

2020 Census: It's Time for the Count!

RESOURCES

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Presented to
Vitalyst Health Foundation
Nonprofit Census Solutions
Workshop
February 3, 2020

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Resources





Community Partnership and Engagement Program

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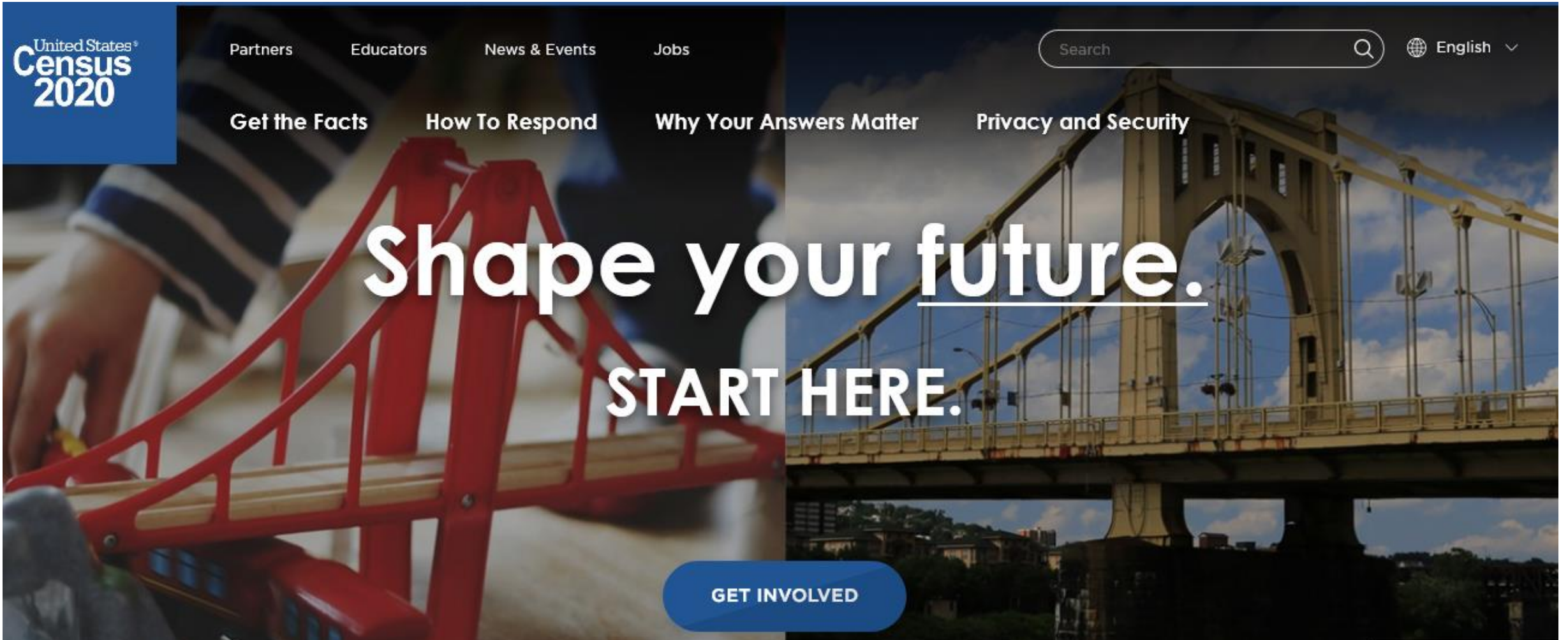
LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Daycare, K-12 outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Disabled Community Outreach
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Questionnaire Sites
- Trusted Voices
- Thank You Campaign

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The newborn baby?
Of course she counts.
(Congrats, by the way!)

From 1 day old to over 100 years old, everyone counts on your census form.

For more information, visit:
2020CENSUS.GOV

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キスして、そして
人数に入れましょう。

2020年国勢調査に回答し、家にいるすべての子どもを数える。この行動は、今後10年間に皆さんのコミュニティが、学校や児童施設などのためにどれだけ支援金を受け取るかに影響を与えます。

さらに詳しい情報はこちらへアクセス：
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Kiss them, then count them.

