

Supporting the 2010 Census:

A Toolkit for
Reaching Immigrants

United States[®]
**Census
2010**

IT'S IN OUR HANDS



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Dear 2010 Census Partner,

Thank you for your partnership with the U.S. Census Bureau. Your commitment to encourage immigrant participation in the 2010 Census is one of the most impactful and positive actions you can take on behalf of those you serve.

We developed this toolkit to provide you with resources and tools you need to announce and share information about your partnership with the Census Bureau. Included in this toolkit, you'll find materials that will help you to explain the importance of census data to the immigrant population, provide information on key census operations/activities and timing, and encourage census participation in your community.

In past censuses, some immigrants and other segments of our population have not participated in the census and have been undercounted due to language or geographic isolation, confusion or misinformation around census participation, and other barriers. Undercounts in the immigrant population could affect the funding that is made available to organizations such as yours that serve immigrants and the communities in which they live.

As a trusted resource in your community, immigrants turn to your organization for information and guidance on important issues. You are uniquely suited to help immigrants understand the role of the census, and that participation in the census is easy, important and safe. That's why your support of the 2010 Census is critical to help us achieve a complete and accurate count of our nation's growing and changing population. Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments. Specifically, 2010 Census data will help our communities and business leaders to:

- ▲ Determine where to build new roads, schools, hospitals, community centers and more.
- ▲ Indicate where funding is needed to enhance important community initiatives and programs, such as directing services to children and adults with limited English language proficiency.
- ▲ Attract new businesses and jobs to state and local areas.
- ▲ Provide more efficient emergency services in our communities.

In addition, census data are used by community-based and social service organizations for program design and evaluation, resource development, grant writing, policy advocacy and grassroots outreach. Accurate census data help ensure organizations such as yours provide the right services to the right people in the right areas.

As an organization that works closely with U.S. immigrants, you understand the challenges and hardships many of them face, from finding employment and housing to language support and health care resources. Accurate census data are needed to help ensure this growing segment of our population has the assistance and opportunities they need for a better future. Your efforts, in tandem with other 2010 Census public awareness initiatives such as paid advertising, public relations and online/interactive elements, will help to ensure everyone is counted in 2010.

Sincerely,

Dr. Robert M. Groves
Director, U.S. Census Bureau

**A Partner
Quick-Start
Guide**



You signed on to be a Census Bureau partner. You are committed to encouraging participation in the 2010 Census so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner?

It's simple. Here - at a glance - are the four main steps you should take.

1**Announce your partnership.**

Tell employees, colleagues and the community that you support the 2010 Census. Send letters and e-mails, post information in newsletters and on your Web site, or issue an official proclamation. These public acknowledgements lend credibility to the message of the importance of the 2010 Census. It's a quick and easy way to kickstart your partnership and bring attention to this important census event. (See page 11.)

2**Build your action plan.**

Create an action plan that defines specifically how your organization will support the census. In 2009, focus on raising awareness in your community about the census and its benefits. Activities in 2010 should focus on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 13.)

3**Conduct ongoing communications and activities.**

Start spreading the word, using your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters. (See page 15.) Include specific messages that will resonate most with your audience. (See page 24.)

4**Sustain the momentum.**

A steady stream of communications and events through Census Day (April 1, 2010) will be critical both to educate immigrants about the census and to motivate them to take part. Stagger timing of communications and events throughout 2009 and 2010 to keep the census top of mind in your community.

Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

**Getting Started:
The Path to
a Successful
Partnership**





**“Ensuring an accurate
2010 Census count will take
everyone, especially trusted
community leaders, neighbors,
family members and friends to
help spread the word.”**

- Asian American Justice Center



In 2007, there were an estimated 38.1 million immigrants living in the United States. That number is expected to increase significantly in 2010, and census participation from all immigrants living in the United States, both citizens and noncitizens, is needed to accurately document the growth of our country's immigrant population. But why are accurate census data important? Why should immigrants, both citizens and noncitizens, participate in the census?



HOW DO CENSUS DATA BENEFIT IMMIGRANTS AND OUR COMMUNITIES?

