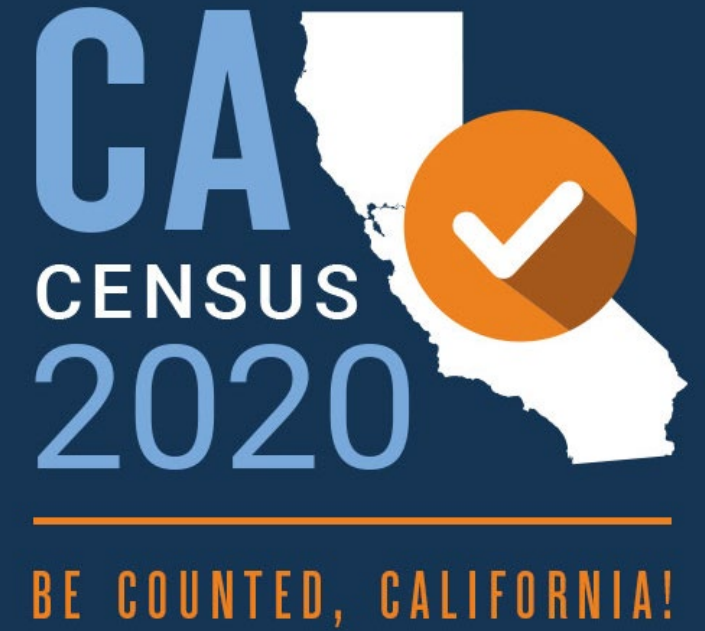


Mai Thao
Central Valley Lead
Regional Program Manager
California Complete Count – Census 2020



Flow of Conversation



Historical, Social, and
Political Context



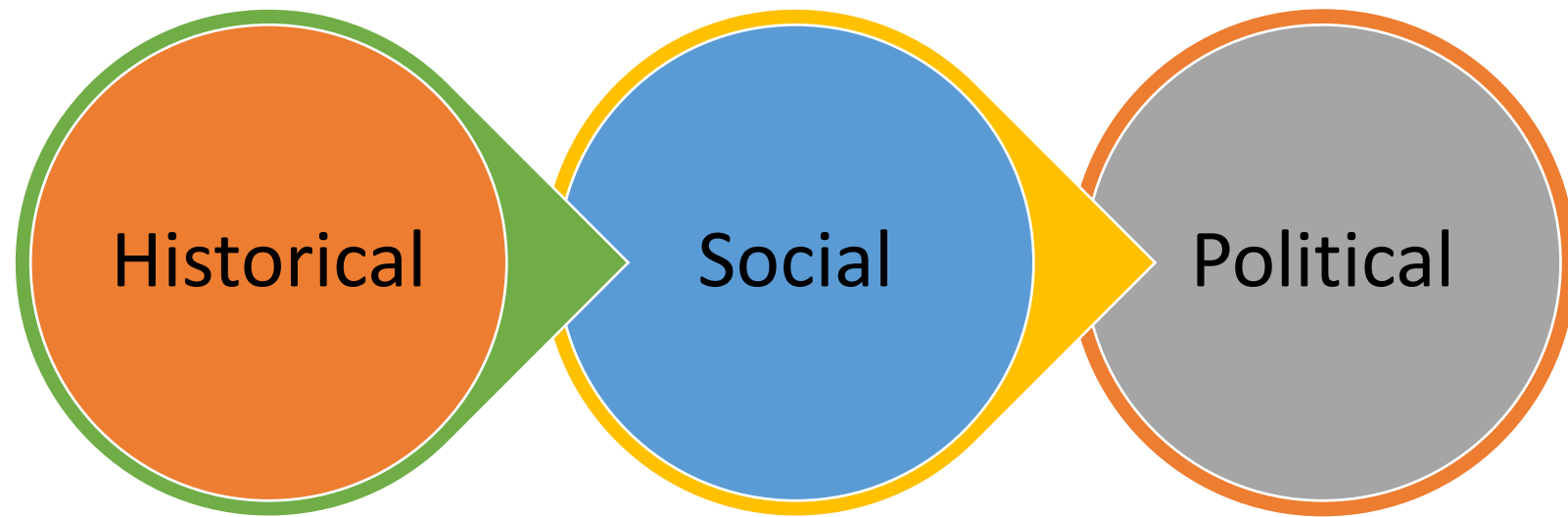
Cultural
Responsiveness



Census Outreach
Strategies



Diversity in Asian American and Native Hawaiian Pacific Islander Community



Cultural Competency: Reflects formal process of naming discrete and observable (and often measurable) skills and abilities as a set of standards or proficiencies with which to determine acceptable levels of performance. Often perceived to have an endpoint.

Cultural Sensitivity: An awareness to sense and empathize with a person's cultural differences and similarities from you, without assigning value.

Cultural Humility: Being aware that one does not know or can know it all about a culture/community and developing mutually beneficial and respectful partnerships with diverse individuals, and communities to shape our understanding of others.

Cultural Responsiveness: Being aware of one's biases, prejudices, knowledge, and assumptions about the individual; recognizing the privilege and power one has over the individual; responding to individual's needs by listening, empowering, being flexible and patient, and meeting them where they are.



Strategies for Outreach in AANHPI Communities

Census 2020- What is the context and current realities?

Historical

Social

Political



How am I being culturally responsive?



THANK YOU!

Mai Thao

Mai.Thao@census.ca.gov

(916) 467- 5870



Although we gather virtually, it's important that I acknowledge that my family and I settled in Long Beach originally called Puvunga and is home to the Acjachemen and Tongva nations the original stewards of this territory. I am committed to uplifting the name of these lands and community members from these Nations who reside alongside us.

Mahalo, Si Yu'us ma'āse', fa'afetai to those who came before me.

