



Latino Census Week of Action

April 13 – April 18, 2020

Background

Join NALEO Educational Fund, the *iHágase Contar!* campaign, Mi Familia Vota, Mexican American Legal Defense and Educational Fund (MALDEF), Voto Latino, UnidosUS, Labor Council for Latin American Advancement (LCLAA), League of United Latin American Citizens (LULAC), Fair Immigration Reform Movement (FIRM), Latino Justice PRLDEF, and United We Dream along with media partner Comcast NBCUniversal Telemundo, and co sponsors: Census Counts campaign and Partnership for America's Children for a Latino Census Week of Action. Throughout the week of April 13–18, we encourage partner organizations to join us in reaching out to Latino communities across the country to ensure they get counted in the 2020 Census. Latinos are among the hardest to count communities in the country; of the one million young children who were missed in the 2010 Census, 40 percent were Latino children under five.

Additionally, we also know that Latinos are diverse in ethnic and racial background, immigration status, languages they speak, and communities in which they live. Currently, Latinos represent the second-largest population group in the country, and [according to the U.S. Census Bureau, it is estimated the community could make up more than 21 percent of the total U.S. population by 2030](#). This reality is why it is critical that our growing community receive its fair share of resources, which is predicated on an accurate count of our population. Despite the incredible potential of our community, ensuring a fair and accurate count remains an uphill battle, particularly in the face of the public health crisis brought on by the coronavirus (COVID-19). However, despite these obstacles, NALEO Educational Fund, Mi Familia Vota, MALDEF, Voto Latino, MALDEF, UnidosUS, LCLAA, United We Dream, Latino Justice PRLDEF, FIRM, LULAC, and local *iHágase Contar!* partners throughout the country are dedicated to this Latino Week of Action as a part of our commitment to making sure our community is accurately counted in the 2020 Census.

Challenges

The Latino community has many of the characteristics which make it difficult for the Census Bureau to count – limited English proficiency, diverse immigrant status, high mobility, young children in the household, propensity to rent, etc. According to our [research](#), there are additional challenges to counting Latinos, which include:

- **Fear and general mistrust of government**, now heightened by the attacks and rhetoric from the current Administration. As we encourage Latinos to participate, we must remind

them that the U.S. Census Bureau is a statistical agency, separate from the White House. It is also crucial to highlight that the information residents give to the Bureau is private, secure, and will not be shared with any other government agencies. It is also important to note that this concern is not just prevalent among immigrant and mixed-status households, but among other households as well.

- While Latinos generally have a positive view of the census, they find the process confusing and have deep concerns over how the data will be used. Of the Latinos we surveyed in our 2019 [research](#), almost half of them were expecting to see a citizenship question on the form. **There exists a general confusion about what is on the form, why certain questions are asked, and specifically, how to fill out the race question.** There are also mixed preferences for filling out the form online (preferred among young Latinos), by mail and phone (preferred among Latinos over 40), or in-person (least preferred across the board).
- **Young Latinos under the age of 40** were the least informed about the process, least enthusiastic about participating, and least likely to participate.
- **Latino organizations, doctors, nurses, teachers, Spanish language media, and local elected officials play a significant role in encouraging participation** as the most trusted messengers in Latino communities. Additionally, our [research](#) also suggests that Latinos respond best to messages that combine empowerment with information on community benefits. Messages of resistance worked best among Latinos under the age of 40 and did not work well for Latinos over the age of 40.

Opportunities

The Latino Week of Action will focus on:

- Delivering compelling messages adapted to the current circumstances surrounding census operations amid COVID-19.
 - If you did not have a chance to participate in our Partner Briefing last week on the adjustments the Census Bureau is making to operations and how NALEO Educational Fund is adapting, click [here](#) to view.
- **Reminding Latinos that paper forms began arriving in the mail on April 8 to households that have not yet replied**, and explaining the process of filling out the form while dispelling any confusion on how to answer the race question, who should be included on the form, and what happens with the data collected.
- Using existing tools, messages, and resources to reiterate that all data are safe, secure, and confidential and that there will be no question on citizenship or immigration status. Current efforts, such as the [Census Confidentiality Protection Pledge](#), are focused on helping to keep the Census confidential and ensure people that we are prepared to monitor Census operations and respond to any concerns about confidentiality of the Census.
- Continuing to remind Latino households that everyone, regardless of age (so long as they were born on or before April 1, 2020), must be counted on the form – with an emphasis on counting Latino Children.
 - We will do this utilizing the existing tools, partnerships, and messages from our [Hazme Contar sub-campaign](#).
- Reaching Latino millennials and key influencers in the household – like Latinas – via our “Present is Latina” efforts in [partnership with Luz Collective](#).

- Engaging key community influencers from national and local Latino organizations to elected officials from all levels of government.
- Hosting a variety of opportunities to engage Latinos across social and digital platforms to inform them on the basics of the census, critical deadlines, and the general importance of filling out the form.

Latino Week of Action Committee

Lead: NALEO Educational Fund

Sponsors: Mi Familia Vota Education Fund, LULAC, UnidosUS, Voto Latino, United We Dream, FIRM, LCLAA, MALDEF

Co-Signers & Supporters: *iHágase Contar!* partners, Census Counts, and Partnership for America's Children

If you would like to sign-on to this week of action, please e-mail achavez@naleo.org

Messaging

Messaging Research: *In partnership with Latino Decisions, we conducted [research](#) on the most effective messaging to encourage Latino participation in the census. Results can be found [here](#).*

What is the census, and why is it important for Latinos?