Your organization and organizations like yours can benefit by using census data when applying for grants, as well as getting a more accurate picture of your community. In addition, census data are used in many ways that can improve life for immigrants, their families and our communities, including:

Planning for hospitals, nursing homes, clinics, and the locations of other health services	Delivering goods and services to local areas
Directing services to children and adults with limited English-language proficiency	Designing facilities for people with disabilities, children or the elderly
Forecasting future transportation needs	Distributing medical research funds to meet the needs of more people
Forecasting future housing needs for all segments of the population and funding for government-subsidized housing	Drawing school district boundaries
Directing funds for services for people in poverty	Attracting new businesses and jobs to the state and local areas
Creating maps to speed emergency services to households in need of assistance	Estimating the number of people displaced by natural disasters and the assistance and services required to help them
Directing funds for schools and programs that help non English-speaking students	

In addition, census data related to race and ethnicity are used to:

- ▲ Guide all levels of government on the implementation and evaluation of programs such as the Equal Employment Opportunity Act, the Civil Rights Act and the Fair Housing Act.
- ▲ Develop and implement education, housing, health and other programs that reflect the diversity in our communities.
- ▲ Identify special services that are needed for certain racial or ethnic groups, such as screening for hypertension or diabetes.

CONDUCTING A 2010 CENSUS COMMUNICATIONS CAMPAIGN - WHAT WE NEED FROM YOU

To achieve an accurate count of our population, we need your support in promoting and communicating about the census with your employees, the immigrants your organization serves, fellow immigrant-focused organizations, local elected officials, and others in your community. Through our partnership, we ask for your assistance in conducting a variety of initiatives and activities from now through July 2010 to help us communicate to the immigrant population that:

- ▲ Participation in the census is easy, important and safe.
- ▲ Accurate census data can lead to significant improvements for our communities and a better quality of life for our families.
- ▲ English-language fluency is not a requirement for participation. Language assistance is available to help individuals complete their census form. The first-ever English/Spanish bilingual form will be delivered to about 13 million households in areas that have a high concentration of Spanish speakers.
- ▲ Every person living in the United States must be counted in the 2010 Census, including people of all ages, races, ethnic groups, citizens and noncitizens.
- ▲ By law, the Census Bureau cannot share your answers with anyone, including the Internal Revenue Service, Immigration and Customs Enforcement, Federal Bureau of Investigation, the Central Intelligence Agency or any other government agency.



Did You Know?

Lack of English fluency was a barrier to a complete count of immigrants in previous census efforts. Bilingual forms are available upon request in five languages: Spanish, Chinese (Simplified), Korean, Vietnamese and Russian. In 2010, Questionnaire Assistance Centers (QAC) also will assist those unable to read or understand the form. Language Assistance Guides will be available at all QAC locations in 59 languages.

OVERCOMING MISCONCEPTIONS AND BARRIERS

We also will look to your organization to help us overcome some of the communications challenges that exist with the immigrant population. Given the varied and unique traditions, worldviews, and languages of immigrants living in the United States, some immigrants may be apprehensive about census participation due to:

- ▲ a lack of knowledge about the census or understanding of who should participate;
- ▲ language barriers;
- ▲ concerns rooted from the way population polls were conducted in their homeland;
- ▲ concerns since 9/11 and the Patriot Act; or
- ▲ fears over deportation or losing their home.



Your assistance in helping us to clarify misperceptions about the census and overcome barriers to participation among immigrants will help ensure an accurate count in 2010. The first step towards achieving this goal is to announce your partnership with the Census Bureau.

STEP 1: ANNOUNCE YOUR PARTNERSHIP

Once you have signed on as a partner, begin by publicly announcing your partnership with the Census Bureau and your support of the 2010 Census to your employees, the immigrants your organization serves, and others in your community. To assist you, the Census Bureau has created many tools and resources which can be used or customized in your communications initiatives. The following is an overview of the resources that are available to announce your partnership with the Census Bureau. Resources referenced throughout this document are available as downloadable print-ready formats, and can be found at the "Partner With Us" Web site at 2010census.gov/partners.

Partnership announcement letter -

Announce your partnership with the Census Bureau to internal and external audiences by sending this information on your letterhead or as an e-mail.

Partnership announcement newsletter, e-mail blast and Web site copy -

Use this customizable newsletter, e-mail blast and Web site copy to announce your partnership with the Census Bureau and highlight for your employees, the immigrants your organization serves and others in your community the benefits and safety of the census. Your public support of the 2010 Census will demonstrate to immigrants that the census is easy, important and confidential, and that participation is vital.

Fact sheet for immigrant audiences -

This fact sheet includes information about the census for immigrants. Share it with your employees, the immigrants your organization serves and others in your community to build a greater understanding of the census, why it is conducted, and that it is safe.