Victor Kaiwi Pang

Sharon Ku'uipo Paulo

Clinton Helenihi

Mary Salas

Pat Luce

Haunani Apoliona

Dr. Kenneth E. Galeai

Dr. Faye Untalan

Salafai Suafa'i

June Pouesi

Kawen Young

Lono Kollars

Audrey Alo

Rita Scanlan

Mona Foster

High Chief Leuluso'o

Fualauto'alasi Leatutufu

William Afeaki

William Emmsley Jr.

Dr. Jobie Yamaguchi

Dr. Shawn Malia

Kanaiaupuni

Mona Porotesano

Stanton Enomoto

Guy Ontai

Dr. Sela Panapasa

Simeamativa Aga

Darlene Kehaulani Butts

Val Jacobo

Rev. Misi Tagaloa

Rev. Malaki

Heidi & Joey Quenga

Alisi Tulua

Sefa Aina

Tana Lepule

Rita Scanlan

Catherine Ofa Mann

Manufou Liaiga-Anoa'i

Leafa Taumoepeau



Tavae Samuelu

tuh-veye sah-m-weh-loo

she/her/hers

Executive Director

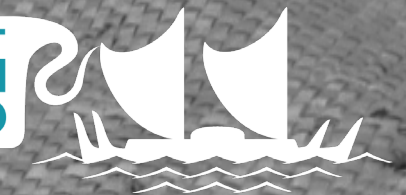
**Empowering Pacific Islander Communities
(EPIC)**



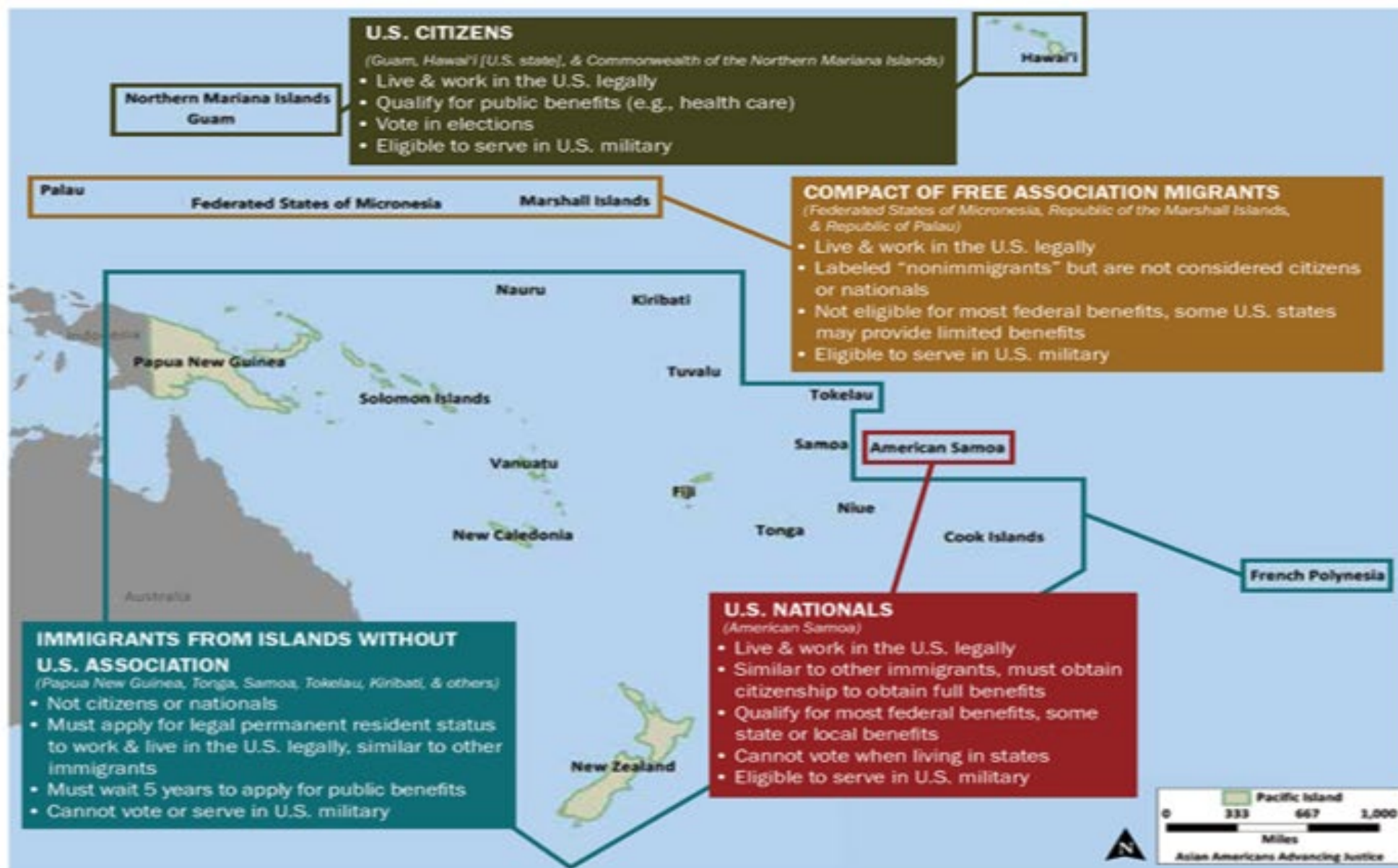
*When people ask me
where I'm from,
they don't believe me
when I say water.*

Terisa Siagatonu

COUNT
US IN
2020



Defining Pacific Islander





EPIC was established in 2009 by a group of young Pacific Islander (PI) leaders who recognized the urgency to address the growing needs of PI families. With experiences ranging from grassroots organizing to higher education administration, these young leaders prioritized building a strong and unified advocacy voice for PIs; collecting disaggregated data that illustrated the needs of PI families; and **establishing a pipeline of strong leaders who can be advocates and influencers in, and on behalf of, the community.**