- The census is the cornerstone of our democracy. Census data is used to determine funding for key federal programs like Medicare, Medicaid, Section 8 Housing, school lunch programs, Title 1 school funding, and other critical programs that directly impact our communities.
- Census data also helps determine political power and representation in Congress as well as the implementation of crucial civil rights policies.
- Latinos are the second-largest population group in the country. We are here, this is our home, and we will be counted here. It is important we receive our fair share of support for our communities.

[Download our Latino-specific social media graphics here](#)

COVID-19

[For more on COVID-19 messaging in both English and Spanish download our digital toolkit](#)

- Self-responding to the census is the easiest way to make sure you are counted amid the COVID-19 situation. **Self-response is quick, easy, and can be done by mail, online, or by phone.** Residents can self-respond to the census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.
- As we face this public health crisis, participating in the census now will help secure future funding for our communities. Emergencies like the COVID-19 pandemic are precisely why the government needs accurate census data. Census participation will help ensure our communities get their fair share of funding for schools, hospitals, and other education and health programs we need for strong families.

- Due to census operations adjustments, residents will now have until August 14, 2020, to fill out the form. However, it is recommended that all households respond to the census as soon as they receive the form to ensure no follow up is needed for that household.

[To continue to monitor census operation modifications due to COVID-19, follow our live tracker here.](#)

The Process

- [If you have not yet filled out your Census form, **you will have the option to fill it out via paper form starting this week**, when you receive a reminder in the mail along with a paper questionnaire.](#)
 - o Guidance on how to fill out the form can be found in English [here](#) and Spanish [here](#).
 - o Key FAQs on the process and who counts here can be found in English [here](#) and Spanish [here](#).
 - o Video tutorials on how to fill out the form in English can be found [here](#) and in Spanish [here](#).
- Households will have until August 14, 2020, to fill out the census form.
- The census form will not ask you about your citizenship status, immigration status, bank account information, or social security information. The form will only ask you basic questions about how many and people live in your household.
- Your data are safe, secure, and confidential and cannot be shared with any agency outside of the U.S. Census Bureau – your information cannot be used for immigration enforcement or law enforcement. Your information is protected by Title 13 of U.S. Code, which states that sharing of any information can result in a \$250,000 fine and up to five years in jail.
 - o A coalition for more than 300 organizations and officials are working together to make sure your Census data is kept confidential as part of the Census Confidentiality Protection Pledge. [The materials found in this toolkit](#) will help elevate digital messaging around the confidentiality of census data. When distributed by trusted messengers to the appropriate audiences, coalitions can succeed in calming the nerves that historically undercounted and institutionally-distrustful communities may have. Please contact MALDEF with any further questions.
 - o The 2020 Census and Confidentiality - <https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>
 - o How the Federal Government Can and Can't Use Census Information - <https://www.brennancenter.org/blog/how-federal-government-can-and-cant-use-census-information>

[Refer to our 2019 Digital Toolkit for other useful talking points and messaging opportunities in both English and Spanish](#)

National Bilingual Hotline

Our **877-EL-CENSO** national bilingual hotline has been live since July 2019. Our hotline is operated by live operators who are trained and ready to answer all basic census-related questions, provide updates on operations modifications, and assist callers with any questions related to the form. Our hotline is open Monday – Friday from 8:30 AM – 8:30 PM EST.

Download our hotline one-pager in English [here](#) or Spanish [here](#), or you can download the Lawyer's Committee census hotlines toolkit [here](#).

[Share clip in Spanish](#) regarding hotline operations.

[Sample Census Hotlines Tweet](#)

Comprehensive Informational Websites

- www.2020census.gov – Census Bureau website with resources, videos, and toolkits
- www.HagaseContar.org – NALEO Educational Fund bilingual informational website with downloadable tools, resources, and rapid response chatbot
- www.CensusCounts.org – Census Counts campaign website with easy to use digital toolkits, trainings, a guidance document, and comprehensive information on States Count Coalition

Campaigns

iHágase Contar! | #HagaseContar (Powered by NALEO Educational Fund)

The *iHágase Contar!* Census 2020 campaign is a national effort led and developed by NALEO Educational Fund. The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including “Train-the-Trainer” curriculum and training opportunities, State of Census 2020 briefings, campaign material, stakeholder toolkits, promotional information, public awareness events, informational panels, digital and traditional media efforts, National bilingual hotline – 877-EL-CENSO (877-352-3676), and our informational website: www.hagasecontar.org

- www.hagasecontar.org
- Text CENSUS or CENSO to 97779

iHazme Contar! | #HazmeContar (Powered by NALEO Educational Fund)

The *iHazme Contar!* campaign includes 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 communities on the importance of counting all children in the household – including young children. As a part of our *iHazme Contar!* campaign, we unveiled digital ads in [English](#) and [Spanish](#) to help make sure all children are counted in the 2020 Census.

- www.hazmecontar.org
- Text KIDSCOUNT to 97779

The Present is Latina | #LatinasCount (Powered by NALEO Educational Fund + Luz Collective)

The Present is Latina is a campaign in [partnership with Luz Collective](#) to call on Latinas to motivate their family, friends, and communities to participate in the 2020 Census. The co-branded campaign aims to educate Latinas on the significant impact the 2020 Census could

have on their futures and to empower Latinas to encourage those around them to make themselves count. The campaign is releasing ready-to-share content, including graphics, short videos, editorials, and more.

- <https://luzcollective.com/census-2020/>
- Text LATINASCOUNT to 97779

Census Counts | #CensusCounts (powered by The Leadership Conference Education Fund)

The Census Counts campaign, housed at The Leadership Conference Education Fund, brings together community-based organizations across a broad spectrum of advocacy: civil rights, immigrant, LGBTQ, disability, infant and child, poverty and homelessness, faith-based, labor, health care, education, youth, and more. Through education, training, organizing, and outreach, these advocates and organizers are working to ensure communities historically missed by the census are counted.

