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


• 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/RCLList.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/