**What is EPIC doing to
promote participation?**

**National & Statewide
Coordination**

**Direct Outreach and
Education**

Materials Production

Media Work

State Advocacy

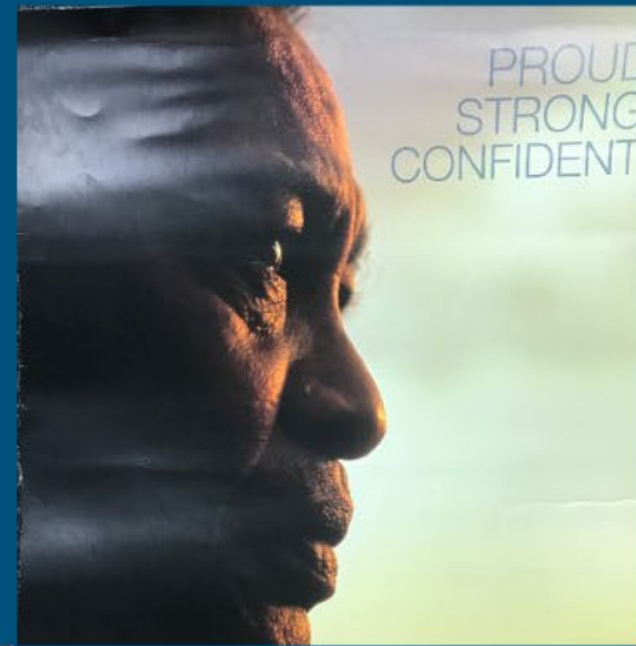


Census Messaging



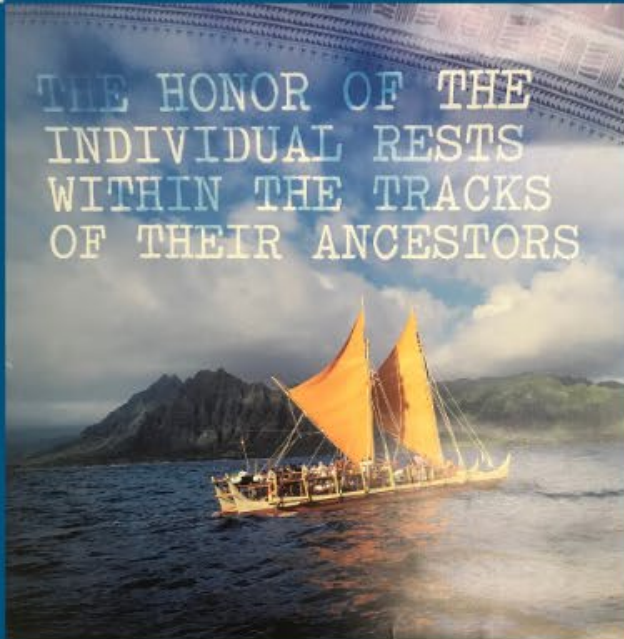


After much advocacy by leaders like Kawen Young, NHPI community members in Southern CA were able to create their own campaign with a messaging framework that centered storytelling and honoring the work of ancestors. Photos were taken by Lono Kollars.



In addition to a poster campaign, they created PSAs in: Chamorro, Samoan, Tongan, and Marshallese. The videos were intergenerational with prominent community leaders like pastors and filmed at churches, schools, hospitals, and playgrounds to demonstrate the impacts of Census participation.

In 2010, marketing for the NHPI community featured stereotypical images of hula dancers and generic oceanscapes. Pacific Islander leaders expressed concerns that the campaign didn't truly reflect the community it sought to reach.



"The honor of the individual rests within the tracks of their ancestors."



TALK STORY

September 27, 2019
6:00 - 8:00PM

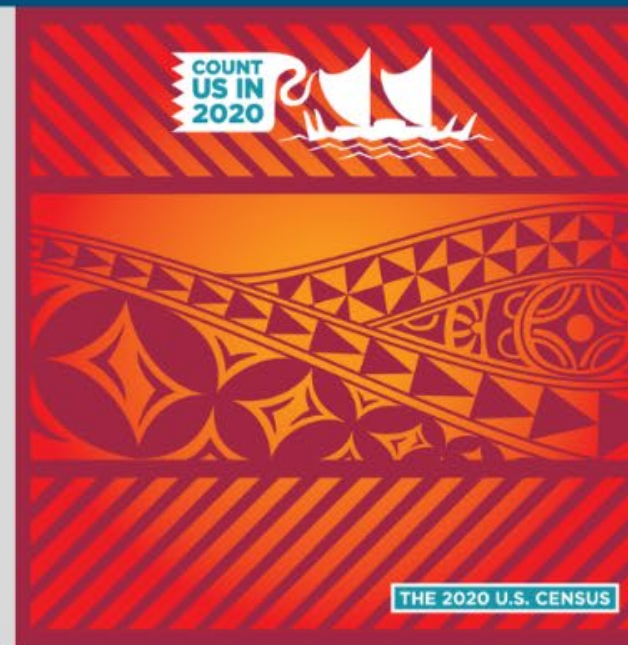
Census 2020
Native Hawaiian & Pacific Islander
Complete Count Committee.

JJ's Island Grindz
836 Broadway
Chula Vista, CA 91911

RSVP to Tana Lepule
tana.lepule@apiinitiative.org
(619) 886-5688




Convening participants told us they would need outreach and education materials that are culturally-specific, in-language, and feature their trusted messengers who are hyper local and connected to a broader global community.