- <https://Censuscounts.org>

Somos Mas | #SomosMas (powered by Voto Latino)

- <https://somosmas2020.org/>

Invisible No More (powered by UnidosUS)

- <https://www.unidosus.org/campaigns/2020-census/info>

We Count | #WeCount (powered by United We Dream)

United We Dream is excited to be running a dynamic and responsive program engaging young Latino immigrants and undocumented people under the age of 30 on the subject of the Census. We have a series of digital videos that explain how to take the Census and why young immigrants should take it. Make sure to check out our Mangonada and Telenovela video series! We are also encouraging people to go to our Census hub, wecountcensus.com and create/share their own social media graphics.

- wecountcensus.com
- Text 'WeCount' or 'Contamos' to 877877

Hazte Contar | #HazteContar (powered by Telemundo)

- <https://www.haztecontar.com/>

Census Confidentiality Protection Pledge | #CensusPledge #EveryoneCounts (powered by MALDEF, the Leadership Conference, and Asian Americans Advancing Justice | AAJC)

- <https://www.maldef.org/census-pledge/>

If you visited the websites above and still cannot find the content or answers to your questions, view our comprehensive FAQs in English [here](#) and in Spanish [here](#).

TAKE ACTION

Hashtags & Handles

Hashtags: #HagaseContar #LatinosCount #LatinxsCount #LatinasCount #HazmeContar #HazteContar #MyFamilyCounts

Twitter: @NALEO @MiFamiliaVota @LULAC @UnidosUS @LCLAA @UnitedWeDream @FIRM_Action @votolatino @MALDEF @latinojustice

Instagram: @naleoedfund @mifamiliavota @lulac @weareunidosus @LCLAA @UnitedWeDream @firm_action @votolatino @maldefian @latinojustice

Days of Action

[Submit your Latino Week of Action related events here](#)

To brainstorm ideas or if you would like to bring your event up to the LWA planning committee please contact Adan Chavez at achavez@naleo.org

Day 1: Monday, April 13 – Latino Week of Action is Here!

NALEO Educational Fund press statement announcing week of action, [here](#).

Repost & Retweet:

- Twitter - [Spanish](#) | [English](#)
- Facebook - [Spanish](#) | [English](#)

Sample Posts:

Sample Post 1: Excited to join the Latino Census Week of Action! Did you know that Census data helps determine over \$1.5 trillion in federal funding for educational, healthcare, and housing programs? Join us in this effort to get out the count! #LatinosCount #HagaseContar

Graphics: [Be Seen, Be Heard, Be Counted](#) | [Hágase Escuchar, Hagase Contar](#)

Sample Post 2: Excited to join @NALEO @CensusCounts @MiFamiliaVota @LULAC @UnidosUS @LCLAA @UnitedWeDream @FIRM_Action @votolatino @MALDEF @latinojustice for the Latino Census Week of Action! Let's make sure #LatinosCount in the #2020Census #HagaseContar

Graphics: [Stand Up for our Community](#) | [Alza tu Voz](#)

Sample Post 3: The Latino Census Week of Action is part of a group effort to help strengthen our community's future by encouraging census participation so that we may secure our fair share of federal funding and representation. We are honored to join @NALEO @CensusCounts in this effort. #HagaseContar

Graphics: [We Live Here, We Work Here, We will get counted Here](#) | [Aqui Vivimos, Aqui Trabajamos](#)

Community Partners, Stakeholder & Elected Official Call to Action:

- **E-blast:** Use and adapt template e-blast from digital toolkit to remind your members and constituents that the census can be completed online or by phone and that paper forms have started to arrive in the mail, which can be filled out and returned by mail.
- **Social Media:** Use social media tools listed below to remind everyone that paper forms have started arriving in the mail. Reshare posts and graphics.
- **Announcement of commitment:** Announce and share your commitment to ensuring a full count of Latinos in Census 2020 (you can do this by sending out a press statement or blog post).
- **Plan:** Plan other activities to reach Latinos throughout the entire week.
- **Host Virtual Activities:** Host a digital town hall, Facebook Live, or Instagram story on why Latinos must make themselves count using the #HagaseContar and #LatinosCount hashtags. As you pitch to media and partners, do not forget to make sure you have a reliable internet connection, adequate lighting for on-camera interviews, and a Skype account that is accessible to reporters.
- **Incorporate Census Message:** Include reminders to respond to the census by mail in all your upcoming virtual town halls and video updates on COVID-19. Begin to incorporate census experts into your virtual community briefings. [Here](#), you will find a list of NALEO Educational Fund Regional experts.
- **Remind everyone to fill out the form!** - Monitor self-response rates in your community and host "census form tutorials" to guide your community through how to fill out the paper questionnaire.

