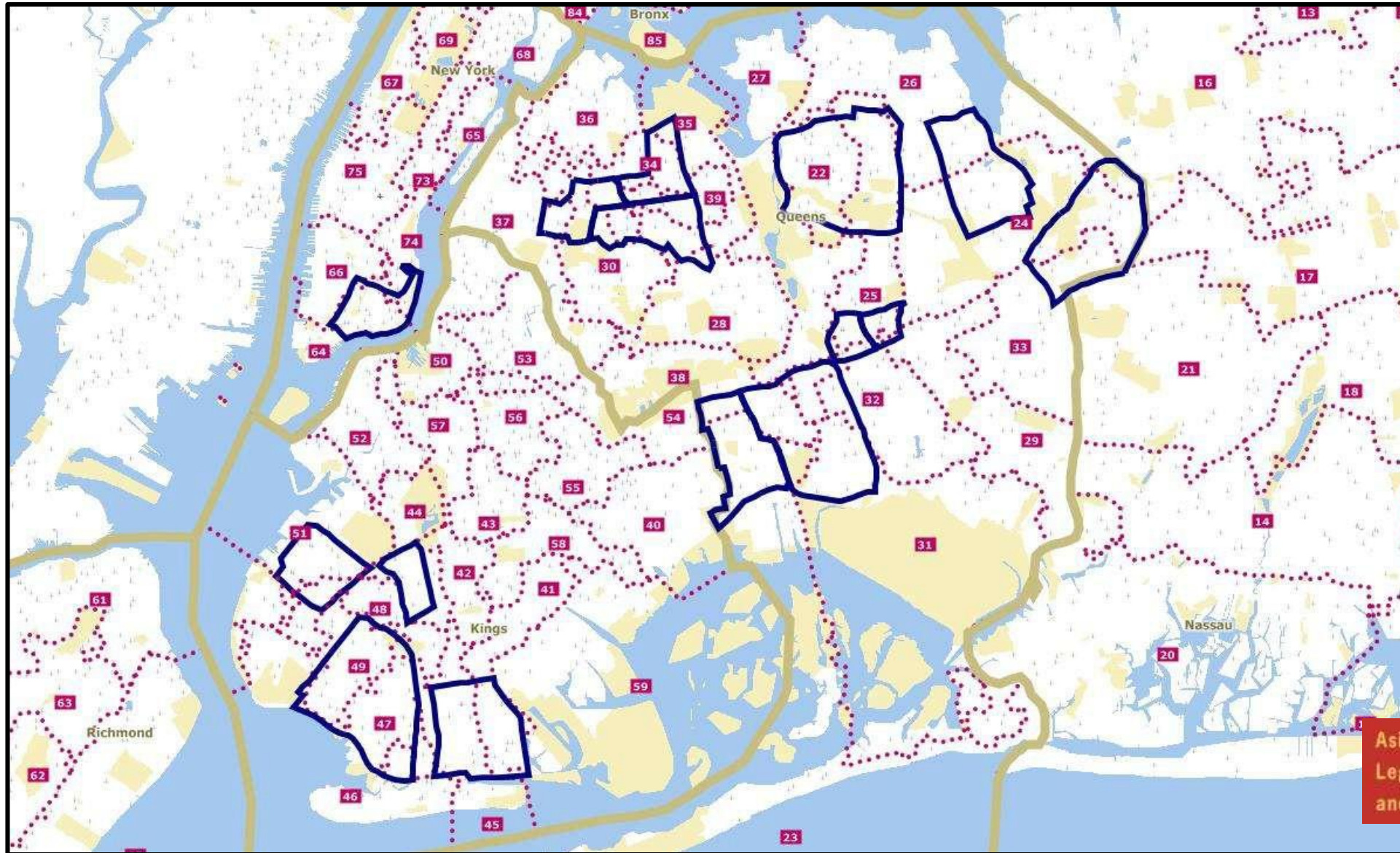
PROBLEMS:

- Racial Gerrymandering
- Partisan Gerrymandering
- Bi-Partisan Incumbent Protection
- Dividing Communities of Interest
- Only Citizens as Population

OPPORTUNITIES:

- Build Community Power: Strengthen Voices
- Map Communities of Interest
- Maintain and Build on Organizing Capacity Created by Census Investment
- Facilitate Coalition Building and Power Sharing

Asian American Communities with 2010 NY State Assembly Boundaries



Asian American
Legal Defense
and Education Fund

The background of the slide features several thin, curved lines in shades of gray, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

Fair Representation Through Redistricting

For More Information on Redistricting:

- Gary Bass, Bauman Foundation (Co-Chair), gbass@baumanfoundation.org
- Sanjiv Rao, Ford Foundation (Co-Chair), s.rao@fordfoundation.org
- Cathy Duvall (Initiative Manager), ckduvall@gmail.com
- Amy Dominguez-Arms (Consultant), amydarms@gmail.com

Thank you

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Speaker

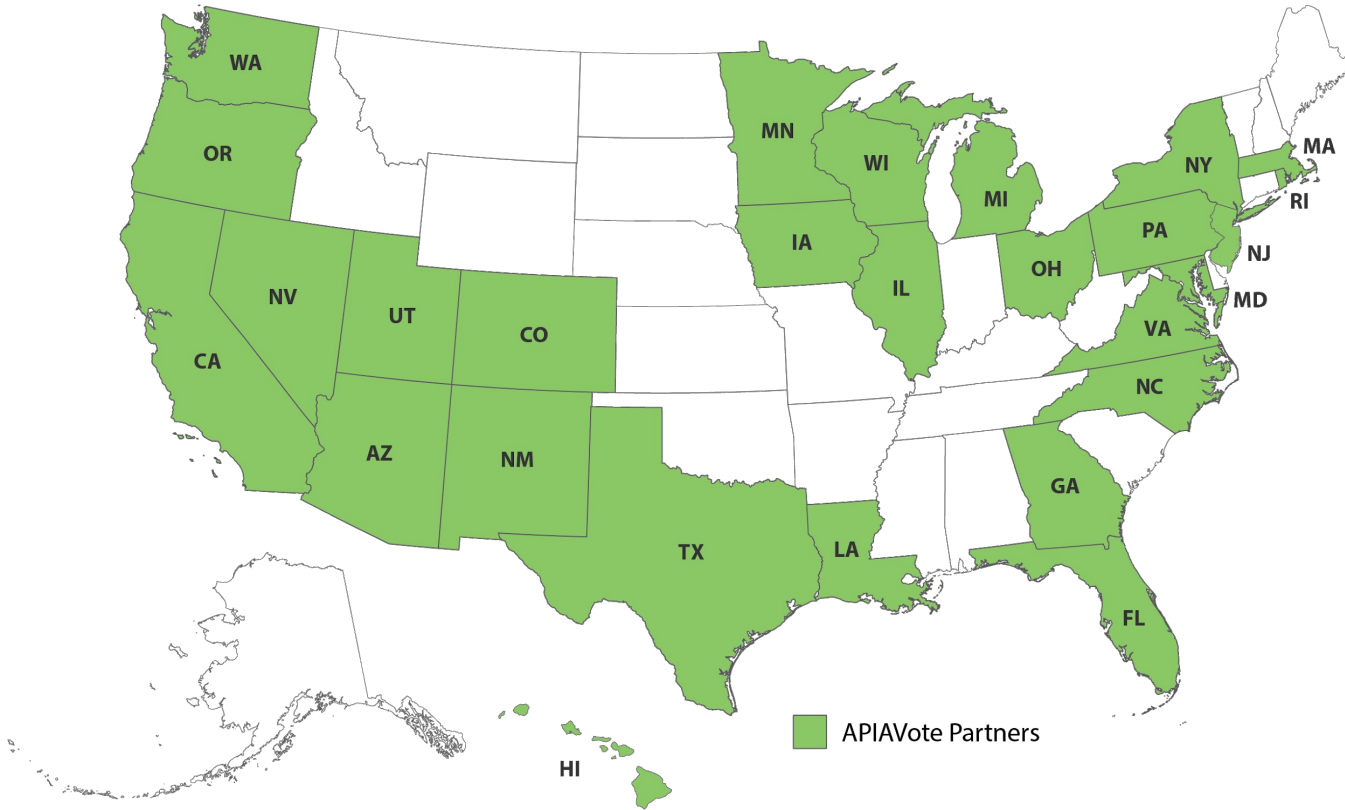


Christine Chen
Founder & President
APIA Vote

Best Practices of Census Outreach

Christine Chen
Executive Director, APIAVote
cchen@apiavote.org
February 12, 2020

APIAVote PARTNERS



Norman Y. Mineta Leadership Institute Trainings



NORMAN Y. MINETA LEADERSHIP INSTITUTE

APIA
vote
ASIAN AND
PACIFIC ISLANDER
AMERICAN VOTE

The Norman Y. Mineta Leadership Institute (NYMLI) is a national training program that empowers Asian American and Pacific Islanders in their communities.