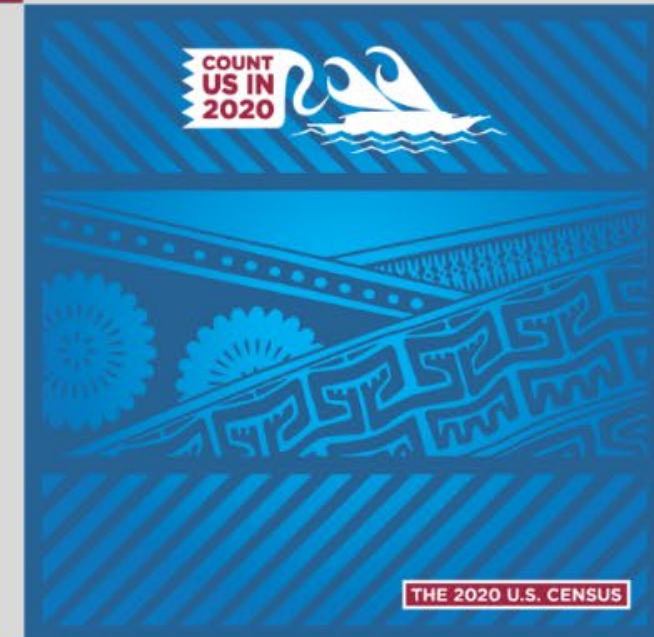


These images feature Melanesian, Micronesian, and Polynesian tattoo motifs as well as the traditional voyaging canoes of each region of Oceania. Each design tells a story and part of overall messaging that Census data is integral to our collective narrative.

EPIC spent much of 2019 preparing for the decennial Census. We held convenings across the country to hear from over 150 Pacific Islander community members about what they need to ensure a full and complete count.



EPIC partnered with Asian Americans Advancing Justice (AAJC) to develop factsheets and PSAs in: Chamorro, Chuukese, Marshallese, Native Hawaiian, Palauan, Samoan, Tongan, and Vakaviti. You can find them all at countsuin2020.org/nhpi.





www.countusin2020.org/nhpi

In-Language Materials

O Ala e Aafia ai Lou Afoaga i le Tusigaigoa 2020

Fa'amalumu le Tuana'i, Puipui le Taimi Nei, Ola Sauniuni mo le Lumana'i

E fesoasoani fa'amatalaga o le tusigaigoa i le olaola manuia o lou aiga ma afoaga e ala lea i fa'atupugatupe a le malo tele e silia ma le **\$1.5 trilion** o lo'o vaevaeina mo afoaga ta'itasi i tausaga uma.

E fa'aapefa ona manuia ai lou aiga ma lou afoaga?



Tausiga mo le Sofua Maloloina ma Falema'i



Alagatupe mo Auala Tetele



Pepa mo Noloaga o le Section 8



Fesoasoani Tulu'i mo Polokalama o Mea Taumafa (SNAP)



Aoaoga Amata mo Fanau Iti



Tupe Maua Fua mo Aoaoga



Tausiga mo Fanau ma Tupe Maua Fua mo Galuega Fa'avae



Faletusi ma Aoga

Maua Alaga'oa mo Lou Afoaga

O tagata uma e faita'ina o tupe fa'aopoopo ia mai le malo tele mo lou afoaga. I se isi itu, so'o se tagata e le auai i le tusigaigoa o le a le maua e lou afoaga le afe o tala i tausaga ta'itasi. Talu ai na'o le ta'i 10 tausaga ma fai le tusigaigoa, o le a fa'a'apea ona fa'aa'au ai lou afoaga i tausaga uma e o'o atu i le 2030, ma fa'a'aititia ai alagatupe ma avanoa mo fanau, aiga ma afoaga.

A e le auai, o le a le lagona lou leo! A e le auai, e mafai ona lusi se vaega tupe, alagatupe, ma auaunaga fa'alemalo e mana'omia e lou afoaga.



Ewi wāween an 2020 Census Jelōt Jukjuk in Pād Eo Am

Kautiej Jāmaan eo, Bobrae Ilju Eo, Kanne Kobban Ilju Kōn Jeramman

Bōnbōn ko ilo census eo ej jipaņ baamle eo am im jukjuk in pād eo am eddōkļōk jān kōjemōj eo an **\$1.5 jima trillion** federal taļa im emaroņ deļōņ waj aolep iļō.

Ewi wāween an baamle eo am im jukjuk in pād eo bōk kōjeraamman ko?



Health Care and Hospitals



Highway Funding



Section 8 Housing Vouchers



Supplemental Nutrition Assistance Program (SNAP)



Early Childhood Education



Education Grants



Child Care and Development Block Grants



Libraries and Schools

Ebbōk Jipaņ ko ñan Jukjuk in Pād Eo Am

Kajojo armej eo bwūne jān jukjuk in pād eo am meļeļe in elapļok federal tala ko rej deloņ waj. Ilo bar juon wāween, kajojo armej ro rejjab deloņ ilo bōnbōn ko ej kōmman bwe jukjuk in pād eo en luuj taujin taļa aolep iļō. Kōnke census eo ej kōmman wōt lokin 10 iļō, an jukjuk in pād eo am luuj taujin taļa enaaj āindein an kōmman kajojo iļō mae 2030, ej kōmman bwe en lapļok luuj ñan jeraamman ko ñan ajiri ro nejid, baamle ko im jukjuk in pād eo.

Elajñe kwobjab bōk kunaam ilo bōnbōn in, enaaj ejjeļok ainikiem! Elajñe kwobjab bōk kunaam, kwomaroņ luuj elap taļa ko, menin jeraamman ko, im jipaņ ko ñan kake aikuj ko an jukjuk in pād eo.



E na yaga vakacava na Wili Lewenivanua 2020 ki na nomu iTikotiko

Doka na gauna sa oti, Taqomaka na gauna oqo, Vakanamata ki Liu

Na itukutuku mai na iwiliwili ena vukea na nomu matavuvale kei na itikotiko me tubu ka vakayagataka e rauta e **\$1.5 na miliona** vaka miliona kina noda itikotiko se veivanua.

E yaga vakacava na veika oqo ki na nomu matavuvale se itikotiko?