By responding to the 2020 Census and counting every child in your home, you'll influence how much funding your community receives over the next 10 years for schools, child care, and more.

For more information, visit:
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Anbrase yo, epi konte yo.

Lè w ranpli fòmilè resansman 2020 an ak lè w konte tout timoun ki nan kay la, sa ap gen yon enpak sou kantite kòb kominote w la pral resevwa pandan 10 pwochen lane yo pou lekòl, gadri, ak plis toujou.

Pou plis enfòmasyon, vizite:
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Think about the babies who will be born in 2020.

The first smiles. The first steps. The first words. In the years to come, some may need day care, after-school care, or school lunch programs. And all children will need safe communities in which to grow and thrive. That's why it's so important that we count newborn babies and young children accurately.



<https://2020census.gov/en/who-to-count/young-children.html>

2020census.gov



2020census.gov

US Census Bureau Videos

https://www.youtube.com/user/uscensusbureau/videos?disable_polymer=1

English: Guide to Completing the Online Questionnaire

<https://youtu.be/3vVLnZTPx-U> (about 9 minutes)

Native Hawaiian Pacific Islander Music Video: “This is Me”

<https://www.youtube.com/watch?v=GWCySrYxov0> (about 6 minutes)

Census Bureau Social Media

- Facebook
- Twitter
- YouTube
- LinkedIn

Spread the Word

Through the power of your social media channels, you can help shape the world around you. Share interesting facts, real-life stories, and how-to information to encourage your friends and family members to participate in the 2020 Census.

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Download these graphics and share them on your social media channels.



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Self-Response Resources

- Video Language Guide
(59 non-English languages)
- Paper Language Guide
(59 non-English languages)
- Mobile Questionnaire Assistance Sites

Video Language Guide

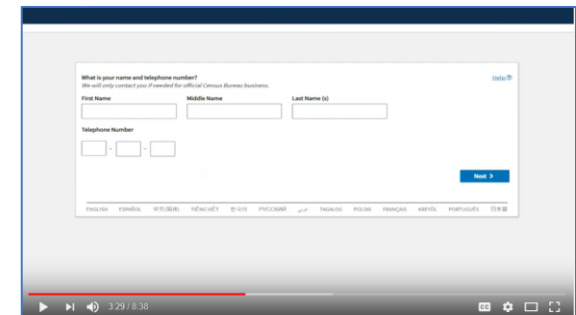
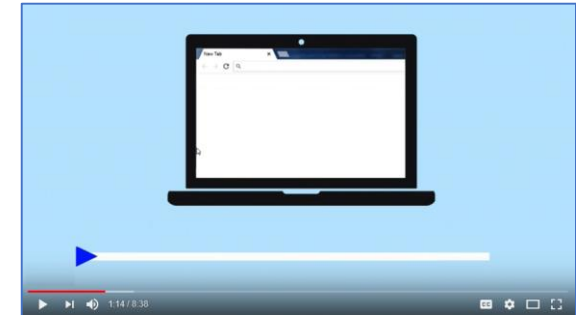
Video language guides, narrated in 59 non-English languages, will assist respondents responding online.

Each video is about 8 minutes and includes basic information about the 2020 Census.

Video language guides will be available online to stream or download.

Total Run Time: about 8 minutes

- Part 1: Introduction to the 2020 Census (1 minute)
- Part 2: Quick Tour (1 minute)
- Part 3: Translated Guide (6 minutes)