The morning workshop will teach leaders and volunteers enhanced voter registration, volunteer recruitment, and voter turnout tactics.

The afternoon training will cover how the Census impacts AAPI communities, how to talk about its importance, and how to ensure a complete count.

Join us for a fun and engaging day to learn how YOU can make sure your local community is counted in 2020!

Schedule of Trainings & To RSVP: <http://www.apiavote.org/events>

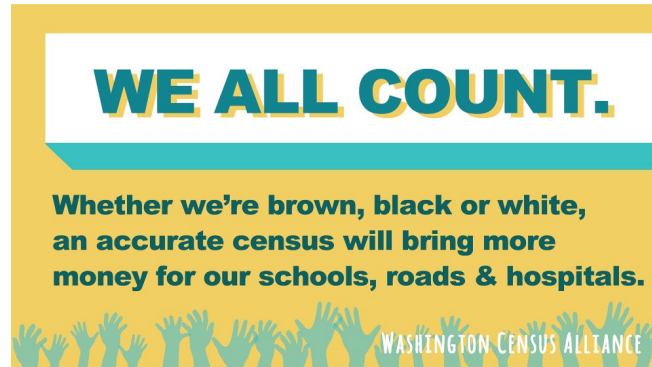
Jun 1: New York
Jun 8: Seattle
Jun 15: Las Vegas
Jun 22: Novi, MI
Jun 29: Houston
Jul 13: Austin
Jul 14: Dallas
Jul 27: Atlanta
Aug 3: Salt Lake City
Aug 5: Nashville
Aug 10: St. Paul, MN
Aug 11: Las Vegas
Aug 17: Carson, CA
Aug 24: Columbus
Aug 24: Phoenix
Sep 14: Miami
Sep 15: Orlando
Sep 18: Hilo and Kailua-Kona

Sep 19: Maui
Sep 20: Molokai & Kauai
Sep 21: Philadelphia
Sep 21: St. Louis
Sep 22- 25: Oahu
Sep 28: Albuquerque, NM
Sep 28: Des Moines, IA
Sep 28: San Diego
Oct 5: Orange County, CA
Oct 5: Madison, WI
Oct 19: Edison, NJ
Oct 26: San Jose
Oct 28: Oakland
Nov 9: Aurora, CO
Nov 16: Portland, OR
Dec 7: Los Angeles
Dec 22: Camden, NJ
Jan 2020: Fairfax, VA & Chicago
Jan 18: Jersey City, NJ

EXAMPLES OF SUCCESSFUL MODELS

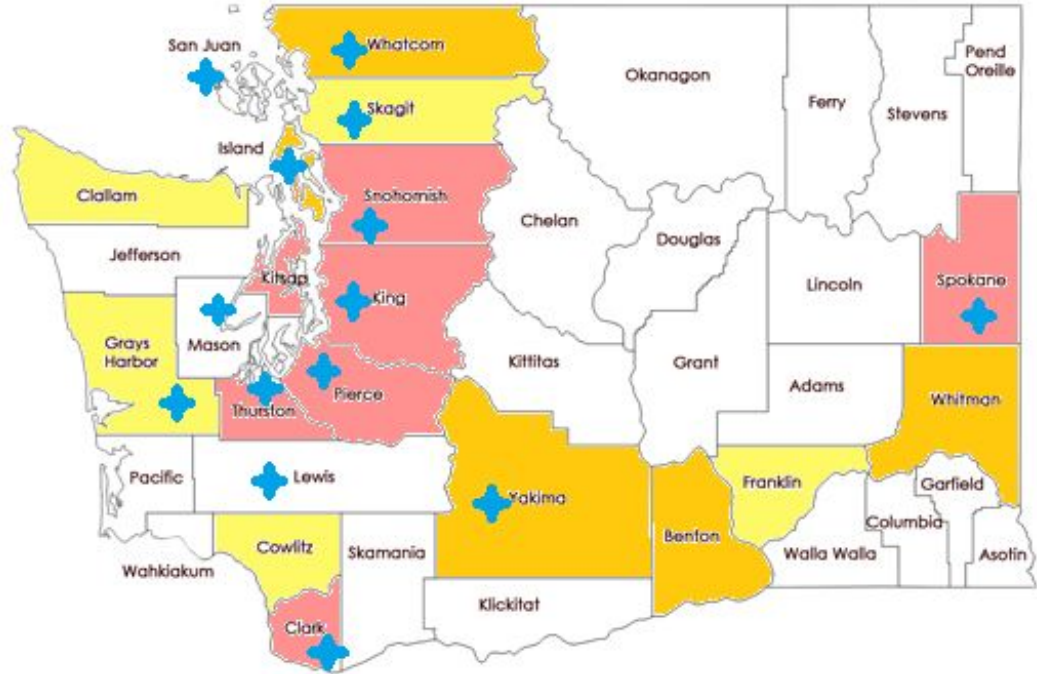
Washington Census Alliance

- Over 70 POC-led and serving organizations across Washington state, representing African American and immigrant, Latinx, Indigenous, AAPI, and other communities
- Successively pushed state legislature to allocate \$15M for 2020 census outreach and education through sustained lobbying effort
- Success demonstrates value of early and proactive cross-racial/cross-community organizing with intentional focus on funding most underrepresented groups



WA AAPI Complete Count Network

- 22 partner organizations across Washington State
- 54+ languages and 15 counties supported
- Funded with \$500k from the \$15M set aside by state government, managed by ACRS
- Working collectively to ensure AAPI organizations and communities across the state can:
 - Receive funding needed to conduct outreach with trusted messengers
 - Access existing resources
 - Give feedback to census bureau
 - Address gaps in outreach coverage (geography, language, etc.)



2018 Population Estimates from U.S. Census Bureau's American FactFinder (Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and Counties – April 1, 2010 to July 1, 2018)

Light yellow = at least 1,000 AAPIs | Orange = at least 3,000 AAPIs | Pink = at least 10,000 AAPIs

Blue stars = counties where Network partner organizations will focus their census outreach, education, and support efforts



Organizing Travis County API Community Partners, Leaders, and sponsors to be part of the Asian American CCC

We have over 70 API organizations and business joined our AACCC

2020 Census Asian American Complete Count Committee

===

Pan-Asia Strategy

Sumit DasGupta, PhD.

Census 2020 Asian American Complete Count Committee

Member, City of Austin Community Technology & Telecommunication Commission

Member & Vice-Chair, City of Austin Board Oversight Commission

AACCC Steering Committee member serves as leader to support each org/business event, and provide resources and training



We don't miss any opportunities to speak out and to reach out to our communities

Travis County is allowing the AAPI CCC to spend \$50,000 for printing needs & ad buys. This coalition also received \$35,000 from United Way & Faith in Public Life.



GEORGIA AAPI CCC

- Statewide hub for ethnic-specific CCCs and less formal groups
- Education about Census
- Marketing (outreach, events, media, social media, speakers bureau)
- Assisting to complete the Census form
- Connection to Census Bureau staff and state/county/ local CCCs
- Create opportunities for community members to get hired
- CONTINUITY IN LEADERSHIP: Led by Asian American Advancing Justice – Atlanta and Center for Pan Asian Community Services who led efforts in 2010 as well



OUTREACH INCLUDES:

- Autumn Festivals
- School Events
- Elections
- Lunar New Year
- Commemorations
- Religious Festivals
- Grand Openings
- Events that reach the masses

ENGAGING W/ GOVT BASED CCCs

Georgia's Governor's CCCs

Counties (Examples)

- DeKalb County
- Gwinnett County
- Cobb County

Cities (Examples)

- Norcross, Duluth, Clarkston, Atlanta
- Doraville, Chamblee, Brookhaven

Ethnic Specific CCCs:

Amharic – አማርኛ

Arabic – العربية

Bengali – বাংলা

Burmese – မြန်မာစာ

Chinese (Simplified) – 中文(简体)

Chinese (Traditional) – 中文(繁體)

English

Gujarati – ગુજરાતી

Hindi – हिन्दी

Japanese – 日本語

Khmer – ភាសាខ្មែរ

Korean – 한국어

Lao – ພາສາລາວ

Nepali – नेपाली

Punjabi – ਪੰਜਾਬੀ

Somali – Af-Soomaali

Thai – ภาษาไทย

Tigrinya – ትግርኛ

Vietnamese – Tiếng Việt



EXAMPLES OF POSSIBLE GAPS

DALLAS

- Lack of cohesive AAPI coalition and leadership leading census outreach efforts
- No funding provided to AAPI organizations
- City of Dallas awarded outreach to AAPI community to contractor but no one knows what they are doing
- The little interest is mostly coming from volunteer based organizations

