

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)**



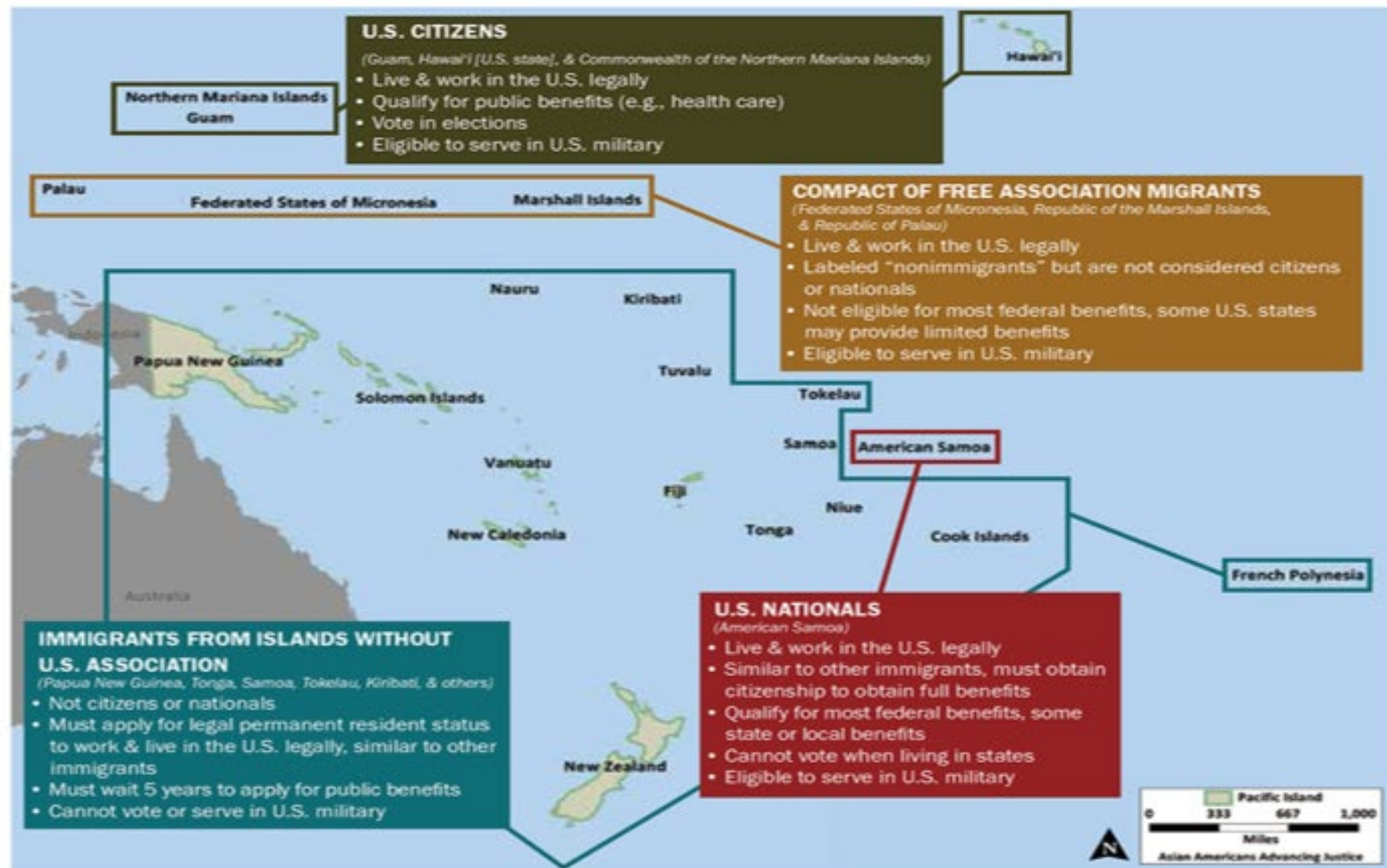
*When people ask me
where I'm from,
they don't believe me
when I say water.*