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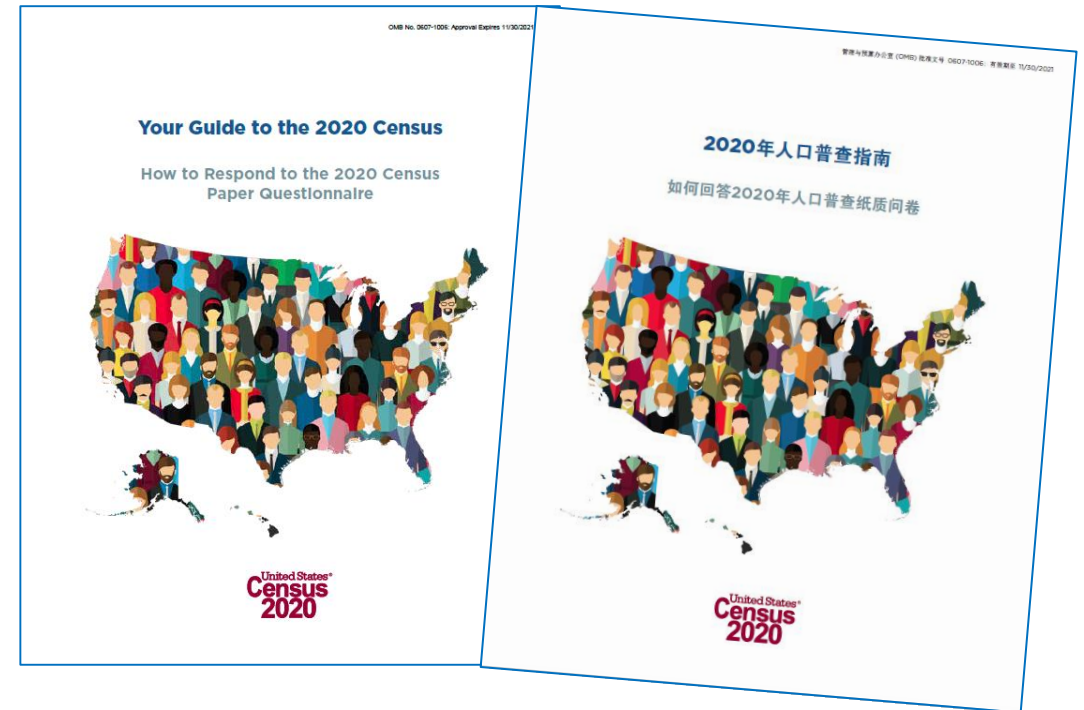
Print Language Guide

Print language guides, written in 59 non-English languages, will assist respondents filling out the paper questionnaire.

Guides will also be available in large print and braille.

Each guide is 8 pages and includes basic information about the 2020 Census and translation of the questions and response categories.

Print language guides will be available online and through FLD Partnerships.



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MOBILE QUESTIONNAIRE ASSISTANCE (MQA)

MQA allows the Census Bureau to be **nimble** and adapt to changing conditions as we monitor self-response.

Where self-response is not what we anticipate, we can provide mobile questionnaire assistance.



Types of Questionnaire Assistance

- **Partner Questionnaire Assistance Centers (QACs)**

Places with computers/phone/information for community members to self-respond. Hosted by non-Census employees.

- **Event-Based Questionnaire Assistance**

Often planned by partners and jointly staffed by the Census Bureau and the partner. Locations can include festivals, Community events and specifically created Census events.

- **Highly Mobile Questionnaire Assistance**

As we receive self-response data, partners and the Census Bureau will ensure we have questionnaire assistance in areas that are not seeing expected self-response. We will stand up sites/events rapidly to respond.



A Role for Partners

Set up Questionnaire Assistance Centers or Events

1. Locations where respondents can access computers/phones in a private secure area, to respond to the 2020 Census
2. View or pick up promotional materials
3. Get 2020 Census questions answered by partners/volunteers

The Census Bureau has established a Do's and Don'ts Guide for Partner Questionnaire Assistance

Partnership Specialists will work with Complete Count Committees, state and local officials, and local partners to identify initial locations

Local partners can help us identify high-priority areas to engage with the community.