News Story Ideas:

- ICYMI: Tune in to our Media Telebriefing on Census 2020 amid COVID-19 - With the changing census landscape amid the COVID-19 situation, our CEO Arturo Vargas delivered a [telephonic press briefing](#) to media on how our organization is adapting to the current situation and what our role will continue to look like
- Write a news story on why ensuring a full count of Latinos is important to the nation.
- Remind Latinos that they have until August 14 to fill out the form
- Remind Latinos that everyone in the household on April 1, 2020, counts and that there will not be a citizenship question on the form
- Plan news stories regarding the fact that most households will start receiving paper questionnaires this week
- Remind Latinos that they can fill out the form by mail, online, or by phone
 - o However, please note that due to adjustments, wait times for the Census Bureau call center is longer than usual
- Make sure you adapt news stories and coverage based on recent operations adjustments.
 - o You can find more information [here](#) and [here](#)

- Focus less on the challenges of a full count amid COVID-19 and more so on the process of how to get counted during stay at home orders. People can fill out their forms online, by phone, or by mail

Tools & Content:

- Guidance on how to fill out the form in English [here](#) and Spanish [here](#).
- Key FAQs on the process and who counts here can be found in English [here](#) and Spanish [here](#).
- Example: Census Ask Me Anything LIVE (English & Spanish) - <https://www.facebook.com/UnitedWeDream/videos/3675089749230185/>
- Ways to submit the census GRAPHIC - <https://twitter.com/UNITEDWEDREAM/status/1241801751243763719?s=20>
- Census About VIDEO - <https://www.facebook.com/UnitedWeDream/videos/254577782381110/>
- Census Deadline - <https://www.instagram.com/p/B-ITkU0BoDH/>
- Video tutorial on how to fill out the form in English can be found [here](#) and in Spanish [here](#).
- Self-Response Rate Tracking Tools
 - [CUNY HTC Interactive Map](#)
 - [Response Outreach Area Mapper](#)
 - [2020 Census Self-Response Rankings](#)
- [Response Rate Challenge Toolkit](#)
- [COVID-19 Digital & Outreach Toolkit](#)
- [Latino empowerment social media graphics](#)
- [5 cosas que debe saber sobre el Censo 2020](#) (example of brief, informational news piece)
- VIDEO: What is the Census and Why It's Important - <https://hagasecontar.org/archives/1684>
- VIDEO: Leo's Story - <https://www.youtube.com/watch?v=5v7yJJoLkCo>

Day 2: Tuesday, April 14 – Latinx Count (Engaging Latino Millennials & Gen Z)

Participate in #LatinxsCount Twitter chat on 4/14 at 11AM PST / 2PM EST. Promotional graphic and scripts can be found [here](#).

Repost & Retweet:

- Twitter - [English 1](#) | [English 2](#)

Sample Posts:

Sample Post 1: Do your part to prevent the spread of #COVID19! Wash your hands for at least 20 seconds. Also, don't forget to respond to the census from home! ✅ By mail 📧 Online 💻 <https://my2020census.gov/> By phone 📞 1-844-330-2020. #HagaseContar #LatinxsCount

Graphic: [Wash Your Hands](#)

Sample Post 2: CENSUS 2020 Q&A: [#PotatoBoss](#) is back! [@laurahdilorenzo](#) asks [@IYamPotatoBoss](#) all of your budding Qs about the [#2020Census](#). Remember, even while social distancing, you can respond by mail, online at <https://my2020census.gov>, or by phone 1-844-330-2020. [#HagaseContar](#) [#LatinxsCount](#)

Video: [#PotatoBoss](#)

Sample Post 3: Now that you're staying home practicing social distancing, why not fill out the census?  You can complete the census from home by mail , online  <https://my2020census.gov>/ or by phone  1-844-330-2020. [#HagaseContar](#) [#COVID19](#) [#LatinxsCount](#)

Graphic: [Social Distancing](#)

Sample Post 4: Choose your binge  and fill out [#Census2020](#)!  Filling out the census from home is easy! Complete it during a @netflix break by Mail , Online  <https://my2020census.gov>/ By phone  1-844-330-2020. [#HagaseContar](#) [#COVID19](#) [#LatinxsCount](#)

Graphic: [Netflix and Fill](#)

Community Partners, Stakeholder & Elected Official Call to Action:

- **Social Media:** Participate in [#LatinxCount](#) Twitter chat and continue to share. You can create your own Census graphics [here](#) as well.
- **Host Virtual Activities:** Host virtual town hall, Facebook Live, or Instagram Live on why Latino millennials play an important role in the 2020 Census.
- **Host a Census *Cumbiaton*:** Host a DJ dance party as you take your audience through how to fill out the form while answering questions. Share information on your event and how others can join.
- **Host "How To" form tutorials:** Using guidance on how to fill out the form in English ([here](#)) and Spanish ([here](#)) host your own "how to" webinar, townhall, or Facebook/Instagram Live sessions to review the paper form with your members or constituents.
- **Host Q&A Session:** Host an "Ask Me Anything" on the census form session using tools below to answer all paper questionnaire-related questions.
- **Remind everyone to fill out the form!** - Monitor self-response rates in your community and host "census form tutorials" to guide your community through how to fill out the paper questionnaire. Share NEF video tutorials and guidelines on how to fill out the form on your website and social media platforms.

News Story Ideas:

- Cover and participate in [#LatinxCount](#) Twitter chat
- Potential media story about the power and potential of Latino millennials
- Potential media stories and the important role millennials play in mixed-status families
- Remind Latinos that they have until August 14 to fill out the form

- Remind Latinos that everyone in the household on April 1, 2020 counts and that there will not be a citizenship question on the form
- Plan news stories on the fact that most households will start receiving paper questionnaires this week