VIRGINIA

- Lack of cohesive AAPI coalition and leadership leading census outreach efforts
- The little funding from state is being used to create PSAs possibly and use via social media
- Some small grants were provided to 5-6 AAPI groups but targeting a very specific population
- Overall lack of outreach being planned for overall AAPI population

OPPORTUNITIES TO ASSIST IN SCALING UP

- General awareness in the broader AAPI community vs hard to count populations within AAPI community
- Role of volunteer based organizations
- Building out a broader and more diverse AAPI coalition
- Building a sense of responsibility of all AAPI organizations and community leaders and not only those who received funding
- Organizations that were not prepared to apply for census funding
- Need for resources to simply print outreach materials

G B A O

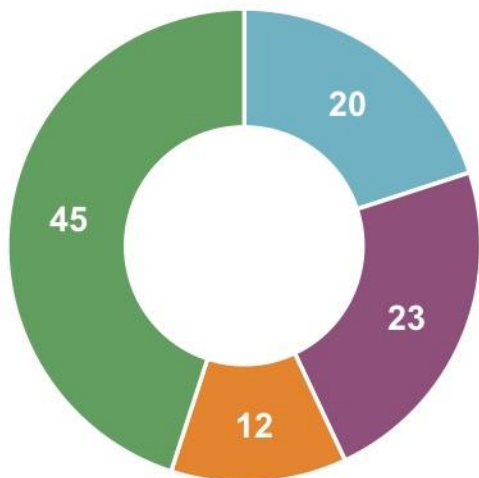
Anchor Collaborative Census Messaging Research

October 2019

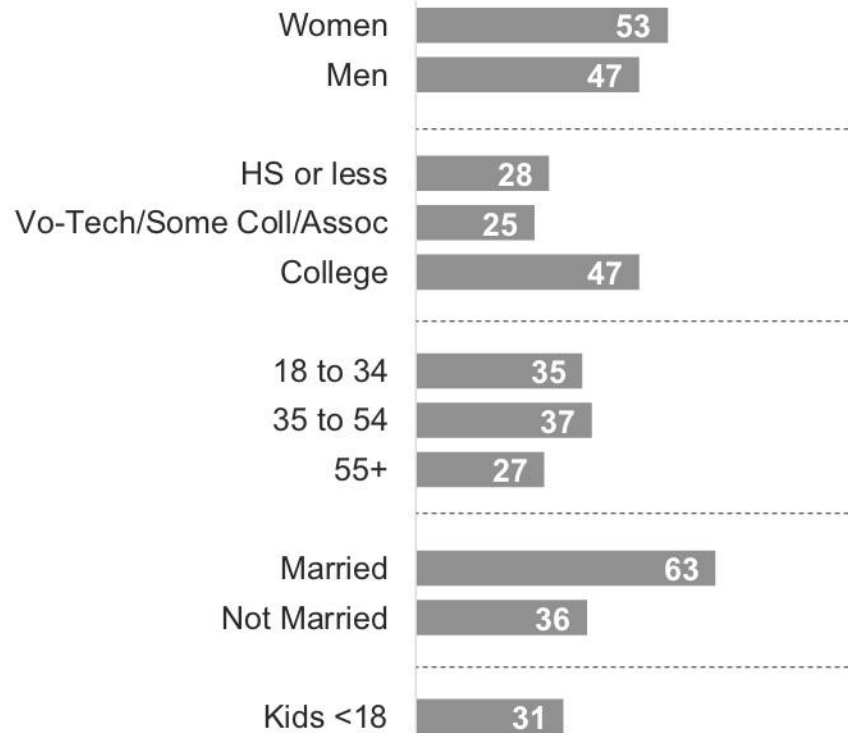
Demographic Profile

Figure 38

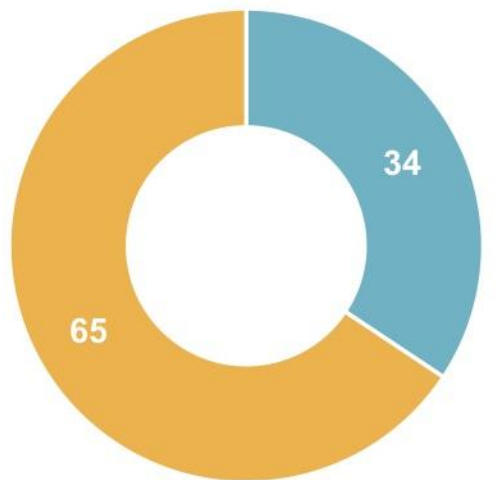
AANHPI Adults



● Northeast ● South ● Midwest ● West

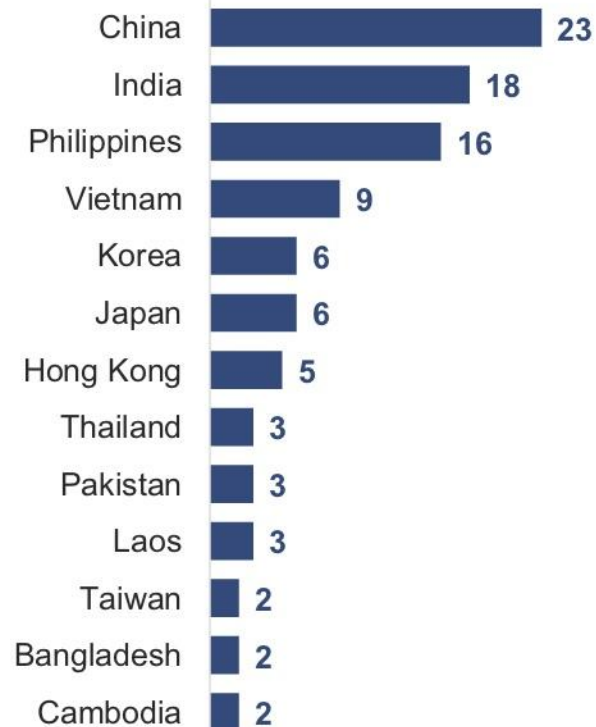


AANHPI Adults



● US Born ● Foreign Born

Country of Origin



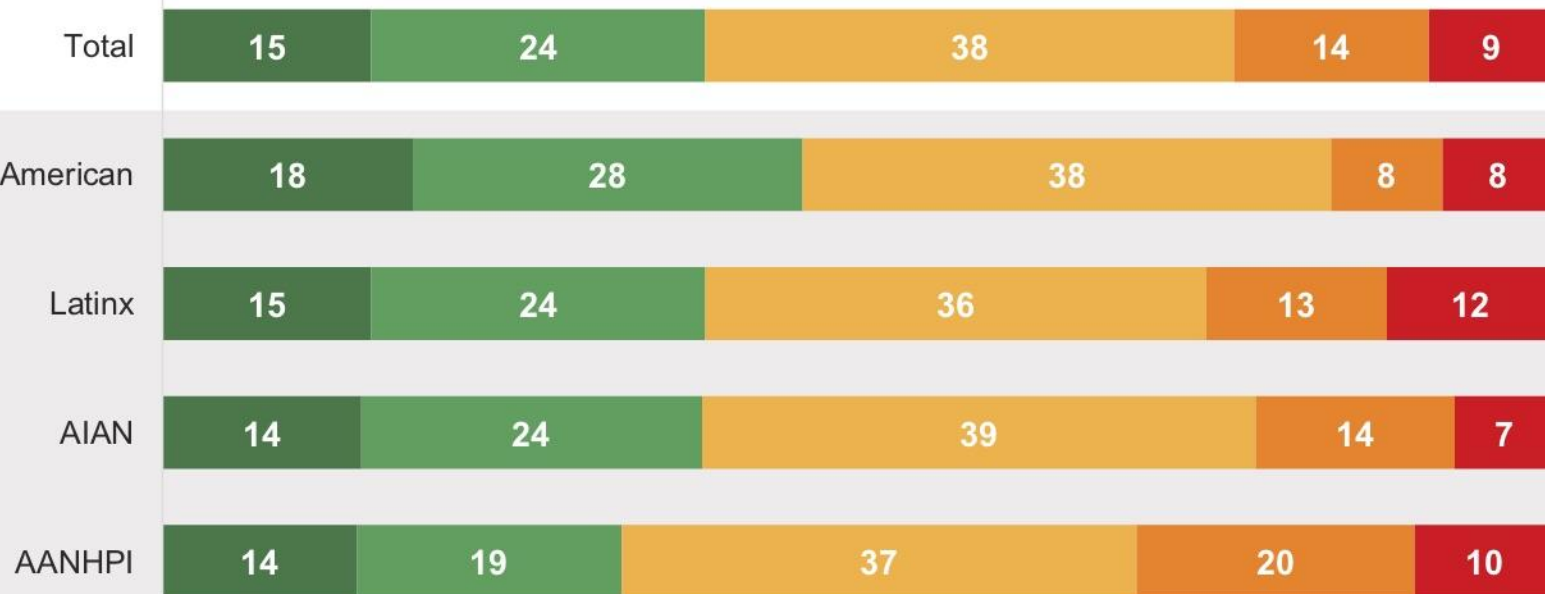
A Quarter Are Unfamiliar With The Census, AANHPI Adults Most So

Figure 6

Census Familiarity

How familiar are you with the U.S. Census?