The collage features four key resources:

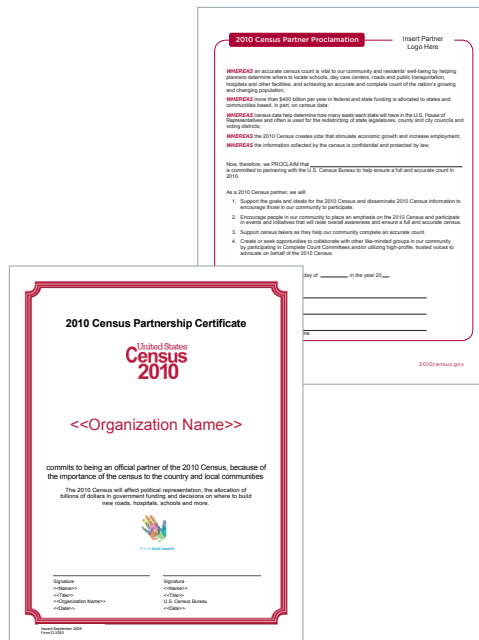
- Partnership Announcement Letter:** A formal letter template with a header for the U.S. Census Bureau and a body of text explaining the importance of the 2010 Census and the role of partners.
- Partnership Announcement Newsletter:** A colorful page with a header and several columns of text, including a section titled "10 QUESTIONS TO MAKE OUR VOICES HEARD".
- Fact Sheet for Immigrant Audiences:** A page with a header and several columns of text, including a section titled "THE 2010 CENSUS IS EASY, IMPORTANT AND SAFE".
- 10 QUESTIONS TO MAKE OUR VOICES HEARD:** A page with a large number "10" and a list of questions and answers about the census.

Partnership proclamation -

Consider proclaiming your role as a Census Bureau partner. Use this document in ceremonies and events your organization hosts, and include the proclamation in other official announcements. Hang the signed form in a public place within your organization to remind others of your support.

Partnership certificate -

Customize and hang this certificate in offices, lobbies or community bulletin boards, or post it to your Web site, to demonstrate your support of the 2010 Census.



If you receive questions related to the 2010 Census that you cannot answer, please refer individuals to a Partnership and Data Services Program staff representative at your Regional Census Center. Contact information can be found at: 2010census.gov/partners.

You can find additional data to customize your materials at factfinder.census.gov/. This resource provides a wealth of information, including detailed tables, maps, fact sheets, statistics and more on cities, counties, population and housing. You also can find reports and publications on past census data. We encourage you to utilize this resource to help customize and localize your communications efforts.



STEP TWO: BUILD YOUR ACTION PLAN (DEVELOP A CALENDAR OF ACTIVITIES FROM YOUR PARTNERSHIP ANNOUNCEMENT DATE THROUGH JULY 2010)

After announcing your partnership with the Census Bureau to key audiences, it's time to start building outreach and communications plans to carry your efforts through Census Day - April 1, 2010 - and into July 2010 (the beginning of enumeration efforts, when census workers will visit households that did not return their census forms).

To do this, we recommend developing a communications plan that outlines activities and initiatives your organization will do to support the 2010 Census. Through your planning efforts, focus on activities that will help to inform the immigrants your organization serves and your community, motivate them to help spread the word, and encourage them to respond quickly once they receive their census form.

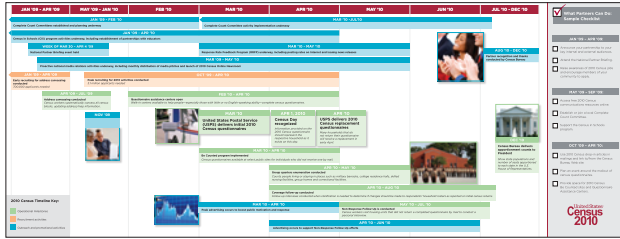
Fall 2009	Focus efforts on raising awareness and informing your community about the census and its benefits.
January and February 2010	Build momentum by planning communications and events that lead up to March 2010.
March 2010	Align messages with the distribution of the 2010 Census forms this month.
April 1, 2010 - Census Day	April 1, 2010 is Census Day, the official day of the population count. Encourage participation in the census and remind people to complete and mail back their census form. Reassure your audience about the confidentiality of their information.
April - July 2010	Encourage those who did not return their census form to do so or participate when census workers visit their home to take a count in person.

As you develop your plan, ask yourself:

- ▲ What are the largest barriers to persuading immigrants to complete and return their 2010 Census forms? **Example: Fear of providing personal information to a government agency.**
- ▲ What kinds of information can our organization share to help overcome these barriers? **Example: By law, the Census Bureau cannot share your answers with anyone, including other federal agencies and law enforcement entities.**
- ▲ How can we communicate the benefits of participating in the census, including the difference it will make to immigrants, their families and our community? **Example: Distribute Census Bureau promotional materials, such as brochures and fliers, and include information on your Web site.**
- ▲ What community events can our organization leverage to reach the immigrant community at large and promote census participation? **Example: Holiday celebrations, art fairs and ethnic festivals.**

PLANNING RESOURCES

The following toolkit resources will help you to understand key census milestones and timing, and can be used to plan and build your census-related events and activities:



2010 Census operational milestone timeline -
 This timeline highlights key dates for the 2010 Census, including 2010 Census form distribution, Census Day and others.