Tools & Content

- [“Wash Your Hands and Take the Census” Video](#)
- [Our Presence is Power Video](#)
- [#PotatoBoss Video](#)
- Through our [¡Hágase Contar!](#) campaign, we rolled out a suite of content in [partnership with Luz Collective](#), including a [social media toolkit](#), and two digital ads focusing on [generations of Latinas](#) and the [influence Latinas wield](#) as trusted messengers within their families.
- *Mangonada:*
 - TW - <https://twitter.com/UNITEDWEDREAM/status/1245365366068588544?s=20>
 - FB: <https://www.facebook.com/UnitedWeDream/videos/510722902949314/>
- Censo Novela (English)
 - Neighbor: <https://www.facebook.com/UnitedWeDream/videos/2860370897331543/>
 - Friends: <https://www.facebook.com/UnitedWeDream/videos/648632829235115/>
- [Here you will find additional tools for engaging young English dominant millennials via the #StandUpBeCounted](#) social media campaign efforts by Count the Nation
- Guidance on how to fill out the form in English [here](#) and Spanish [here](#)
- Key FAQs on the process and who counts can be found in English [here](#) and Spanish [here](#)
- Video tutorial on how to fill out the form in English can be found [here](#) and in Spanish [here](#)
- Self-Response Rate Tracking Tools
 - [CUNY HTC Interactive Map](#)
 - [Response Outreach Area Mapper](#)
 - [2020 Census Self-Response Rankings](#)
- [Response Rate Challenge Toolkit](#)

Day 3: Wednesday, April 15 – Hazme Contar (Counting Young Latino Children)

Repost & Retweet: [Twitter](#) | [Facebook](#)

Sample Posts

Sample Post 1: Our kids look to us to protect their future. If young Latino children are not counted in [#Census2020](#), the right amount of funding won't reach schools, hospitals, daycare centers, and other programs that support healthy families. Count all kids! [#HazmeContar](#)
Video: [All Kids Need to be Counted in Census 2020!](#)

Sample Post 2: Nuestros niños dependen en nosotros para proteger su futuro. Si no contamos a los niños latinos pequeños en [#Censo2020](#), la cantidad necesaria de fondos no llegará a

escuelas, hospitales, guarderías y otros programas. ¡Contemos a todos los niños!

#HazmeContar Video: [Contemos a todos](#)

Sample Post 3: This #Census2020, remember that children count too! Leaving them out of the census may reduce the amount of fed. funding for programs like Head Start, Special Supplemental Program for Women, WIC and more! #HazmeContar

Sample Post 4: ¡En este #Censo2020 recuerde que los niños también cuentan! ¡Dejarlos fuera del censo puede disminuir la cantidad de fondos federales para programas como Head Start, Programa Especial Suplementario para Mujeres, WIC y más! #HazmeContar

Sample Post 5: The children in our lives hold a special place in our hearts and households. Don't leave them out of #Census2020! Children and families cannot afford to miss out on the vital programs that census data help fund. #HazmeContar

Sample Post 6: Los niños en nuestras vidas tienen un lugar especial en nuestros corazones y hogares. ¡No los deje fuera del #Censo2020! Los niños y las familias no tienen el lujo de perder los programas vitales que requieren información del censo para su financiación. #HazmeContar

Sample Post 7: DYK that Census 2010 missed approx. 400,000 young Latino children (age 0-4) with California, Texas, Florida, Arizona and New York experiencing the highest undercount? We can't afford to make the same mistake twice. Count all children in #Census2020! #HazmeContar

Sample Post 8: ¿Sabía que el Censo 2010 no contó a cerca de 400,000 niños latinos (edades de 0-4) siendo California, Texas, Florida, Arizona y Nueva York los que experimentaron un subconteo mayor? No podemos cometer el mismo error. ¡Contemos a todos los niños en el #Censo2020! #HazmeContar

[Graphic 1](#) | [Graphic 2](#) | [Graphic 3](#) | [Graphic 4](#)

Community Partners, Stakeholder & Elected Official Call to Action:

- **Social Media:** Post about the importance of ensuring a full count of Latino kids using the tools listed below. Remind households that everyone in the household should be counted regardless of age or whether the child is related or not.
- **Send E-blast:** Use tools and talking points to draft an e-blast to your members and constituents about what they can do to ensure kids are counted.
- **Include Census in Lesson Plans:** As you work closely with your school, administrators, school districts, and parents, remind them to include census information in their lesson plans.
- **Parents Home Schooling:** If you are a parent currently under stay at home orders with your little ones, use some of the tools listed below to include brief lesson plans on why the census is important for our communities.
- **Host "How To" form tutorials:** Using guidance on how to fill out the form in English ([here](#)) and Spanish ([here](#)) host your own "how to" webinar, town hall, or Facebook/Instagram Live sessions to review the paper form with your members or constituents.

- **Host Q&A Session:** Host an “Ask Me Anything” session on the census form using tools below to answer all paper questionnaire-related questions.
- **Remind everyone to fill out the form!** - Monitor self-response rates in your community and host “census form tutorials” to guide your community through how to fill out the paper questionnaire.

News Story Ideas

- Highlight the importance of ensuring children are counted by reminding the community what is at stake for education funding and school lunch programs
- Remind households that all children and babies must be counted whether they are related to people in the household or not
- Interview teachers, parents, or key child advocates on the importance of counting children
- Highlight parents incorporating the census in their home school lesson plans

Tools

- *Hazme Contar* website – www.hazmecontar.org
- [VIDEO: Hazme Contar: All Kids Need to be Counted \(English\)](#)
- [VIDEO: Hazme Contar: ¡Contemos a todos los niños en el #Censo2020! \(Spanish\)](#)
- *Día del Niño* Social Media Toolkit in English [here](#) and Spanish [here](#)
- Count All Kids Google Drive of resources-
<https://drive.google.com/open?id=1uQkyTdED4I2acYSj0DtfSGuM4PxPNmVc>
- Undercount of Latino Children One Pager in [English](#) and [Spanish](#)
- Parent Leader census curriculum in [Spanish](#) and [English](#) (Please note that this curriculum does not reflect the new landscape due to COVID-19. Please refer to updated timeline [here](#))
- Guidance on how to fill out the form in English [here](#) and Spanish [here](#)
- Key FAQs on the process and who counts here can be found in English [here](#) and Spanish [here](#)
- Video tutorials on how to fill out the form in English can be found [here](#) and in Spanish [here](#)
- Self-Response Rate Tracking Tools
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 - [2020 Census Self-Response Rankings](#)
- [Response Rate Challenge Toolkit](#)