Veiqaravi Vakavuniwai Valenibula



Vakavinakataki ni Gaunisala



Veivuke ena Veivakavaletaki



Veivuke ena Kakana Bulabula



Nodra Vuli na Gone Lalai



iLavo ni Vuli Torocake



Qaravi ni Gone kei na iLavo ni Nodra Vakatorocaketaki



Valenivola kei na Koronivuli

Vakaraudaka na iVurevure ni ka kina nomu iTikotiko

Na veitamata yadua e wiliki ki na nomu itikotiko e kuriya na ilavo ena solia yani na matanitu. Me vakatatega kina, o ira yadua era sega ni vakaitavi ena wili lewenivanua era kauta laiva e udolu na dola mai na nomu itikotiko. Me vaka ga ni vakayacori na Wili lewenivanua e na vei 10 na yabaki, na lusi ni ilavo qo ena yaco tiko me yacova sara na yabaki 2030, vakatatega kina na tabogo ni ivurevure ni ka kei na madigi me nodra na luveda, matavuvale kei na itikotiko.

Kevaka o sega ni vakaitavi, o na sega ni rogoci! Kevaka o sega ni vakaitavi, o na rawa ni vakayalia na ivotavota ni ilavo, vurevure ni ka kei na veiqaravi e gadreva na nomu itikotiko.

Vakaraudaka na iVurevure ni ka kina nomu iTikotiko

Na veitamata yadua e wiliki ki na nomu itikotiko e kuriya na ilavo ena solia yani na matanitu. Me vakatatega kina, o ira yadua era sega ni vakaitavi ena wili lewenivanua era kauta laiva e udolu na



Pacific Islanders and COVID-19

*Photo by Nancy Pastor for
CalMatters*



One family described the anguish and guilt of watching a loved one struggle out of bed to the ambulance — “the least Pacific thing that you can do,” Samoa said — because the first responders wouldn’t come inside. Another family revealed how three breadwinners were hospitalized with the disease, unable to care for their kids...

Already, the rate of infection among Pacific Islanders has alarmed public health experts and community leaders. As of Sunday, the novel coronavirus had infected Pacific Islanders at a rate more than twice that of the state as a whole — and killed them at a rate 2.6 times higher, the highest rates of any racial or ethnic group.

**“Track us
better:
Overlooked
Pacific Islanders
hit hard by
coronavirus”**

by Jackie Botts

May 5th, 2020

Cal Matters

Videos of Trusted Messengers





NHPI Census Toolkit

Bay Area Regional Pacific Islander Taskforce

College of San Mateo Mana Program

Island Block Radio

Fiji Indigenous People's Foundation

For The Qultures

Hui O Hawai'i of Sacramento

Kutturan Chamoru Foundation

Marshallese Youth of Orange County

Motivating Action Leadership Opportunity (MALO)

Mt. SAC ARISE Program

National Pacific islander Educator Network

NHPI Alliance

NHPI CCC of San Diego

One EPA

Pacific Islander Health Partnership

PICCC of San Mateo County

Pacific Islander Wellness Initiative

Poly By Design

Samoan Community Development Center

Samoan Solutions

Taulama for Tongans

To'utupu'o e 'Otu Felenite Association (TOFA)

UCLA PI Student Association

UC Riverside PI Student Association

UTOPIA San Francisco



Contact

Tavae Samuelu

Executive Director

tsamuelu@empoweredpi.org

www.empoweredpi.org

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@EmpoweredPI



facebook.com/ElevateYourVoice



@EmpoweredPI



ASIAN AMERICANS
**ADVANCING
JUSTICE**
LOS ANGELES



[COUNTUSIN2020.ORG](https://countusin2020.org)

The 2020 Census and Outreach to a Diverse Asian American Community

June Lim
Director, Demographic Research Project
Asian Americans Advancing Justice - Los Angeles

May , 2020

Building upon the legacy of the Asian Pacific American Legal Center

REGIONAL NETWORK PARTNERS



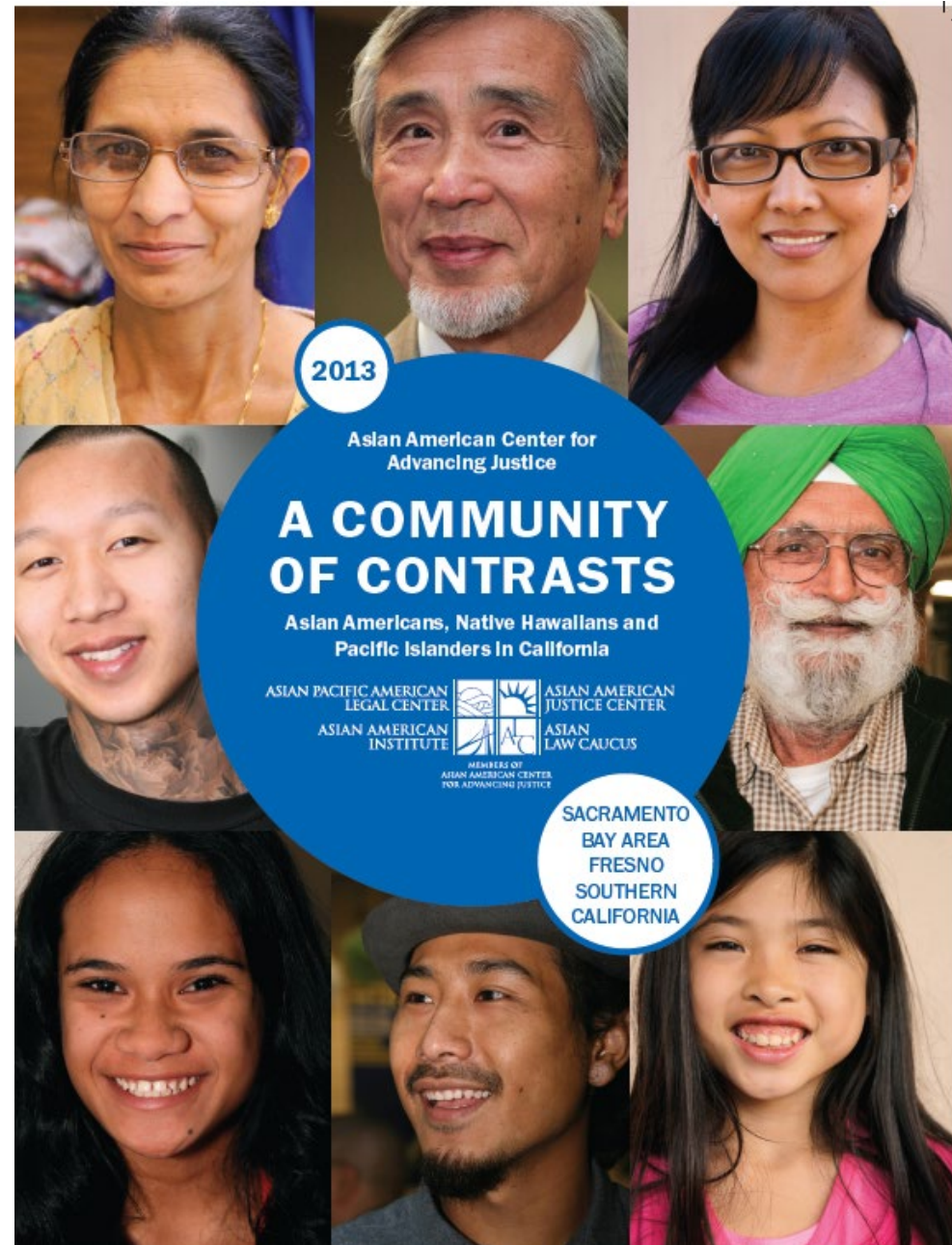
**Census allows us to
be seen.
We are proud of our
heritage and cultural
diversity.**