● Extremely ● Very ● Somewhat ● Not too ● Not at all



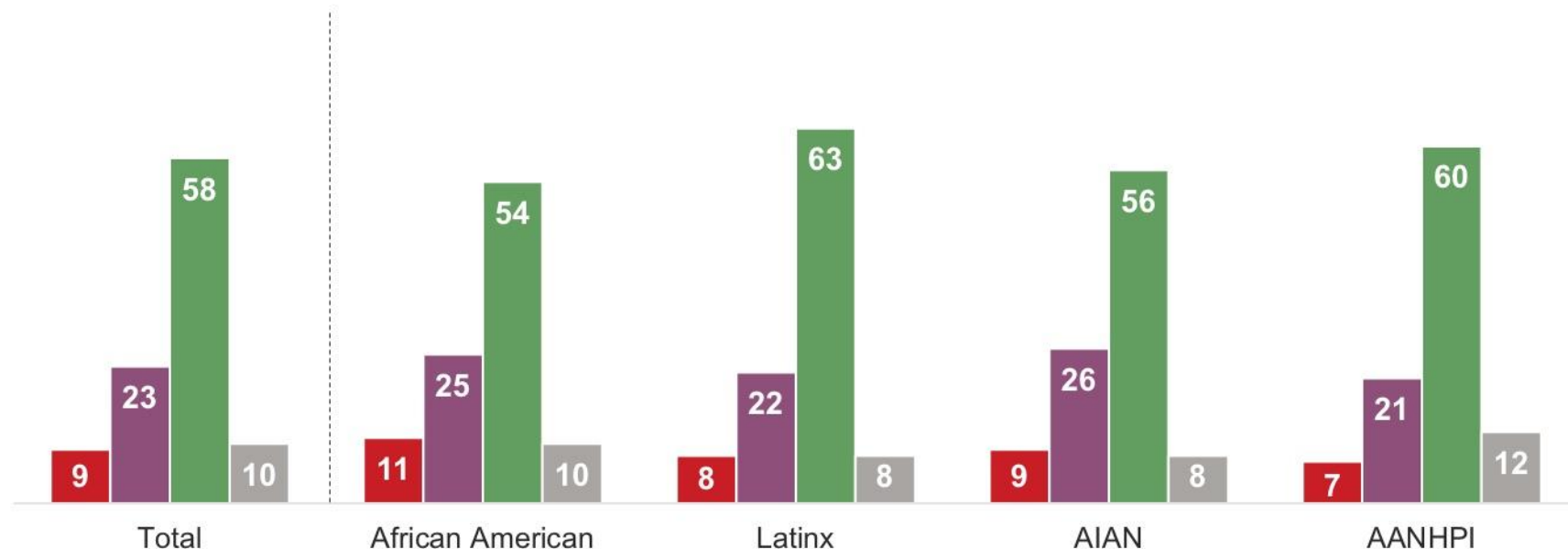
Even More Are Incorrect Or Unsure About Who Should Participate

Figure 7

Census Knowledge

To the best of your knowledge, who participates in the 2020 U.S. census?

● Only adults ● Only US Citizens ● All individuals ● Don't know

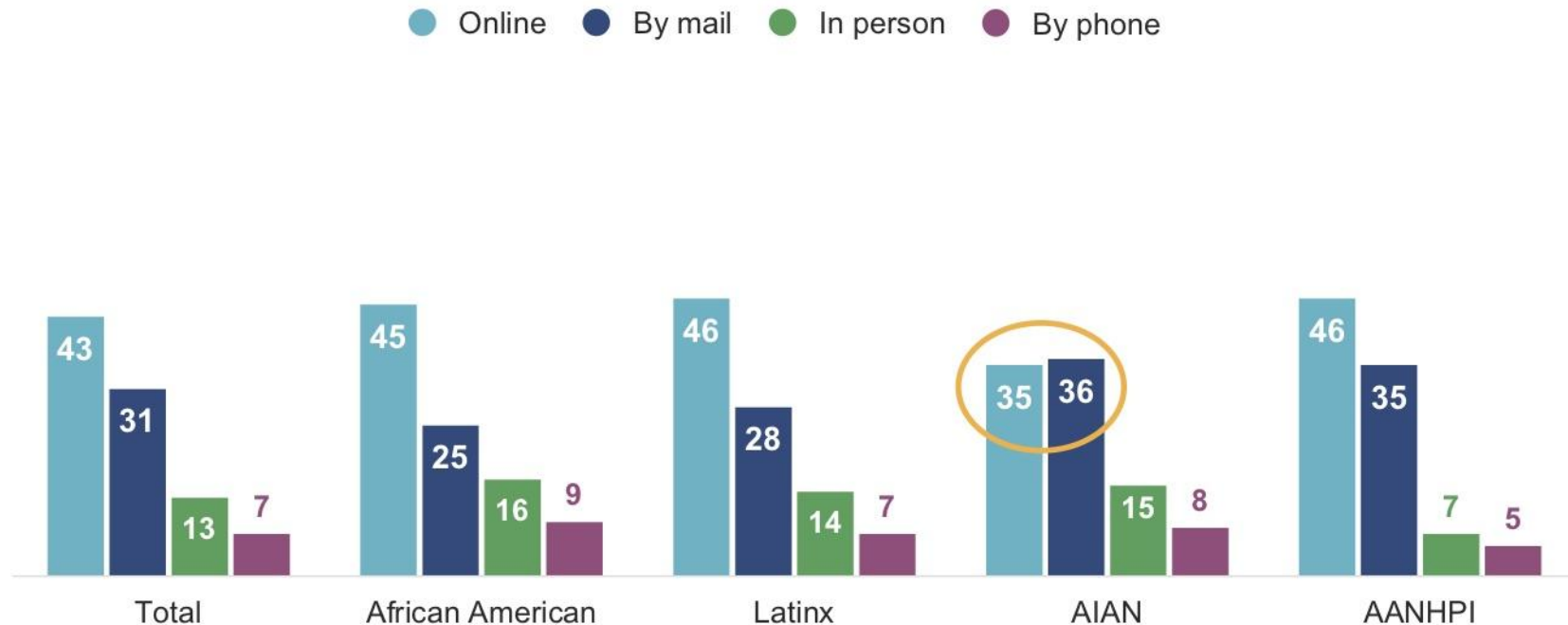


Many Prefer Answering The Census Through Non-Online Means, Especially AIAN Adults

Figure 12

Census Methods

If you had to participate in the 2020 U.S. Census, how would you prefer to answer the questions asked of you and your household?