18-month calendar for 2010 Census partners -
 This printable calendar runs from July 2009 through December 2010. It includes key census dates and suggestions for what partners can do to get involved. Hang it in your office, lobby or other areas to raise awareness of important census dates and events.

STEP THREE: CONDUCT ONGOING COMMUNICATIONS AND ACTIVITIES

The following are several suggested activities your organization can conduct to help inform and engage immigrants about the importance of the census and the benefits of census data to their families and the entire community. In these activities, consider other organizations, businesses, elected officials, religious organizations, and others in your community who can partner with you to help spread the word about the census and overcome barriers. Also, look to leverage events your organization sponsors or other community activities to help you in your efforts.

Partner **Connect online**
 Activate **Engage**
Volunteer time
Donate space **inform**
Spark discussion

Enlist other 2010 Census advocates:

- Engage your board of directors, sponsors and other partners of your organization.** Ensure your organization's board of directors, councils, members and volunteers are aware of your support of the 2010 Census and ask them to supplement your efforts with their own outreach to other leaders in the community. Remind them, as well as other local immigrant-focused organizations, about the importance of accurate census data for grant writing, as well as the impact of federal funding on local programs and initiatives. Encourage fellow supporters and partners to include information about the census in their communications initiatives, such as newsletters, e-mail blasts, Web sites, intranets and social media. Provide these individuals and organizations with tools and resources from this toolkit to assist them in their efforts.
- Collaborate with faith-based organizations.** Religion and faith are very important to many immigrants, and a large number of churches and faith-based organizations provide special services to immigrants. Consider partnering with appropriate faith-based groups in your community to reinforce the importance of participating in the 2010 Census. Utilize local churches, temples, mosques or other places of worship to promote the census. To assist local faith-based organizations, the Census Bureau has developed the "Toolkit for Faith-Based Organization Partners", located on the "Partner With Us" section of 2010census.gov. This toolkit provides resources and tools for faith-based organizations to educate their members about the census and promote census participation.

- Partner with local ethnic grocery stores, restaurants, social clubs, or bars.** These places are gathering spots for many immigrants. Engage business owners of these establishments and ask for their assistance in sharing information and materials about the census and the importance of an accurate count. Provide and ask them to distribute census materials or hang a poster on their wall or window.
- Reach out to local organizations that offer English language assistance.** Enlist local organizations that provide English language assistance to help spread the word about the 2010 Census and its importance. Provide the organization(s) with census-related materials and posters to use in their education efforts.
- Engage youth.** For many immigrant families, children may be the only English speakers and may serve as translators for their parents. Consider activities that will deliver important information about the census to our nation's youth to help them carry these messages home to their families. (See page 17 for information about the Census in Schools program.)
- Work with foreign or culturally-relevant student groups at local colleges and universities.** Enlist students of these groups to help spread the word by including information about the census in their communications initiatives and activities. Provide these groups with materials, such as fliers, e-mail blast copy, posters, etc., to assist them in their efforts.
- Share census news and information with local ethnic media.** Reach out to reporters who cover your organization or your community and talk with them about the importance of the census to immigrants. Encourage them to publish or air stories about key census dates – such as the delivery of census forms in March 2010, or the beginning of the enumeration efforts, when census workers will visit households that did not complete or return their forms. When talking with key print and broadcast reporters, remember to mention your partnership with the Census Bureau and share these important resources:

 - Radio: Request ethnic radio stations run Public Service Announcements (PSAs) about the census. Sample PSAs for radio are included in this toolkit. Whenever possible, produce the PSAs in other languages.
 - Print media: Sample stories for ethnic print media also are available in this toolkit. As appropriate, translate and customize these sample stories about the 2010 Census.

Provide support or resources for 2010 Census initiatives:

- Support the Census in Schools program – It’s About Us.** The latest “Census in Schools” program provides educators across the nation with tools and resources they need to teach the nation’s students about the census. The goal of this program is to provide children with information that they can discuss and relay to their parents, helping to educate families about the census and encourage census participation. Achieving an education is a challenge for many immigrants and their children because of language barriers, financial difficulties and lack of a permanent residence. Your organization can support this important initiative by:

 - Talking to local educators about participation in the “Census in Schools” program. More information is available at www.census.gov/schools, or in the “Census in Schools” fact sheet included in this toolkit.
 - Joining forces with a local school district, community-based academic group, college or specialty school and sharing information about the safety, confidentiality and community impact of the 2010 Census.
 - Working with local administrators and principals to arrange for community leaders to give presentations on the importance and safety of the census to help drive participation.
- Donate space and time.** Research indicates that lack of English-language fluency was one of the top reasons some immigrants have not participated in past censuses. To help overcome this challenge, consider transforming an area in your organization into a Questionnaire Assistance Center and offer assistance in completing forms. This resource is incredibly valuable to those who have limited English proficiency or are unable to read. Contact the Partnership and Data Services Program staff at your Regional Census Center to learn more. Contact information can be found at: 2010census.gov/partners.
- Join a Complete Count Committee (CCC).** A CCC is led by interested government and nongovernment parties committed to increasing participation through grassroots initiatives. Contact Partnership and Data Services staff at the Regional Census Center for information on a CCC near you. Contact information can be found at: 2010census.gov/partners.



Spread the word about the 2010 Census through communications and events:



- Participate in or create local community cultural events.** Many immigrants have a strong sense of pride for their heritage and enjoy attending events that celebrate their homeland's culture. To help reach immigrants, consider partnering with local cultural events or hosting an event to share information about the 2010 Census and promote participation. Another consideration is to hold 2010 Census activation drives in your community at a local community center or place of worship. Recruit local leaders to discuss the benefits of the 2010 Census and distribute census materials. Use the customizable poster, newsletter and brochure templates in this toolkit to promote the events and encourage attendance. *Note: the Census Bureau cannot provide resources or compensation for events.*
- Sign up for speaking engagements at community events or conferences.** Participate as a speaker at community events, speaking engagements or conferences. As a trusted community leader, you lend credibility to the census process and can help ease concerns about the safety and confidentiality of census participation. To assist you, use the key messages and information provided in this toolkit to discuss the 2010 Census and answer questions. In your speaking engagements, encourage community leaders to share this information with others to help increase participation. When possible, engage in a question and answer discussion with participants and feature bilingual speakers.

❑ **Create and distribute printed materials.**

Develop and print materials that emphasize the ease, importance and safety of participating in the census when talking to or working with immigrants. Display fliers/posters at local stores and locations that have a large number of immigrant clientele. Distribute and/or hang materials in community areas, such as schools, places of worship, or other areas where immigrants and their families may gather. Use the customizable flier, brochure copy, and other templates in this toolkit to create your own materials. *Note: the Census Bureau cannot provide resources or compensation for printing of original materials.*

❑ **Explain the 2010 Census residence rules.**

Most people should be counted where they live and sleep most of the time. It is common to see extended and/or multiple immigrant families living in one household. To help these households accurately answer their census forms:

- Educate immigrants about how to count family members on their census form, particularly in homes with multiple generations and different families living in one household.
- Raise awareness of the 2010 Census residence rule regarding how and where to be counted. Individuals living in transitory locations, such as mobile homes, in group quarters or in places without an official address, should be counted at the place where they live and sleep most of the time. See the brochure, *How People Are Counted*, in this toolkit for more information. This brochure describes the process by which the Census Bureau counts everyone.



❑ **Customize and distribute merchandise.**

Create T-shirts, hats, backpacks, soccer balls and other appropriate promotional items featuring the 2010 Census logo and inspirational messages about census participation. Sample promotional copy is provided as a separate electronic file in this toolkit.

❑ **Use technology to deliver the message.**

Promote census participation online. Post drop-in information from this toolkit, such as the newsletter, e-mail blast or other sample copy, to your Web site and stress the importance of participating in the 2010 Census. Emphasize the impact census data have on community programs that matter to immigrants, including social services, job safety classes, child-care centers, legal services facilities, hospitals, schools and more. Include a timeline of key census dates, and a link to 2010census.gov to provide Web site visitors with more information on the census.

SUPPORTING MATERIALS

The following resources are available to help you in your communications efforts about the 2010 Census. Resources referenced throughout this document are available as downloadable print-ready formats, and can be found at the “Partner With Us” Web site at 2010census.gov/partners.

As a trusted resource in the immigrant community, in-language printed materials supplied by your organization will help to encourage census participation. In addition, word-of-mouth communication will be essential to help educate immigrants about the importance of the census and to overcome any barriers to census participation.



2010 Census brochure template - Use this pre-designed template to develop a brochure that highlights your organization's involvement in the 2010 Census. Consider including information about the importance of obtaining a complete and accurate count of the immigrant population, how census data affect everyone's quality of life, and the resources available to help individuals complete and return their form, including language assistance. Consider using all or part of the sample brochure in this toolkit when creating your own brochure.

2010 Census poster/flier template - Use this pre-designed template to create a poster or flier highlighting your organization's census-related events and activities.