Day 4: Thursday, April 16 – The Present is Latina (Counting Latina Influencers)

(P.S. Also Selena's Birthday)

[Join us for our Virtual Townhall on 4/16 at 10 AM PT / 1 PM ET](#)

Save the Date: Join Voto Latino for a Census Selena Cumbiaton (details to come)

Sample Posts:

Sample Post 1: Somos the present and the future. #Latinxs are the nation's second largest population group, yet are undercounted and **underrepresented**. Tune in FB Live Thursday, April 16 at 1pm ET/10 am PT and learn how you can promote a full count of Latinxs!

<https://bit.ly/LWOAFBLive> #LatinxsCount

Sample Post 2: The #2020Census is underway & we must ensure that the #Latinx community gets counted! Want to learn more about the #2020Census and how you can help promote an accurate count with your #amigxs & familia? Tune in Thursday, April 16 at 1pm ET/10 am PT at <https://bit.ly/LWOAFBLive>.

Sample Post 3: There is power in our presence and in getting counted in the census! Join us for a virtual convo and learn about how to make sure the #Latinx community is counted in the #2020Census. Learn more at <https://bit.ly/LWOAFBLive>. #LatinxsCount

Sample Post 4: So much is at stake for the #Latinx community in #Census2020. Join us Thursday at 1pm ET/10am PT to learn more about why the #census is so important and how to make sure you get counted. More at <https://bit.ly/LWOAFBLive>.

Sample Post 5: Countdown to our #LatinxsCount Virtual Town Hall! Learn about the importance of counting every single Latino in the U.S in #Census2020 and why your participation will bring resources and representation to your community. More at <https://bit.ly/LWOAFBLive>.

Sample Post 6: Latinas are the present and the future. 🤝 Latinas play a pivotal role in achieving a full #Census2020 count. Complete the census safely and easily — by mail, online at <https://my2020census.gov>, or by phone at 1-844-330-2020. For more information, text #LATINASCOUNT to 97779.

[Graphic 1](#) | [Graphic 2](#)

Sample Post 7: Our abuelas taught us the value of hard work and sacrifice - and that we mattered and counted. ❤️ Now you must get counted in #Census2020! Complete the census — by mail, online at <https://my2020census.gov>, or by phone 1-844-330-2020. For more info., text #LATINASCOUNT to 97779.

Graphic: [Abuela is counting on you](#)

Sample Post 8: She's counting on you to participate! Your mami counts, your daughter counts, you count! Self-responding to the census has never been easier, even while practicing social distancing. Respond by mail, online, or by phone. For more information about how you can participate in #Census2020, text "LATINASCOUNT" to 97779. ➡️📱

Video: [She's Counting on You to Participate](#)

Sample Post 9: Your presence is power! 🤝 Don't let social distancing erase our community in the #2020Census. You can respond by mail, online, or by phone. Stand up and be counted! 🙌

For more information about how to respond to Census 2020, text #LATINASCOUNT to 97779.

→ Video: [Our presence is power](#)

Community Partners, Stakeholder & Elected Official Call to Action:

- **Social Media:** Share photos of the powerful *mujeres* in your life and why #LatinasCount and tag @NALEO and @LuzCollective.
- **Influencer Engagement:** Engage Latina influencers and leaders in your community, highlight their stories and why they count in your community, and repost videos and assets on the important influencer role Latinas play.
- **Our Presence is Power:** Feature young change maker Latinas in your organization and why they count. Tag @NALEO and @LuzCollective.
- **Virtual Selena Karaoke:** Play your favorite Selena playlist as you answer census questions and host a “how to” virtual karaoke party.
- **Remind everyone to fill out the form!** - Monitor self-response rates in your community and host “census form tutorials” to guide your community through how to fill out the paper questionnaire.
- **Host “How To” form tutorials:** Using guidance on how to fill out the form in English ([here](#)) and Spanish ([here](#)) host your own “how to” webinar, town hall, or Facebook/Instagram Live sessions to review the paper form with your members or constituents.
- **Host Q&A Session:** Host an “Ask Me Anything” session on the census form using tools below to answer all paper questionnaire-related questions.

News Story Ideas:

- News story covering the important roles Latina influencers play in the household
- Coverage of the Present is Latina campaign and discussions with young Latinas in your community serving as change agents on why they will be participating in the census
- Host Instagram Live sessions with census Latina leaders followed by Q&A sessions

Tools

- Through our [¡Hágase Contar!](#) campaign, we rolled out a suite of content in [partnership with Luz Collective](#), including a [social media toolkit](#), and two digital ads focusing on [generations of Latinas](#) and the [influence Latinas wield](#) as trusted messengers within their families
- [#PotatoBoss Video](#)
- Guidance on how to fill out the form in English [here](#) and Spanish [here](#)
- Key FAQs on the process and who counts can be found in English [here](#) and Spanish [here](#)
- Video tutorials on how to fill out the form in English can be found [here](#) and in Spanish [here](#)
- Self-Response Rate Tracking Tools
 - [CUNY HTC Interactive Map](#)
 - [Response Outreach Area Mapper](#)
 - [2020 Census Self-Response Rankings](#)
- [Response Rate Challenge Toolkit](#)