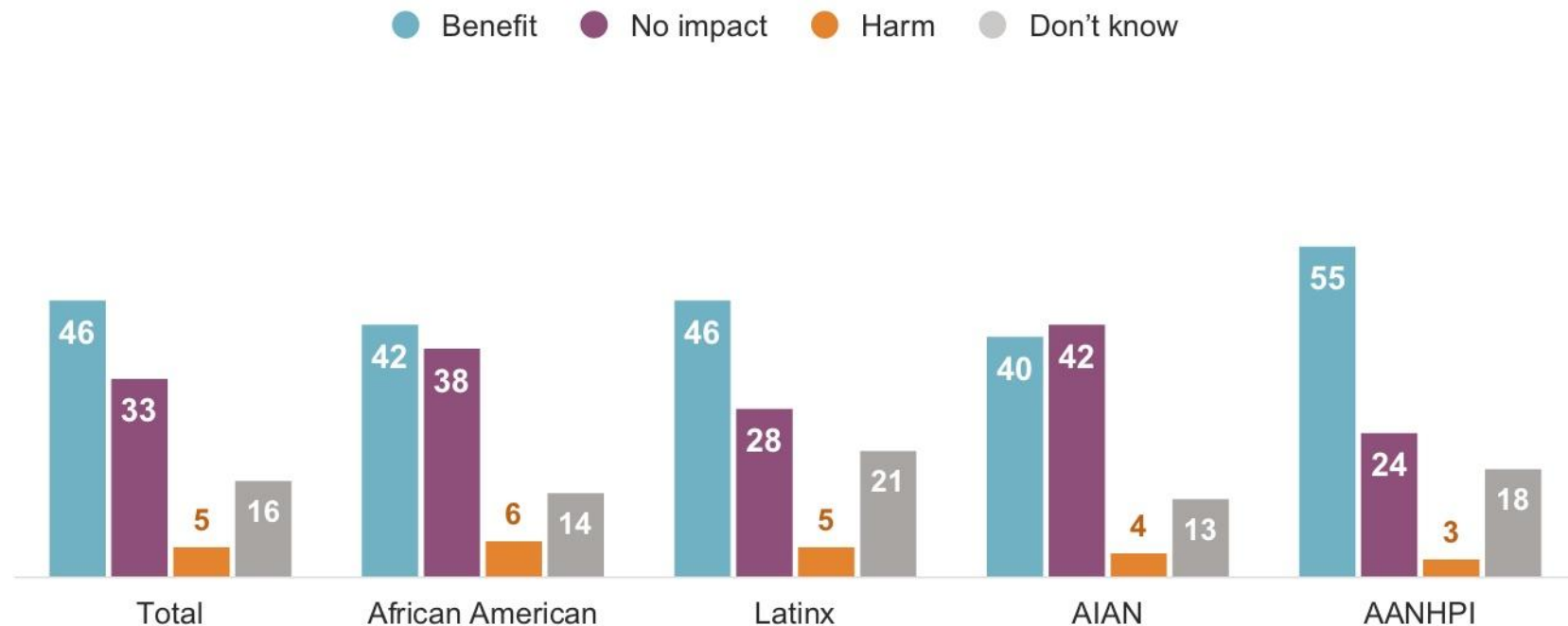


Few Feel Census Will Harm Their Community, But Benefit Mixed

Figure 14

Impact Of Census

Do you believe the 2020 U.S. Census will benefit your community, harm your community, or have no impact on your community?



The Census Bureau & Family Are Credible Sources

Figure 16

Trusted Messengers

*Who would you trust the most to give you correct information about the Census?
Select up to two.*

		Af Am	Latinx	AIAN	AANHPI
The Census Bureau	50	47	48	47	57
Family members	26	28	22	24	30
Local community org	15	16	16	12	14
Your local library	13	11	18	13	10
Your elected leaders	13	16	13	14	10
Local newspaper	11	10	9	12	13
Teachers	8	8	12	10	4
Religious leaders	8	9	6	10	7
Health care providers	7	9	7	8	5
Your neighbors	5	4	5	6	4
Co-workers	4	4	4	4	4

Message By Audience

Figure 24

AANHPI Adults

% Makes me much more likely to participate in the Census

Top Messages

Affects \$675 billion, including for **Medicaid, Head Start, & SNAP** 63

Critical to the well-being of our **kids** / money for CHIP and Head Start 60

Affects \$675 billion, including for **public schools, roads, & hospitals** 59

A powerful way to show our **unity** is to participate in the Census 57

Bottom Messages

Makes sure election officials provide **language assistance** to voters 52

Communities of color **get left behind** / less of a voice in our political system 52

Used to determine **seats per state** in the U.S. House of Representatives 50

Communities of color **get left behind** / fewer dollars for public services 38

Family & Unity Slogans Work Across Audiences

Figure 29

Top Slogans

% Like the slogan a lot

	Census Index							
	Af Am	Latinx	AIAN	AANHPI	High	Medium	Low	Movers
My family matters, my family counts.	60	69	57	68	74	60	52	64
Whether black, white, Latino, Asian, or American Indian - we all count. Be counted.	62	66	54	64	72	63	47	58
No matter who you are, you count. Be counted.	59	57	50	63	68	61	38	56
My family counts on me. I'll make my family count.	56	62	51	53	66	54	44	54

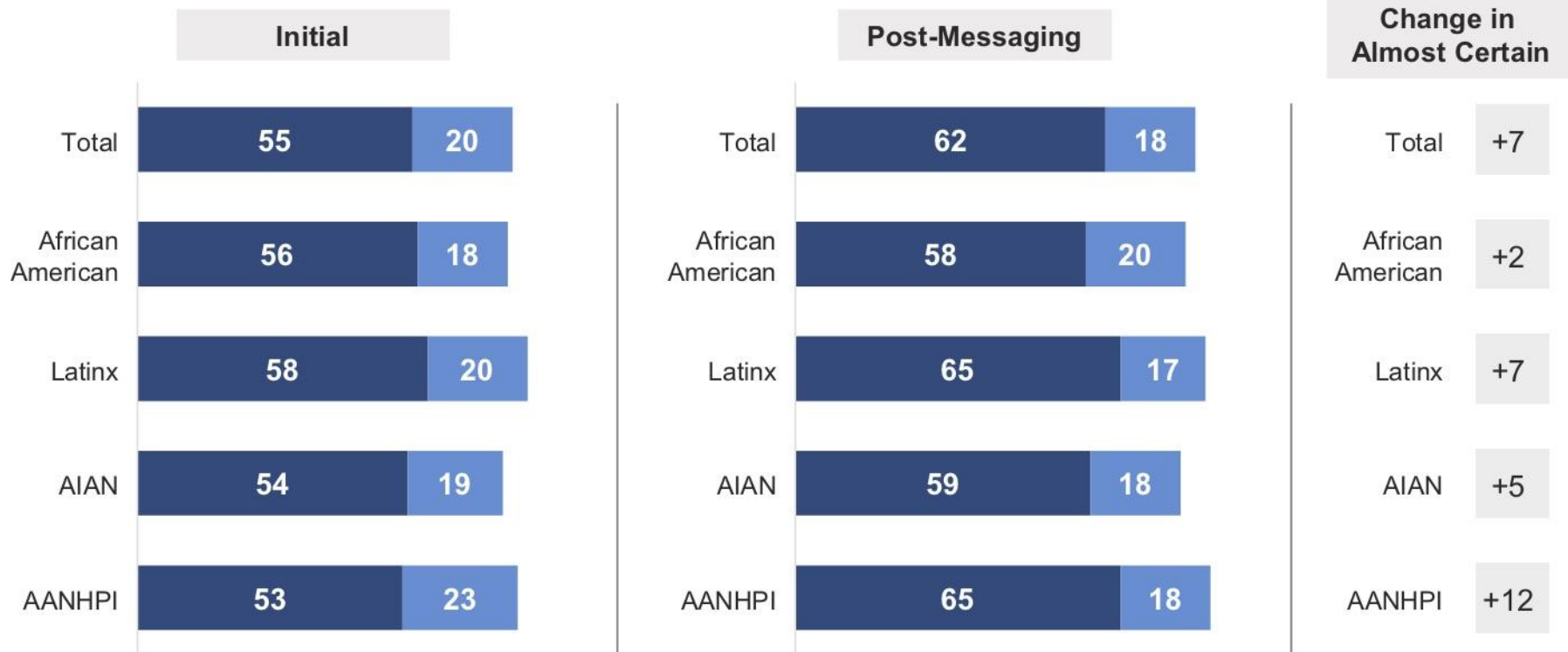
Messaging Moves More To Participate, Particularly Latinx & AANHPI Audiences

Figure 30

Census Participation

How likely are you to participate in the 2020 U.S. Census?

● Almost certain ● Probably



Top testing messages in favor of participating in the census
focus on *Family (Note w/ Children)*

Top Tier Positive Message Language
(Ranked by Very Convincing)

Very
Convincing Total
Convincing

[FAMILY*] Census data is critical to our families' future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our families need to get a good start and be successful.

42 79

[FAMILY - CHILDREN FOCUS*] Census data is critical to our children's future and the next generation. It helps us get the health care, transportation, schools, affordable housing, and higher education that our children need to get a good start and be successful.

41 81

Top testing messages in favor of participating in the census focus on *Family (Note w/ Children) (Cont.)*

Top Tier Positive Message Language (Ranked by Very Convincing)	Very Convincing	Total Convincing
[HELPED IN PAST] The 2010 census showed that in one major city, the Asian American community had doubled in the previous ten years. This led to a 50 million dollar increase in federal dollars for schools, hospitals, and services for our kids. Filling out the census can have real benefits for our community.	38	76
[RESOURCES] Census data is used to determine not only federal government funding for programs and services, but businesses also use it to decide where to invest and create jobs. Filling out the census makes sure that you, your family, and your community get a fair shot at those resources.	38	78
[VISIBLE*] We want to make sure that Asian American communities, which are growing every day, are not invisible. Filling out the census will ensure our community is counted, heard, and visible.	37	76

There's Power In
Being Counted

Count Us In 2020 Resources

Translations (23 Languages)