Customizable newsletter template - Use this pre-designed template to create your own newsletter centered on your organization's support of the 2010 Census. In your newsletter articles, highlight the importance of immigrant participation in the census and help to dispel barriers some members of the immigrant community have regarding the census.

Awareness posters - These posters are available in several languages and are designed to build awareness of and drive participation in the 2010 Census. Contact your partnership specialist to obtain printed versions measuring 16" x 20" or download and print the versions available as separate electronic files in this toolkit. Display the posters in your office, lobby or other high-traffic area to create awareness of the coming census.



Confidentiality poster and flier – These materials assure employees, the immigrants your organization serves and others in the community that their census form responses are safe and confidential. Display the poster in a high-traffic area and distribute the flier to your employees, members and constituents. *Note: These materials are available in dozens of other languages, including, Spanish, Russian, Polish, and numerous Asian languages.*



Action poster – This poster is the second in a unique series designed to build awareness of and encourage participation in the 2010 Census. Contact your partnership specialist to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display the poster in your office, lobby or other high-traffic area to inspire everyone to “take action” and participate in the 2010 Census. *Note: This poster is available in dozens of other languages, including, Spanish, Russian, Polish, and numerous Asian languages.*



Brochure: How People Are Counted -

In many immigrant cultures, it is common to see extended and/or multiple immigrant families living in one household. This brochure describes the process by which the Census Bureau counts everyone. Contact your partnership specialist to receive this printed, tri-fold brochure, or download and print the version available as a separate electronic file in this toolkit. *Note: This brochure also is available in Spanish.*



Contact information for your Regional Partnership Specialist can be found at: 2010census.gov/partners.

IMMIGRANT COMMUNITY

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

**Starting
Conversations and
Communicating
About the
2010 Census**



STARTING CONVERSATIONS AND COMMUNICATING ABOUT THE 2010 CENSUS

The information and messages you provide around the 2010 Census will play a significant role in encouraging immigrant participation in the census. As you talk about the 2010 Census with employees, the immigrants your organization serves, and others in your community, think about how you can best tailor your messages and address the needs, questions or concerns of those with whom you are speaking. What else can you do to create change and spur someone to action?

We encourage you to take every opportunity possible to discuss the importance of census participation with your employees, the immigrants your organization reaches, fellow immigrant-focused organizations, local elected officials and the larger immigrant community you serve.

The following information suggests ways to talk about your partnership with the Census Bureau with both internal and external audiences. The messaging is appropriate for use in everyday conversations, as well as written communications, formal presentations or speaking engagements. Please customize the messages on the following pages with data and information about your specific organization or the service(s) you provide, or include other relevant information for your audiences.

Everyone should be counted...but where?

Most people should be counted where they live and sleep most of the time. But organizations such as yours often serve people with unique living situations, such as:

- ▲ Domestic violence shelters
- ▲ Emergency or transitional shelters for people experiencing homelessness
- ▲ Health care facilities
- ▲ Transitory locations, such as campgrounds, hotels or homes of friends or other family members

Make available to your community copies of the Census Bureau's brochure, *How People Are Counted*, so that everyone is counted once, in the right place.



WHAT MESSAGES MATTER MOST TO IMMIGRANTS?

As you conduct your partner communications activities, we ask for your support in communicating several key messages to the immigrant community that will help to reinforce that the census is easy, important and safe. These messages include:

NO. 1. EVERY PERSON LIVING IN THE UNITED STATES MUST BE COUNTED. THIS INCLUDES PEOPLE OF ALL AGES, RACES, ETHNIC GROUPS, CITIZENS AND NONCITIZENS.

As mandated by the Constitution, every person living in the United States must be counted – both citizens and noncitizens.

NO. 2. BY LAW, THE CENSUS BUREAU CANNOT SHARE YOUR ANSWERS WITH ANYONE.

Undocumented immigrants and noncitizens may be reluctant to provide personal information to the government based on a prior negative experience with a government poll in their homeland or because of deportation fears, among many other reasons. It is important to convey that census data are private, and, by law, the Census Bureau cannot share your answers with anyone, including the Internal Revenue Service, Immigration and Customs Enforcement, Federal Bureau of Investigation, the Central Intelligence Agency or any other government agency. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

NO. 3. COMPLETING YOUR CENSUS FORM IS EASY, IMPORTANT AND SAFE.

It will be important in your communication efforts to immigrants to provide details around the process of the 2010 Census, including when it is scheduled to occur, the amount of time it

takes to complete the form and what happens if a household does not complete the form. One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.

Reassure your community that the Census Bureau cannot share your answers with anyone, including other federal agencies and law enforcement entities. (See message No. 2 for more details.)