Day 5: Friday, April 17 – ¡Hágase Contar! (Engaging Latino Immigrant Communities)

Sample Posts:

Sample Post 1: ¡Elija su serie y llene el [#Censo2020](#)! ¡Llenar el #censo desde casa es fácil! Complételo durante una pausa de @netflix por correo, o por web en www.my2020census.gov o por teléfono 1-844-468-2020. #HagaseContar #LatinxsCount

Graphic: [Netflix & Fill \(Spanish\)](#)

Sample Post 2: Ahora que estás en casa practicando el distanciamiento social, ¿por qué no llenar el censo?  Puede completar el censo desde casa por correo , por internet  <https://my2020census.gov>, o por teléfono  1-844-468-2020 #HagaseContar #COVID19

Graphic: [Social Distancing \(Spanish\)](#)

Sample Post 3: The U.S. is becoming more diverse every day. We need to make sure the Census reflects our communities and our people. Do your part - answer the Census today and rest assured that your data is confidential. #CensusPledge #LatinxsCount #HagaseContar

Graphic: [GIF](#)

Sample Post 4: La Oficina del Censo está obligada por ley a proteger toda información personal y a mantenerla en estricta confidencialidad. Por ley, sus respuestas al censo no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno. #HagaseContar #LatinxsCount

Graphic: [Factsheet](#)

Community Partners, Stakeholder & Elected Official Call to Action:

- **Host Virtual Activities:** Host virtual town halls or conversations to stress privacy and data security using tools listed above and below. Remind your community that there is no citizenship question on the form. Continue to provide form guidance and assistance, virtually.
- **Host "How To" form tutorials:** Using guidance on how to fill out the form in English ([here](#)) and Spanish ([here](#)) host your own "how to" webinar, town hall, or Facebook/Instagram Live sessions to review the paper form with your members or constituents.
- **Host Q&A Session:** Host an "Ask Me Anything" session on the census form using tools below to answer all paper questionnaire related questions.
- **Remind everyone to fill out the form!** - Monitor self-response rates in your community and host "census form tutorials" to guide your community through how to fill out the paper questionnaire.

News Story Ideas:

- Cover live conversations regarding data security and confidentiality
- Continue to cover why census data are important for future emergency preparedness

- Cover the importance of counting everyone in the household

Tools & Content:

- Radio PSA Scripts in Spanish [here](#)
- *El Censo del 2020 y Confidencialidad* - <https://www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html>
- VIDEO: *La Historia de Leo* - <https://www.youtube.com/watch?v=rSc7J32-AAU&t=2s>
- VIDEO: *Hazme Contar: ¡Contemos a todos los niños en el #Censo2020!* (Spanish)
- Censo Novela (Spanish)
 - Friends: <https://twitter.com/UNITEDWEDREAM/status/1233130084246134785?s=20>
 - Kids: <https://twitter.com/UNITEDWEDREAM/status/1235331401542766593?s=20>
- The following guidance (created by Census Counts) is designed to help your organization navigate both news of and actual raids performed by the Customs and Border Patrol - https://docs.google.com/document/d/1q3JorhevM_g-VL_oJgw2Pj2UrAN4KK76RpkUoGMm_6o/edit
- How to Verify Online Reports of ICE Raids (United We Dream) - https://drive.google.com/file/d/1_y9ztb5dbD_AWVzESiPT2AcaXeJF4R4F/view?usp=sharing
- Guidance on how to fill out the form in English [here](#) and Spanish [here](#)
- Key FAQs on the process and who counts can be found in English [here](#) and Spanish [here](#)
- Video tutorials on how to fill out the form in English can be found [here](#) and in Spanish [here](#)
- Self-Response Rate Tracking Tools
 - [CUNY HTC Interactive Map](#)
 - [Response Outreach Area Mapper](#)
 - [2020 Census Self-Response Rankings](#)
- [Response Rate Challenge Toolkit](#)
- Census Confidentiality Protection Pledge can be found here in [English](#) and [Spanish](#).

Day 6: Saturday, April 18 – How To / Direct Assistance

Sample Post 1: Do your part to prevent the spread of #COVID19! Wash your hands for at least 20 seconds. And don't forget to respond to the census from home! By mail, or online at my2020census.gov, or by phone at 1-844-330-2020. [#HagaseContar](#) [#LatinxsCount](#)

Graphic: [Wash Your Hands](#)

Sample Post 2: The #2020Census is safe, confidential, and easy to complete. It took me less than 10 minutes. But if you get stuck on a question or need more assistance call our friends over at @NALEO at 877-EL-CENSO to get all your questions answered. [#HagaseContar](#) [#LatinxsCount](#)

Graphic: [877 EL CENSO \(English\)](#)

Sample Post 3: El Censo 2020 es seguro, confidencial y fácil de completar. Me tomó a mi menos de 10 minutos en llenarlo. Pero si aún tiene alguna duda o pregunta llame a nuestros amigos de @NALEO al 877-EL-CENSO para más información. #HagaseContar #LatinxsCount

Graphic: [877 EL CENSO \(Spanish\)](#)

Community Partners, Stakeholder & Elected Official Call to Action:

- **Host a “How To” Virtual Tutorial:** Use guidance on how to fill out the form in English [here](#) and Spanish [here](#) and a video tutorial on how to fill out the form in English [here](#) and in Spanish [here](#).
- **Host a Virtual Q&A Session:** Using key FAQs on the process and who counts can be found in English [here](#) and Spanish [here](#).
- **Host an “Ask Me Anything”** on the census form session using tools below to answer all paper questionnaire-related questions.
- **Social Media:** Share NALEO Educational Fund tutorials and guidelines on how to fill out the form. Use mapping tools to host online City / County / Community competitions on response rates.
- **Remind everyone to fill out the form!** - Monitor self-response rates in your community and host “census form tutorials” to guide your community through how to fill out the paper questionnaire.