Key:
Blue - online &
phone response
available

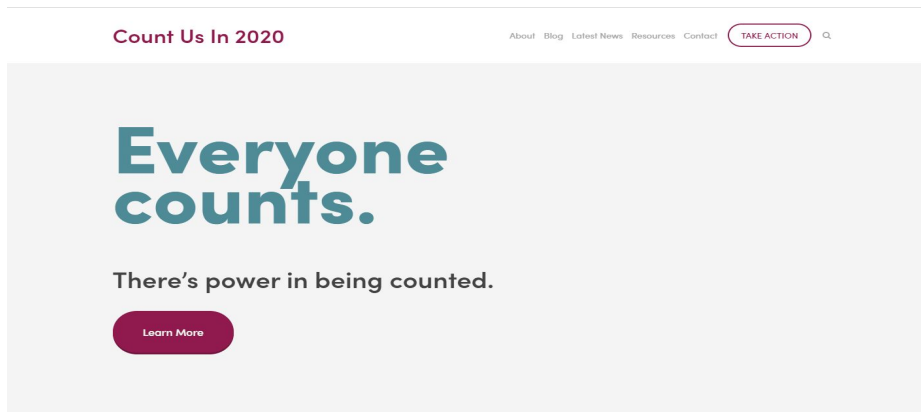
Green - Only
Census Bureau
Language
Assistance Guide
available

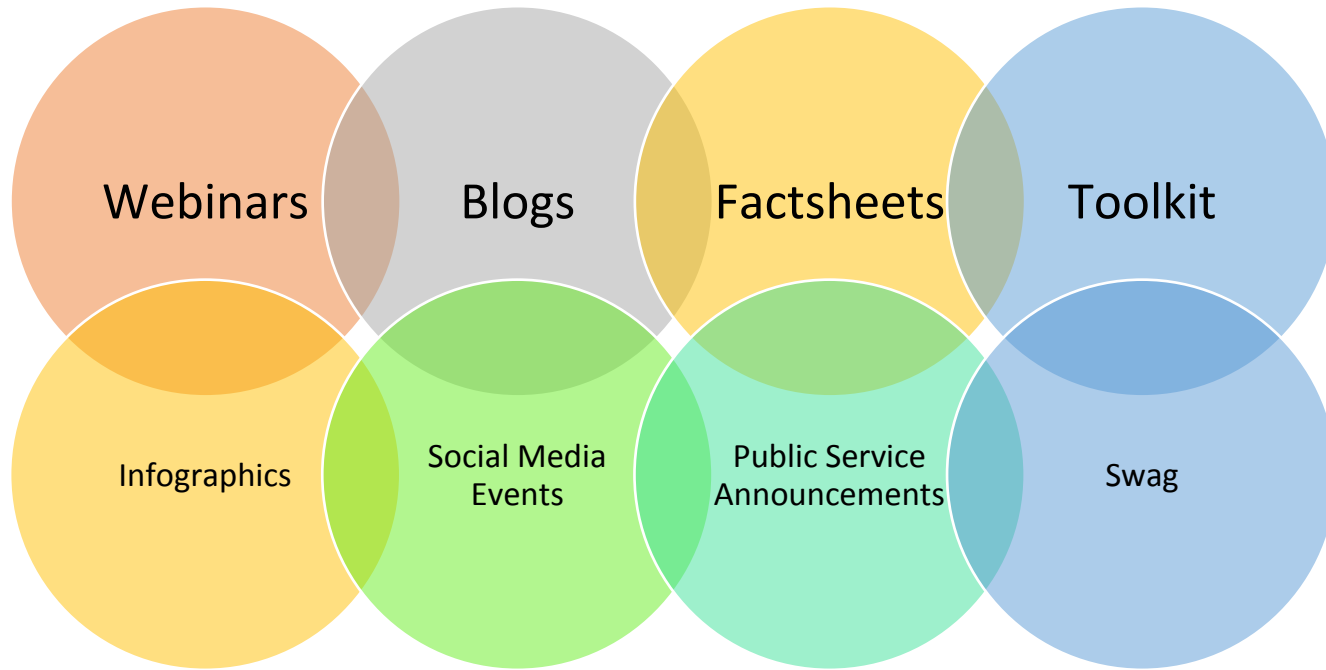
- Chamorro
- Chinese - Simplified
- Chinese - Traditional
- Chuukese
- Gujarati
- Hawaiian
- Hindi
- Hmong
- Japanese
- Khmer
- Korean
- Lao
- Marshallese
- Nepali
- Palauan
- Punjabi
- Samoan
- Tagalog
- Thai
- Tongan
- Urdu
- Vakaviti
- Vietnamese

www.CountUsIn2020.org

Visit Asian Americans Advancing Justice's new [census website](#) for our resources, partner resources, press releases, latest news, social media, and more!

There's Power In
Being Counted





**There's Power In
Being Counted**

Webinars

There's Power In
Being Counted

- Census FAQs
 - How are People Counted in the Census?
 - Communications –Messaging Deep Dive
 - The Race Question
 - Engaging the AANHPI Faith Community
 - Digital Tools –CommunityConnectLabs
 - Fundraising
 - Engaging the LGBTQ AANHPI Community
- 9.Digital Tools –Hard to Count Map
 - Citizenship Question –Next Steps
 - Organizing, Engagement, and Census Bureau and Partnerships
 - Census & Data
 - Engaging College Students

GOTC Factsheets

There's Power In
Being Counted

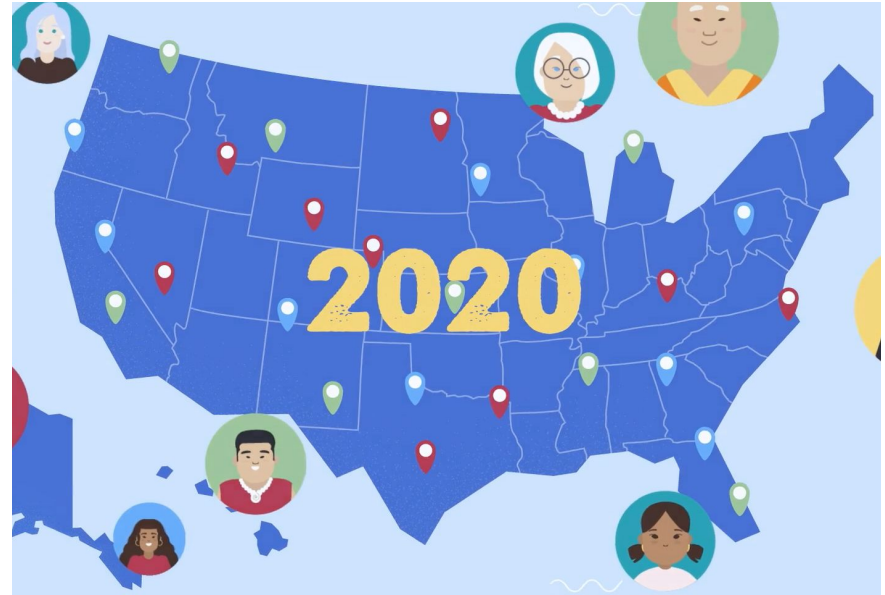
1. 2020 Census: Timeline
2. What Does the 2020 Census Ask Me
3. How Do I Respond to the 2020 Census and What Does it Ask Me?
4. Census 101 (Community Member Focus)
5. Census Outreach 101 and What Community-Based Organizations Can Do
6. How the 2020 Census Affects Your Community
7. Counting Your Family and Young Children
8. Engaging Your Friends and Family in the 2020 Census
9. Language Resources and How to Get Assistance
10. Census Confidentiality and the Citizenship Question
11. The Internet Response Option in the 2020 Census
12. How to Identify a Census Taker