Responding immediately to the 2010 Census form is the most efficient way to complete the census. Census workers will visit households that do not return the forms to take a count in person.

NO. 4. EVERY YEAR, THE FEDERAL GOVERNMENT DISTRIBUTES MORE THAN \$400 BILLION TO STATE, LOCAL AND TRIBAL GOVERNMENTS BASED ON CENSUS DATA.

Every person, citizen and noncitizen, matters, and everyone can benefit from accurate census data. Census data help guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, build new roads, hospitals, health centers and schools, and where to locate job training centers and provide additional legal services and job safety programs. That means census data can impact the quality of life for immigrants, their families and their communities.

NO. 5. YOU DON'T NEED TO SPEAK ENGLISH TO PARTICIPATE IN THE 2010 CENSUS.

Language isolation or lack of English fluency was a barrier to a complete count of immigrants in previous census efforts. Bilingual forms are available upon request in five languages: Spanish, Chinese (Simplified), Korean, Vietnamese and Russian. In 2010, Questionnaire Assistance Centers (QAC) will assist those unable to read or understand the form. Language Assistance Guides will be available at all QAC locations in 59 languages. In addition, partnership staff at the local level speak more than 100 languages.

LANGUAGE ASSISTANCE GUIDES ARE AVAILABLE IN:

Albanian	Croatian	Hindi	Navajo	Tagalog
Amharic	Czech	Hmong	Nepali	Tamil
Arabic	Dari	Hungarian	Polish	Telugu
Armenian	Dinka	Ilocano	Portuguese	Thai
Bengali	Dutch	Italian	Punjabi	Tigrinya
Bulgarian	Farsi	Japanese	Romanian	Tongan
Burmese	French	Khmer (Cambodian)	Russian	Turkish
Cebuano	German	Korean	Samoan	Ukrainian
Chamorro	Greek	Laotian	Serbian	Urdu
Chinese (Simplified)	Gujarati	Lithuanian	Somali	Vietnamese
Chinese (Traditional)	Haitian Creole	Malayalam	Spanish	Yiddish
Chuukese	Hebrew	Marshallese	Swahili	

MESSAGES TO DESCRIBE IMPORTANT CENSUS MILESTONES AND DATES

The following provides messages to use when discussing general information about the census, its importance and the timing of the 2010 Census.

- ▲ The U.S. Constitution requires a national census once every 10 years for the purposes of reapportioning the U.S. House of Representatives.
- ▲ Every person living in the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and noncitizens.
- ▲ Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.
- ▲ More than 130 million addresses across the nation will receive a census form in March 2010. Households should complete and mail back their forms upon receipt. Census workers will visit households that do not return forms to take a count in person. (Census workers can be identified by a census badge and bag.)
 - Some immigrants live in transitory housing and can therefore expect their census form to be hand delivered in March 2010. Those living in more permanent housing will receive a form in the mail around the same time.
 - Responses to the census form should include everyone living at that address. Some immigrants may live with several other individuals, and it is important to fully disclose the number of people living at the residence, even if the number indicates a crowded condition. This information will not be shared or used against anyone.
- ▲ One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- ▲ Census Day is April 1, 2010, the official reference date of the population count. Responses to the census form should include everyone living at that address on this date.



Reassure your community that, by law, the Census Bureau cannot share your answers with anyone, including the Internal Revenue Service, Immigration and Customs Enforcement, Federal Bureau of Investigation, Central Intelligence Agency or any other government agency. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

CONVERSATION STARTERS TO SPARK DISCUSSION AND PROMOTE ACTION

Use this conversation guide to help you initiate discussions and explain why every immigrant needs to be counted in 2010. The following content can be customized with data and information specific to your organization and immigrant audience.

- ▲ What are the largest barriers to persuade immigrants to complete and return their 2010 Census form?
- ▲ In which of our existing programs and services can we incorporate census information?
- ▲ What kind of information can we share to help overcome these barriers?
- ▲ What are three things we can do during the next year to sustain momentum, spread the word and demonstrate our support of the census within the immigrant community?
- ▲ How can we communicate the benefits of participating in the census, including the difference it will make in our community and for families of immigrants?
- ▲ What other organizations might be interested in partnering with the Census Bureau to support the 2010 Census and who from their staff would likely spearhead the effort?
- ▲ What community events can our organization leverage to promote participation in the 2010 Census?