#BeSeenBeCounted



Data on over 30 Asian American
and NHPI ethnic groups

Better understanding of our diverse
communities



ASIAN AMERICANS ADVANCING JUSTICE | LOS ANGELES

THE 2010 CENSUS

5.7 million

Asian Americans living in California

15%

of California residents
are Asian American

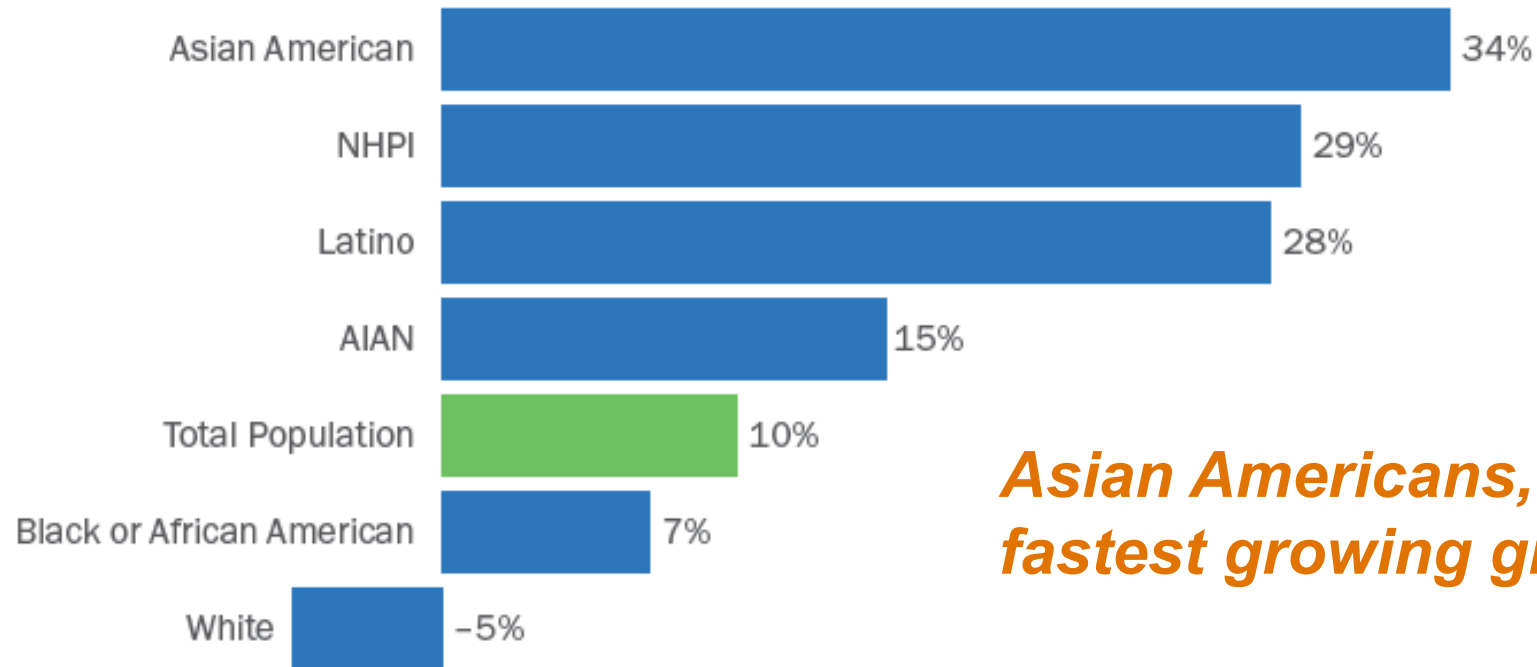
Filipino, Chinese, and Vietnamese Americans are
among the largest Asian American ethnic groups



POPULATION GROWTH 2000 TO 2010

Population Growth

by Race and Hispanic Origin, California 2000 to 2010



***Asian Americans, NHPI
fastest growing groups***

U.S. Census Bureau, 2000 Census SF1 Tables P8 and QT-P6; 2010 Census SF1 Tables P5 and QT-P6.

