



# 2020 Census Disability Community Toolkit



# Focus Groups

- Four focus groups of six people each
- Four listening sessions with 44 participants

## **Participants had:**

- Psychosocial disabilities
- Intellectual and developmental (I/DD) disabilities
- Physical disabilities

## **People were:**

- Blind
- Hearing impaired
- Parents of children with disabilities



# **What Do People Want to Know About the Census?**

**We want to know the same things other  
hard-to-reach communities want to know**

- What is the Census?
- Why is the Census important?



**13%**



# Why Don't People Complete the Census?

**We asked: Have you ever completed the Census? What we heard:**

- I've never been asked
- I don't think the census has an impact on my life
- I have trouble completing forms
- I'm worried information will be used against me



# Reasons People Will Participate

- If surveys are conducted in partnership with a trusted group
- If they understand the census will be helpful for them and other people with disabilities
- If they complete surveys in a place where they feel comfortable
- When Information is in accessible formats, such as readable by a screen reader program, in Braille, or in American Sign Language (ASL)
- When information is provided in plain language
- In person or with the support of someone they trust when completing the survey on a computer or by using a smartphone app



# Preferred Messages

1. The 2020 Census: The Disability Community is Counting on YOU
2. The 2020 Census and Disability: Everyone Deserves to Be Counted
3. Why the Disability Community Matters When Counting the 2020 Census

**#DisabilityCounts2020**



# Outreach Factors to Consider

- Provide access whether it is asked for or not
- Not all people with disabilities identify as disabled
- Some disabilities affect communication: use plain language; ASL; real time transcription at events; Braille; large print; screen reader friendly websites
- Use images of people with disabilities in outreach materials



# Resources

- Entire Census Toolkit:  
<https://www.disabilityrightsca.org/post/2020-census-disability-community-toolkit>
- California Council of the Blind (CCB)  
<http://ccbnet.org/drupal7/>
- California Foundation for Independent Living Centers (CFILC) <http://cfilc.org/>
- Department of Developmental Services Regional Centers <https://www.dds.ca.gov/RC/RCList.cfm>



# Resources

- Disabled Students Program and Services Located in California Universities and Community Colleges
- Greater Los Angeles Agency on Deafness, Inc. (GLAAD) <https://gladinc.org/>
- NAMI California <https://namica.org/>
- State Council on Developmental Disabilities (SCDD) <https://scdd.ca.gov/>