News Story Ideas

- Highlight communities with high- and low self-response rates and encourage households to respond using the [Response Rate Challenge Toolkit](#)

Tools

- Guidance on how to fill out the form in English [here](#) and Spanish [here](#)
- Key FAQs on the process and who counts can be found in English [here](#) and Spanish [here](#)
- Video tutorial on how to fill out the form in English can be found [here](#) and in Spanish [here](#).
- Self-Response Rate Tracking Tools
 - [CUNY HTC Interactive Map](#)
 - [Response Outreach Area Mapper](#)
 - [2020 Census Self-Response Rankings](#)
- [Response Rate Challenge Toolkit](#)
- Online Form Video Tutorials
 - Spanish - <https://www.youtube.com/watch?v=9OUDMYyo9T8>
 - English - <https://www.youtube.com/watch?v=vCM0XrSynFw>
- 2020 Questionnaire
-<https://www2.census.gov/programs-surveys/decennial/2020/technical-documentation/questions-and-instructions/questionnaires/2020-informational-questionnaire.pdf>
- Self-Response Rate Tracking Tools
 - [CUNY HTC Interactive Map](#)
 - [Response Outreach Area Mapper](#)
 - [2020 Census Self-Response Rankings](#)

Don't forget to Submit your Latino Week of Action related events [here](#).

Looking to invite a NALEO Educational Fund Census expert speaker to your virtual event? [Contact us here](#).

Other Tools

Tools to Track Self Response Rates in your Community

- [CUNY HTC Interactive Map](#)
- [Response Outreach Area Mapper](#)
- [2020 Census Self-Response Rankings](#)

Disinformation & Reporting

- Report inaccurate, fraudulent, or concerning information about the 2020 Census via the Census Counts reporting tool - <https://censuscounts.org/report/>
- Download flyer in [English](#) and [Spanish](#) on how to report disinformation using NALEO Educational Fund's Junkipedia tool

Digital Shifts

- [Hub of Census 2020 Resources](#): In an effort to provide our partners, members, sponsors, media, and the general public with a comprehensive list of resources on the 2020 Census, we have assembled a [digital hub](#) for references and information.
- [Shifting from Fieldwork to Digital](#): To help promote effective outreach amid COVID-19, our organization developed a guide to [remote and digital outreach](#).
- [Adjusting Programs during COVID-19 Webinar Recording](#)
- [CensusU Digital Help Desk](#)
- [Community Connect Labs](#)
- [Coronavirus Demands a Quantum Leap in Organizing](#)
- [Tools and activities for leading group meetings, including online](#)

Virtual Trainings

- [CensusU](#): Census Counts Digital organizing trainings - <https://censuscounts.org/digital-organizing-trainings/>
- [Census Ambassador Training](#): As a part of our efforts to ensure more effective collaboration with our partners and local leaders, we created a three-module Census Ambassador online training course to provide the best information on how our partners can successfully get out the count.
 - [Module 1: Census 101](#)
 - [Module 2: Census 2.0 \(Operations\)](#)

- o [Module 3: Census Ambassador \(Form Review\)](#)

Resources for Elected Officials

- COVID-19 Response Page: NALEO Educational Fund created a [response page](#) to keep our members, partners, and sponsors informed on our organization's adaptations to the COVID-19 situation and how it affects our operations going forward.
- Census Counts Tools for Elected Officials - <https://censuscounts.org/censuschampions/>

Other

- READYNATION Census Toolkit for Business Owners and Operators - by State - <https://www.strongnation.org/articles/1073-census-toolkit-for-business-owners-and-operators>
- Faith in Public Life - Census Resource Hub - <https://docs.google.com/document/d/1XFFaFo0HpAssQsLVxfFbVYzyQrcTXXm7WNbVOZLNNGQ/edit>

Research

- 2019 Messaging Research - PPT Deck - <https://naleo.org/COMMS/PRA/NEF%20Census%202020%20 2 10 FINAL.pdf>
- 2019 Messaging Research (English) - <https://drive.google.com/open?id=1tsr9EUe8t1IQyYwaecFJK3cnxIGPm71H>
- 2019 Messaging Research - Talking Points (Spanish) - <https://drive.google.com/open?id=1tyzPWkMgtqnhGuv2RFVKlwzrNPsCRJXW>
- REPORT: Race and Hispanic Origin Questions - <https://drive.google.com/open?id=1cz2sol-GBycfFgh1YnKnQLcURPWAXaw>
- REPORT: National Latino Commission on Census 2020 - <http://www.naleo.org/commissionbriefing>
- Full report on the Undercount of Latino Children - <http://s143989.gridserver.com/census2020/img/TheInvisibleOnesLatinoCensusFull.pdf>
- One Pager on Messaging Research (2018) - <https://drive.google.com/open?id=1d5lwYGsNvu4bIxWUXpmTv9dBv7ou7fFe>
- NALEO Educational Fund End to End Test Findings - https://drive.google.com/open?id=1DljGwUMnBW8uFvPESsvoj_5aUXKwuFR7
- WEBINAR: Hispanic Origin and Race Questions in Census 2020 - <https://naleo.zoom.us/recording/share/7I51Ag0NCndc9Qd2fKAFppHJKHNgu73pwq-OHYJwB8SwIumekTziMw>