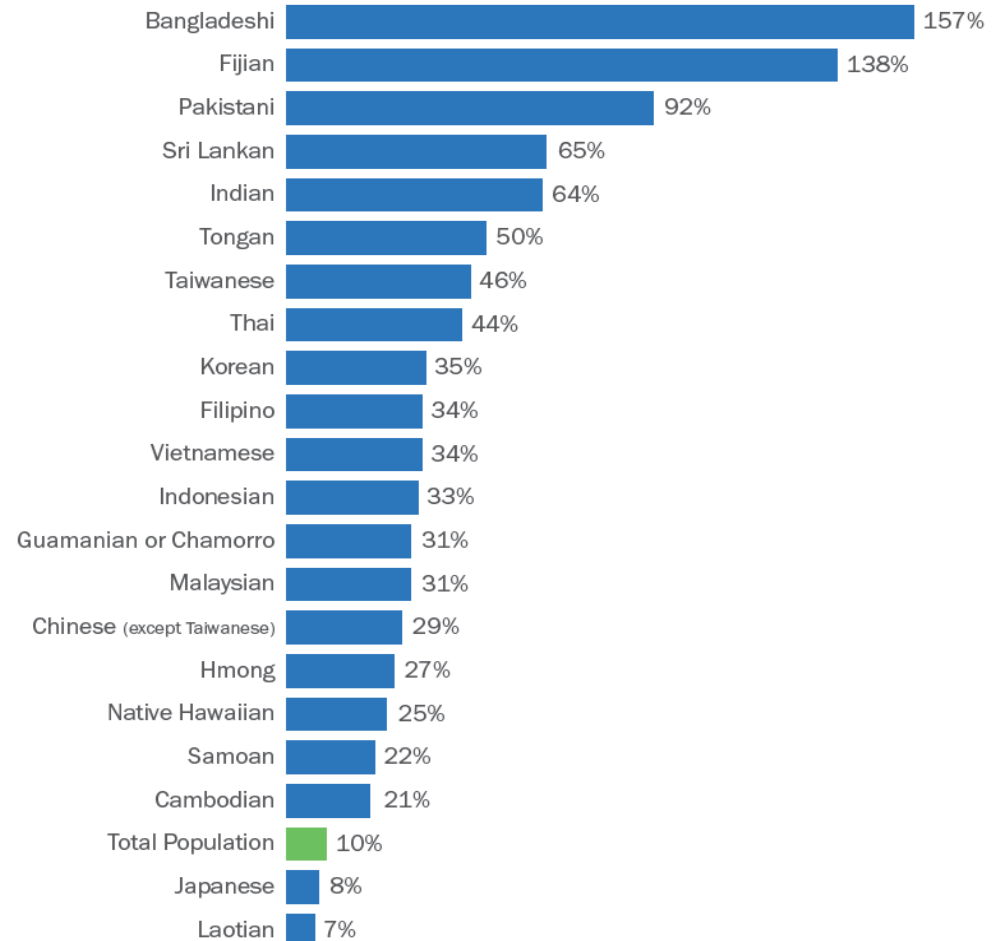


POPULATION GROWTH BY ETHNIC GROUP 2000 TO 2010

South Asians are among the fastest growing Asian American ethnic groups

Population Growth

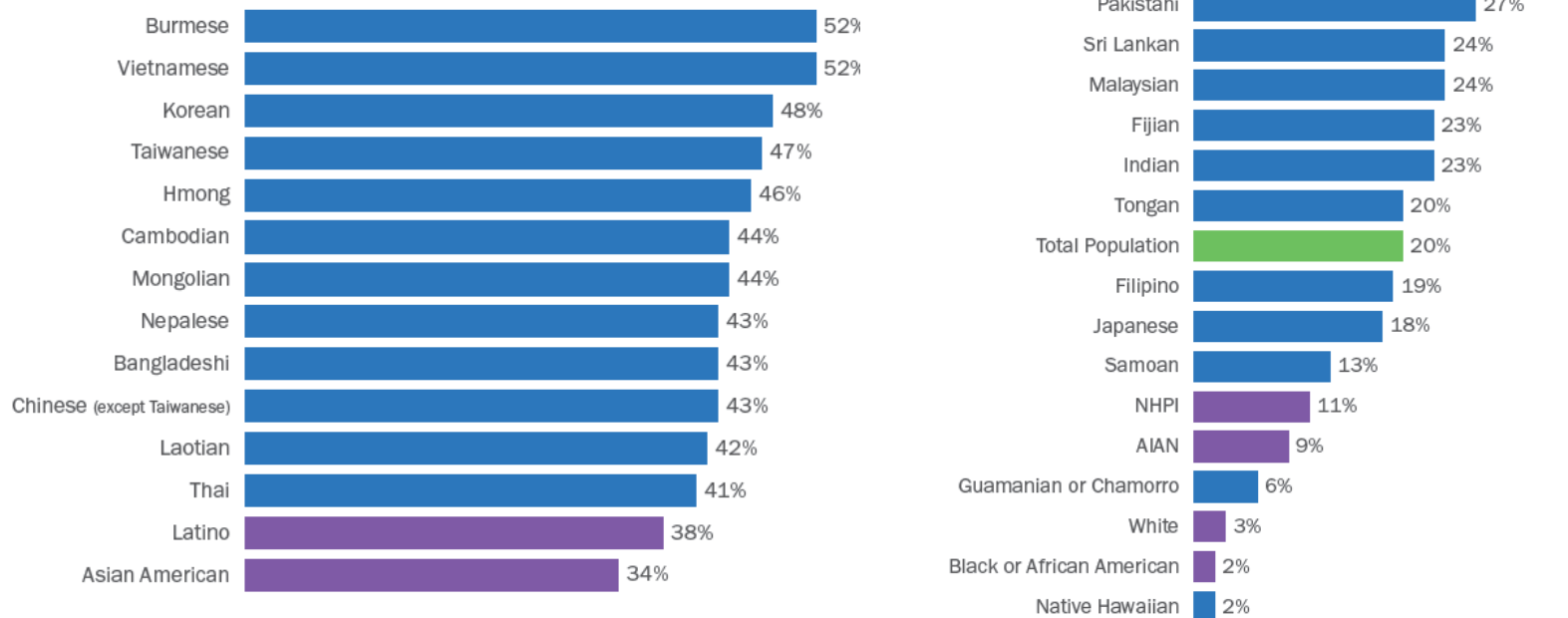
by Ethnic Group, California 2000 to 2010