APIAVote's Multilingual Census Videos

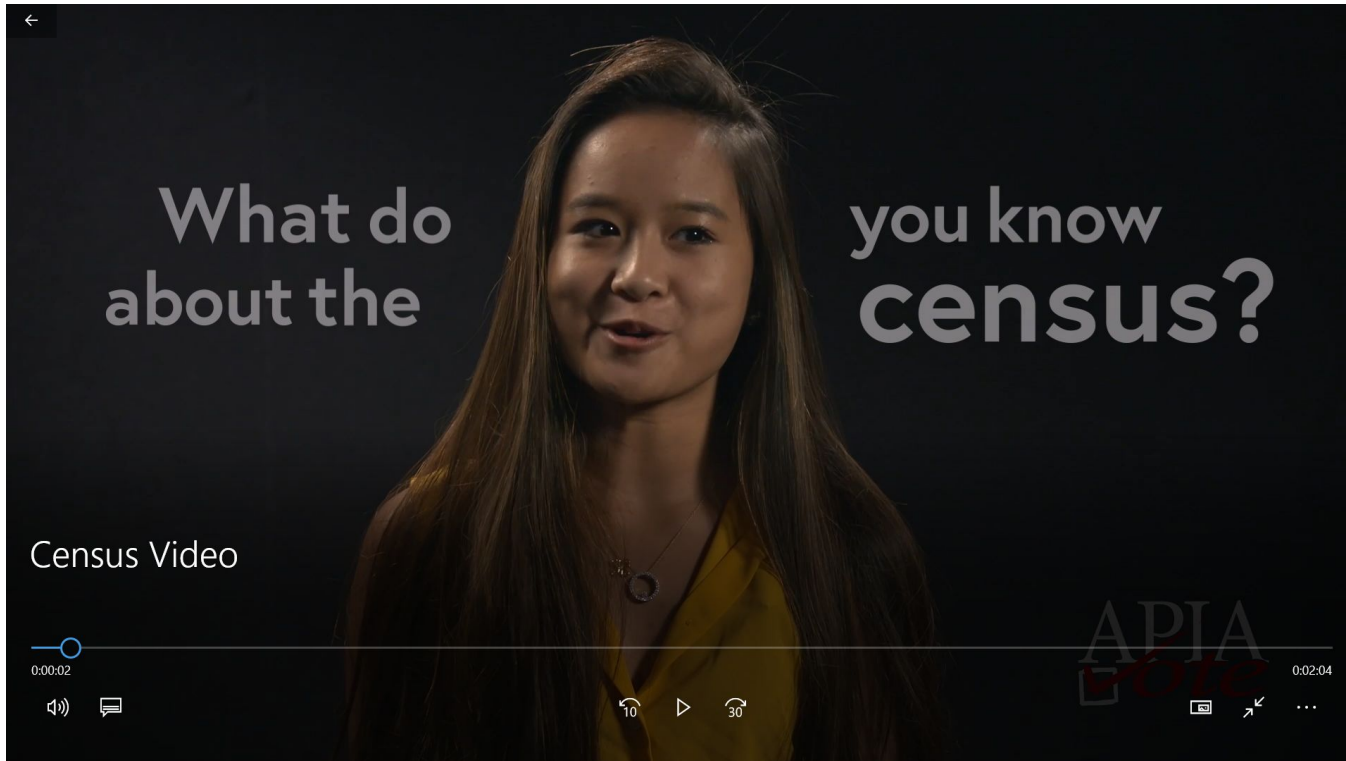
PUBLIC SERVICE ANNOUNCEMENTS and VIDEOS : (23 LANGUAGES)

Produced by APIAVote

- Census 101
- How to Fill Out the Census Tutorial



YOUNG VOICES



ETHNIC PRESS AD BUYS FOR CENSUS

Going beyond what the U.S Census
will provide

- Chinese
- Korean
- Vietnamese
- Filipino
- Japanese



The 2020 Census will shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, no matter where they are from, what language they speak, or why they are in the country. The count includes children and newborn babies, citizens and noncitizens, and temporary residents.

Responding is important for your family and community.



The information collected in the census will inform the distribution of more than \$675 billion in federal funds each year. These funds impact critical services, including education, health care, senior centers, and public transportation.



Communities rely on census statistics to plan for a variety of needs, including new roads, schools, and emergency services.



Businesses use census data to decide where to build factories, offices, and stores.

Responding is easy.

Beginning in mid-March 2020, every household in the United States will receive a notice to complete the 2020 Census online, by phone, or by mail. The form asks a handful of basic questions and will be available in many languages. From May - July 2020, census takers will visit households that have not yet responded. A census taker can assist if you need help completing your form.

Responding is safe.

Your personal information is confidential and protected by law. Your responses can only be used to produce statistics. They cannot be used for law enforcement purposes or to determine your eligibility for government benefits.

For more information, visit:
2020CENSUS.GOV

D-OP-AS-EN-128

Shape
your future
START HERE >

United States
Census
2020

WeChat Census Campaign

Fact vs Myth



WeChat





EPIC was established in 2009 by a group of young Pacific Islander (PI) leaders who recognized the urgency to address the growing needs of PI families. With experiences ranging from grassroots organizing to higher education administration, these young leaders prioritized building a strong and unified advocacy voice for PIs; collecting disaggregated data that illustrated the needs of PI families; and **establishing a pipeline of strong leaders who can be advocates and influencers in, and on behalf of, the community.**



EPIC will produce:

- **Factsheets on Census 101, Why It's Important, How To Get Involved, etc.**
- **NHPI-specific social media toolkit**
- **Videos and factsheets in Chamorro, Chuukese, Marshallese, Native Hawaiian, Palauan, Samoan, Tongan, and Vakaviti**

Language Assistance: NHPI Materials Production



C2-Census 2020: Counting Your Family

Respond to the 2020 Census to help your family and community!

Remember to include everyone who lives at your address—babies, young children, other family members, and roommates. Sometimes people forget to include young children, but it is very important to count them too.

Why is it so important for young children to be counted?

Counting young children in the census helps them thrive.

When you respond to the census, you help your community get its fair share of funding and services. The census count affects about \$20 billion annually to states and localities based, at least in part, on census counts of the population under age 5 for:

- Early learning programs, special education, child care grants, and Head Start
- Medicaid and children's health insurance
- Low income housing programs
- Supplemental nutrition assistance and WIC

Census data are also used for planning and decision-making. For example:


- School districts look at census data to plan for school sizes.
- Health providers look at census data to decide where to invest in hospitals and open clinics.



How should young children be counted?

When you fill out the census, include everyone who is living there on April 1, 2020.

Remember to count:

- > All children who live in your household, including grandchildren, nieces and nephews, and the children of friends.
- > Children who split their time between households, if they are living with you on April 1, 2020.
- > Newborn babies, even those who are still in the hospital on April 1, 2020.
- > Anyone who is living and sleeping in your household most of the time.





C3-Census 2020: Counting Your Family

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C1-Census 2020: Counting Your Family

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<https://www.countusin2020.org/nhpi>

SEARAC Census Fact Sheets–Translations Now Available!

<https://www.searac.org/census/>

Factsheets tailored for Southeast Asian American immigrants, elders, children, and young adults.

Factsheets in Khmer, Laotian, Hmong, Vietnamese, and Mien available.

***A Frequently Asked Questions section is included!**

Kev Suav Pej Xeem 2020

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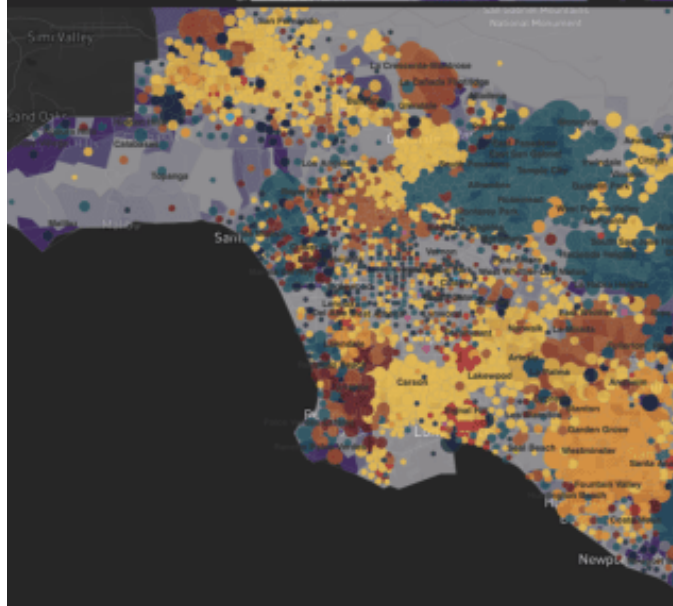
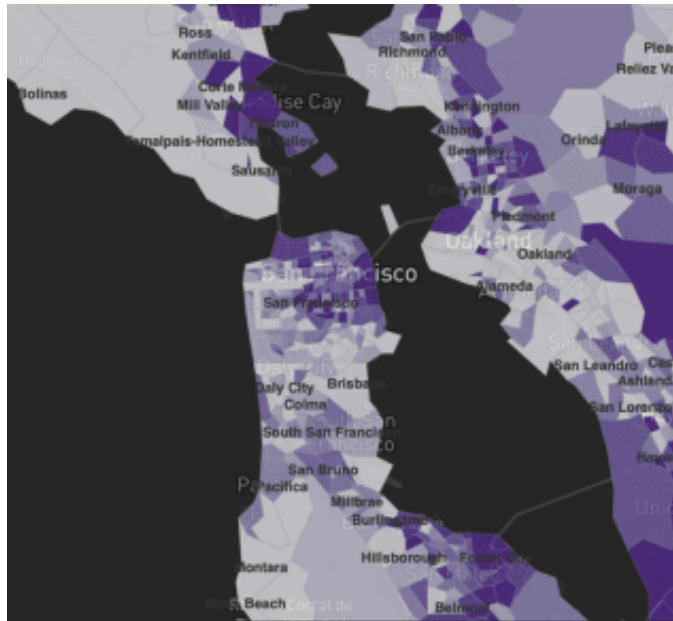
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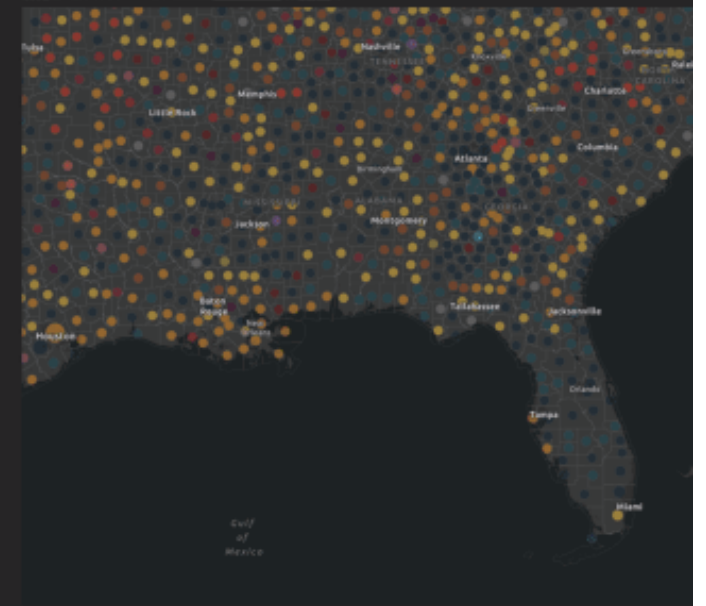
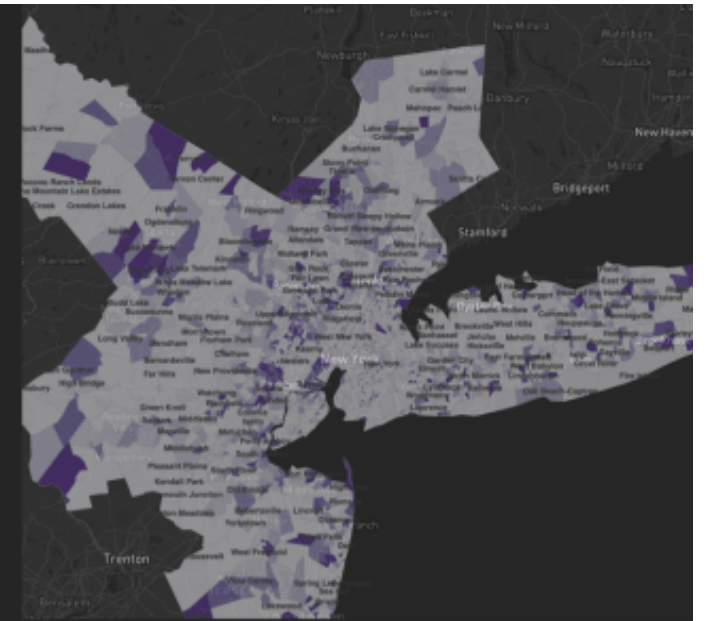