Census Staffing

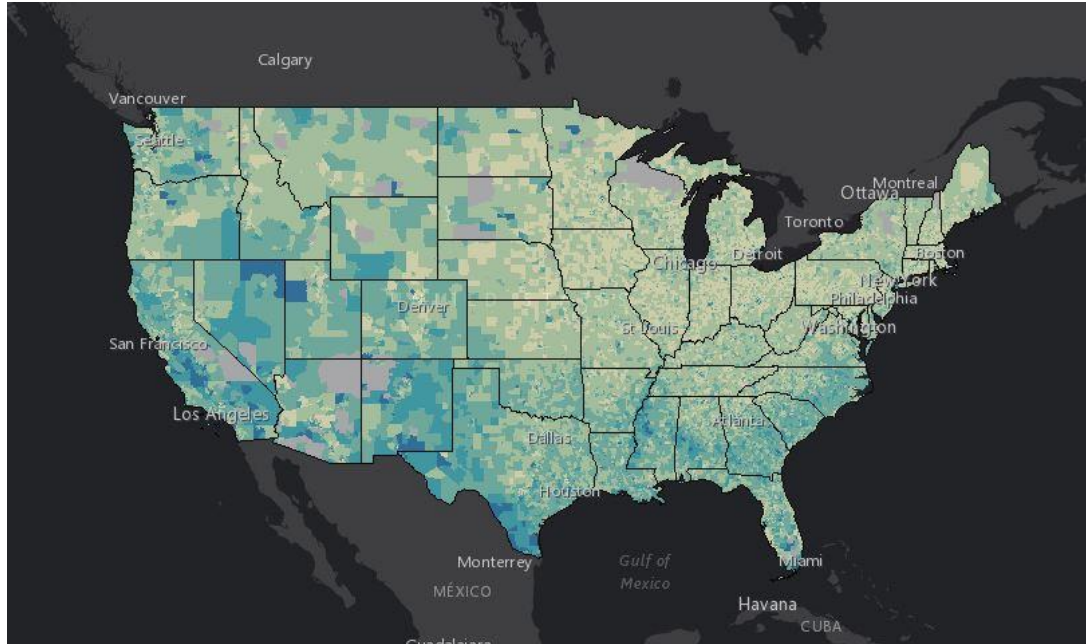
Partnership Specialists (PSs)

- Help coordinate sites/events with partners, including sites/events in low performing areas
- Educate partners about questionnaire assistance

Census Response Representatives (CRRs)

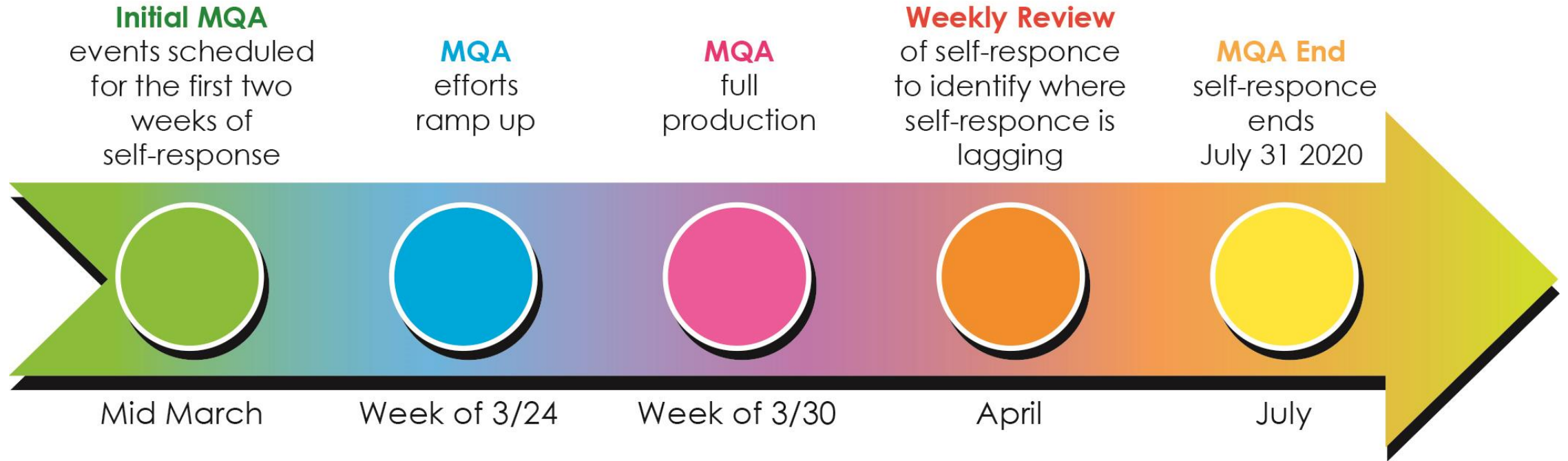
- Potentially as many as 4,500+ Recruiting Assistants will convert to CRRs
- CRRs will be trained in early March
- CRRs will be identifiable by a picture ID badge and have a Census Bureau tablet that can be used for response by the community

Advance Planning and Real Time Results



- Census and partners will start with locations identified in advance using historical response data, but update locations as actual response data begins to arrive.