POPULATION CHARACTERISTICS: LIMITED ENGLISH PROFICIENT

Population Who Is Limited English Proficient for Those 5 Years of Age & Older

by Race, Hispanic Origin, and Ethnic Group, California 2006–2010



Over one-third of Asian Americans, and a majority, near majority of some ethnic groups, are limited English proficient

LANGUAGE RESOURCES

- Chinese Simplified
- Chinese Traditional
- Bengali
- Burmese
- Gujarati
- Hindi
- Hmong
- Iu Mien
- Japanese
- Korean
- Khmer
- Lao
- Marathi
- Nepali
- Punjabi
- Tamil
- Tagalog
- Vietnamese
- Urdu

Translated GOTC Materials

[中文 - Chinese Simplified](#) | [中文 - Chinese Traditional](#) | [বাংলা - Bengali](#) | [ဗမာ - Burmese](#) | [ગુજરાતી - Gujarati](#) | [हिंदी - Hindi](#) | [hmoob - Hmong](#) | [Iu-mienh - Iu Mien](#) | [日本人 - Japanese](#) | [한국어 - Korean](#) | [ខ្មែរ - Khmer](#) | [ລາວ - Lao](#) | [मराठी - Marathi](#) | [नेपाली - Nepali](#) | [ਪੰਜਾਬੀ - Punjabi](#) | [தமிழ் - Tamil](#) | [Tagalog](#) | [ไทย - Thai](#) | [Tiếng Việt - Vietnamese](#) | [اردو - Urdu](#) | [Español - Spanish](#) | [عربي - Arabic](#)



HIGHLIGHTS

第5條至第9條
關於每位在該址居住的人，每位居民都需要回答

人口普查表格 第5條

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? First name below

First Name (Last Name) MI

名 (First Name) 姓 (Last Name) 中間名縮寫 (MI)

5. 請提供在這個地址居住的每個人的資料。如果屋主或租房人住在这里，請將此人填寫為第一個人。如果屋主或租房人不住在这里，請將任何一位居住在這個地址的成年人填寫為第一個人。

第一个人的姓名是什么？
請用英文填寫第一个人的姓名。

CAA SF COUNTS 2020 census

Census 2020

Census is a CAA legacy issue. For this Census, we have:

- ✓ Fought for greater language access and resources for vulnerable communities.
- ✓ Trained over 500 community-based providers on Census.
- ✓ Expanded outreach to Chinese digital social media.
- ✓ Phonebanked to over 1,100 immigrant families.



#WeCount2020

Start here OR go online at my2020census.gov
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go to Question 2.

3. 이 집의 소유자인지, 아님 세입자인지?
해당되는 항목에 "X"로 표시해 주십시오.

staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.

1. 2020년 4월 1일에 이 집, 아파트, 또는 모빌홈에는 몇 사람이 살거나 머물고 있었습니까?
사람 수를 적으십시오.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. 4월 1일에 이 집에 머문 사람들 중 질문 1에 포함하지 않은 사람이 한 명이라도 있습니까?
아래 해당되는 모든 항목에 "X"로 표시해 주십시오.
(추가할 사람이 없으면, "추가할 사람 없음"에 표시)

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark X all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-law
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark X ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? (Include home equity loans.)
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

4. 귀하의 전화번호는 무엇입니까?
인구조사국 업무에 꼭 필요한 경우에만 연락을 드리겠습니다.

FORM DI-Q1(E/S) (05-01-0110) 11100013



HEALTH CENTERS

COMMUNITY CENTERS

HOUSING

SCHOOLS

REPRESENTATION

COUNT US IN 2020
There's Power in Being Counted
#2020CENSUS
COUNTUSIN2020.ORG

Complete the census, shape your community.

Every 10 years, the U.S. Census counts everyone living in our country. By completing the Census, you are doing your part to determine how federal funds are distributed to your community. **The Census shapes key services and resources for your family and your community.** It is safe and everyone counts.

ASIAN AMERICANS ADVANCING JUSTICE
LOS ANGELES

Census impacts resources for our communities. We want our communities to thrive.

#BeSeenBeCounted



커뮤니티센터

주거시설

학교

국회

보건센터

인구조사에 참여하여 우리 커뮤니티를 그려보세요.

10년마다 실시하는 인구 조사는 미국 내 거주하는 총 인구 수를 셉니다. 인구 조사의 참여는 지역사회 내의 연방 기금 분배를 결정하는 역할을 하게 됩니다. 인구 조사는 가족과 지역 사회를 위한 주요 서비스와 자원의 기반을 형성합니다. 인구조사는 안전하며 모두에게 중요합니다.

COUNT US IN 2020
There's Power in Being Counted
#2020CENSUS
COUNTUSIN2020.ORG

ASIAN AMERICANS ADVANCING JUSTICE
LOS ANGELES





Being counted in the census means political representation. Especially during COVID, I want a voice to demand protection for essential workers, to condemn acts of xenophobia and to demand healthcare and resources for our most vulnerable citizens.

[#BeSeenBeCounted](#)
[#CountUsIn](#)

Help [#StopAAPIHate](#)

If you or someone you know has experienced discrimination due to [#COVID19](#), please speak up and report to: a3pcon.org/StopAAPIHate





#CountUsIn2020
#BeSeenBeCounted

Visit: <https://www.countusin2020.org/resources>
<https://www.countusin2020.org/california>

Questions About the Census?



Call our census language hotline for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)



844-2020-API or 844-202-0274

Staffed live 8:30 AM to 8:30 PM Eastern Time



www.CountUsIn2020.org/hotline

Building upon the legacy of the Asian Pacific American Legal Center