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D A T A

AAPIP.ORG

2020 Census and Beyond

The Geography and Diversity of Asian Americans and Pacific Islanders



Speaker



Karthick Ramakrishnan
Founder & President
AAPI Data

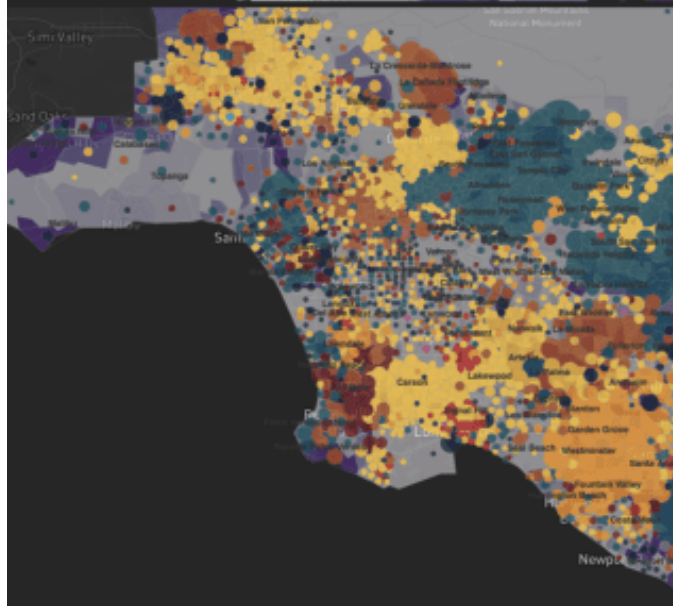
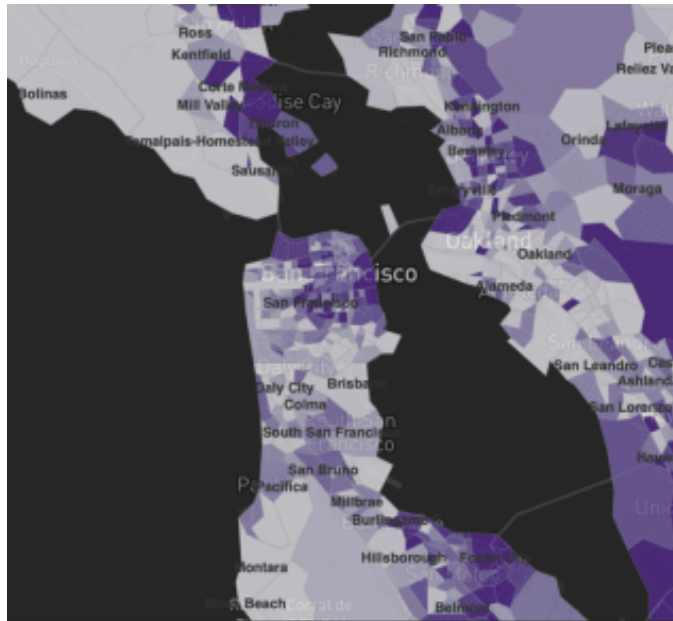
Speaker



Sunny Shao

Researcher

AAPI Data

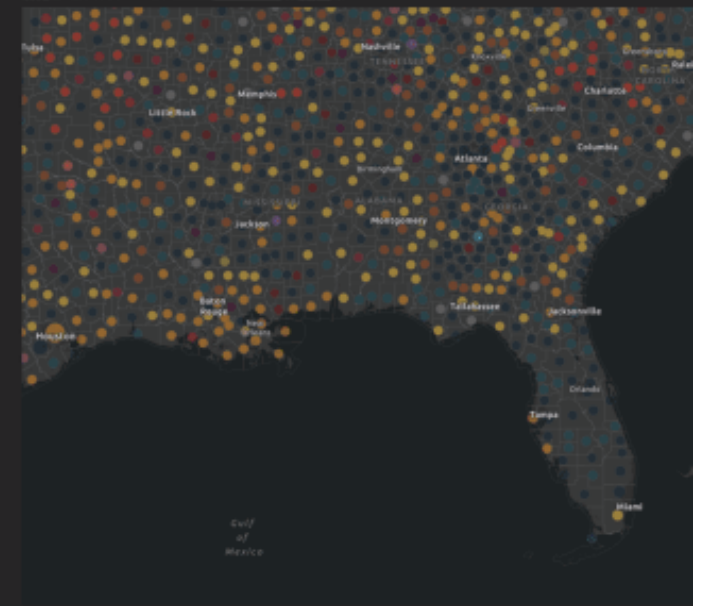
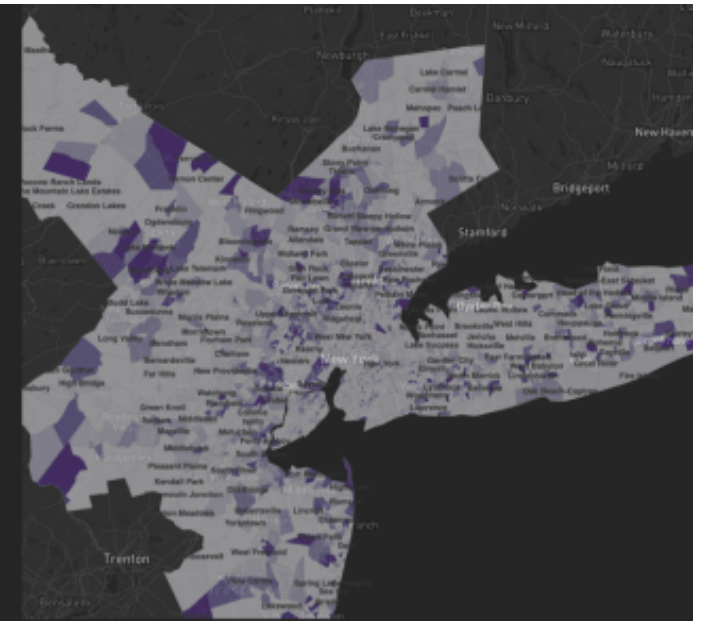


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2020 Census and Beyond

The Geography and Diversity of Asian Americans and Pacific Islanders



Questions?

Thank you for joining us!



Asian Americans/Pacific Islanders in Philanthropy