**MAKE A DIFFERENCE IN YOUR COMMUNITY.
PARTICIPATE IN THE 2010 CENSUS.**

IMMIGRANT COMMUNITY

**Regional
Census Center
Contact
Information**

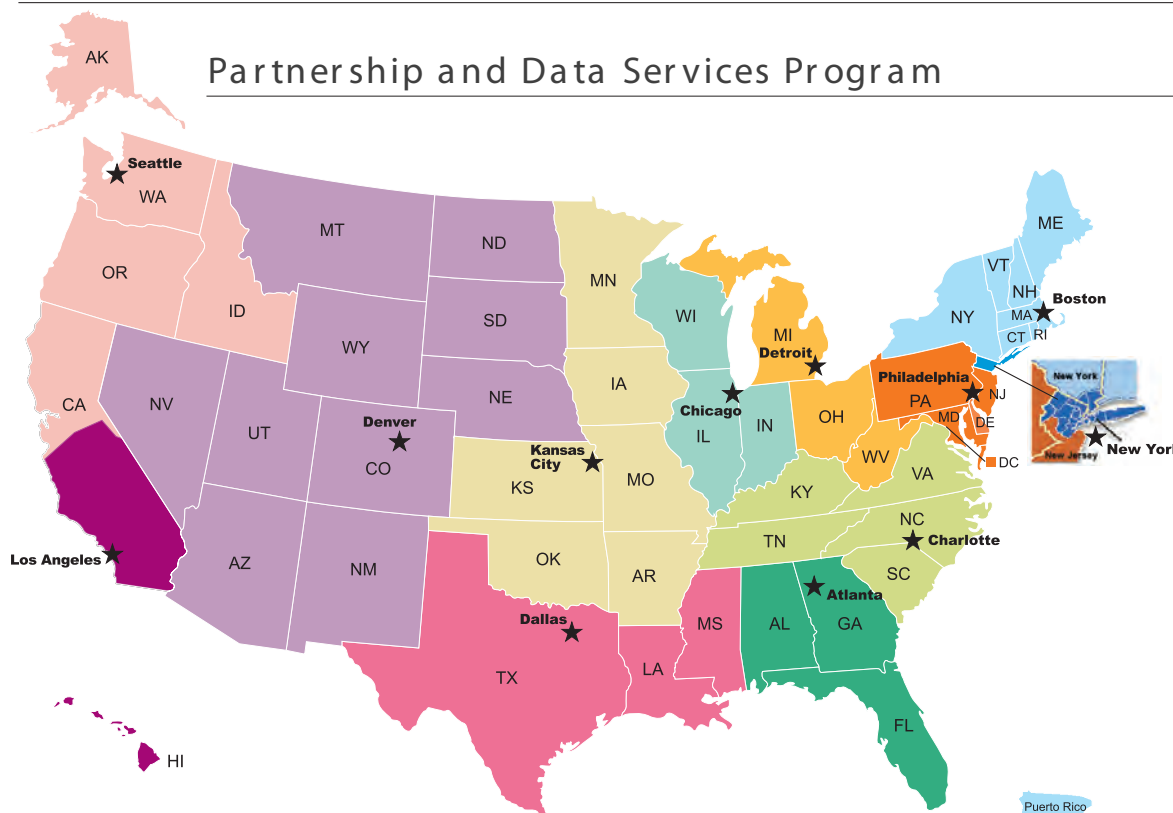


U.S. Census Bureau Regions

August 2009

Partnership and Data Services Program

FLDPDS/09-2



ATLANTA - www.census.gov/atlanta
Alabama, Florida, Georgia

BOSTON - www.census.gov/boston
Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont

CHARLOTTE - www.census.gov/charlotte
Kentucky, North Carolina, South Carolina, Tennessee, Virginia

CHICAGO - www.census.gov/chicago
Illinois, Indiana, Wisconsin

DALLAS - www.census.gov/dallas
Louisiana, Mississippi, Texas

DENVER - www.census.gov/denver
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming

DETROIT - www.census.gov/detroit
Michigan, Ohio, West Virginia

KANSAS CITY - www.census.gov/kansascity
Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma

LOS ANGELES - www.census.gov/losangeles
Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare, and Ventura counties)

NEW YORK - www.census.gov/newyork
New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk, and Westchester counties)
New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union, and Warren counties)

PHILADELPHIA - www.census.gov/philadelphia
Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania

SEATTLE - www.census.gov/seattle
Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington

Phone Numbers for the Partnership and Data Services Program

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Boston
617-223-3610

Charlotte
704-936-5330

Chicago
312-454-2770

Dallas
214-637-9680

Denver
720-475-3670

Detroit
313-392-6500

Kansas City
816-994-2045

Los Angeles
818-717-5820

New York
212-356-3100

Philadelphia
215-717-1020

Seattle
425-908-3060

American Samoa, Commonwealth of the Northern Mariana Islands (CNMI), Guam, and the U.S. Virgin Islands
301-763-4033

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