Timing



Questionnaire Assistance Guide & Resources Available

The Guide Contains:

- What is Self-Response
- Types of Questionnaire Assistance
- What the Census Can Provide
- What Partners Can and Can't Do
- Language Support Information
- Media Support Strategy
- Important Info for American Indian & Alaskan Natives
- Helpful Links



Nonresponse Followup

- Enumeration Instrument (English/Spanish)
- Language Identification Card
 - (59 non-English languages)
- Language Glossaries
 - (59 non-English languages)

Language Identification Card

When an enumerator encounters a language barrier at the door, they will be able to show the Language Identification Card which features a brief statement in 59 non-English languages.

Enumerators use the Language Identification Card to help identify the language spoken by a household.

I work for the U.S. Census Bureau. Is someone here now who speaks English and can help us? If not, someone may contact you who speaks _____.

The image displays a grid of Language Identification Cards in 59 different languages. Each card features the same English text: "I work for the U.S. Census Bureau. Is someone here now who speaks English and can help us? If not, someone may contact you who speaks _____." The cards are arranged in a grid, with some overlapping. A callout box from the top right points to the English text on the cards.

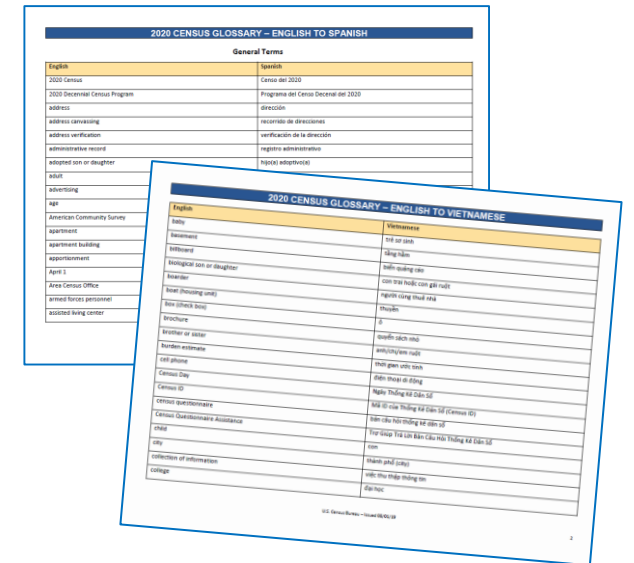
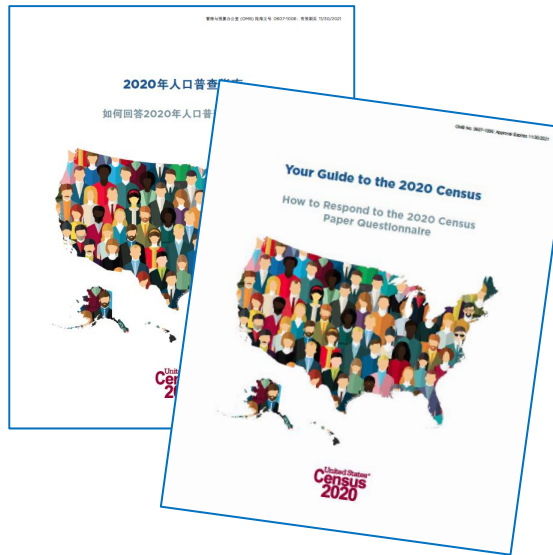
Language Resources Webpage (cont'd)

Print language guides, language glossaries, and templates are available now at <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources.html>

Video language guides in 59 non-English languages will become available in early 2020

59 Non-English Languages

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



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How Can Arizona Partners Be Involved?

- Connect with Local Census staff in your area
- Invite Partnership Specialist to Community Events
- Encourage and help clients to complete the census
- Tell Clients about Census Jobs & Income Waivers
- Host Mobile Questionnaire Sites at your Organizations
- Hang Posters
- Post on Social Media
- Do PSAs that can be played in your organizations or on websites

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