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

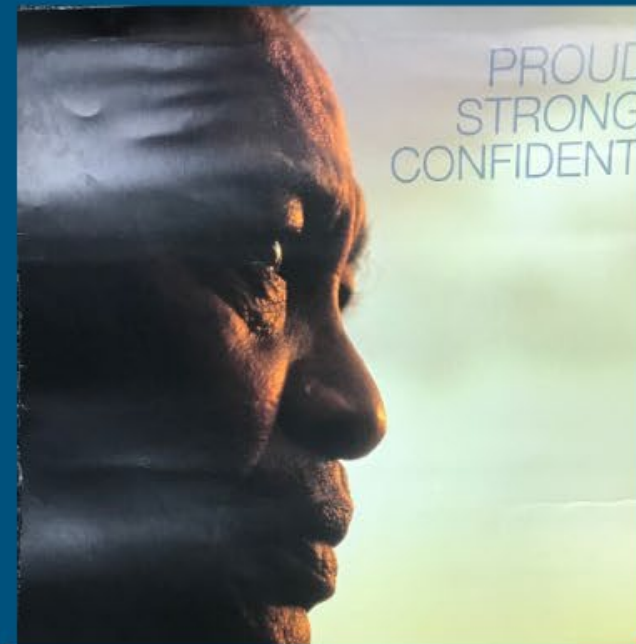


Census Messaging



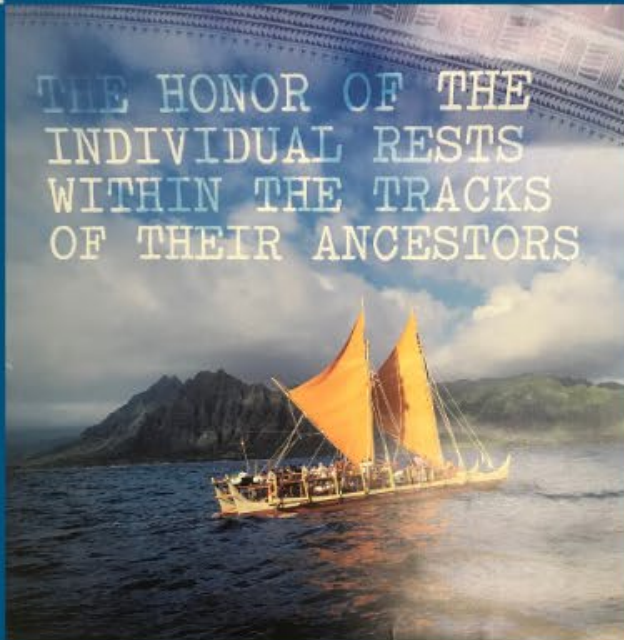


After much advocacy by leaders like Kawen Young, NHPI community members in Southern CA were able to create their own campaign with a messaging framework that centered storytelling and honoring the work of ancestors. Photos were taken by Lono Kollars.



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

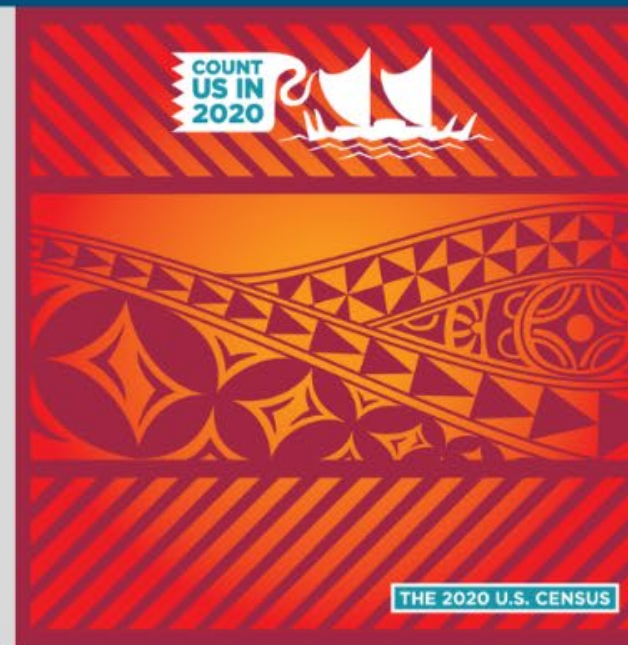
Census 2020
Native Hawaiian & Pacific Islander
Complete Count Committee.

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.

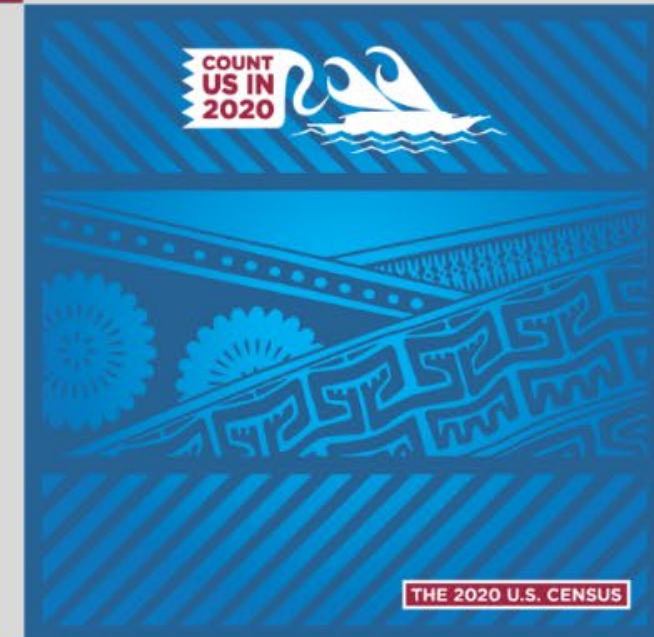


These images feature Melanesian, Micronesian, and Polynesian tattoo motifs as well as the traditional voyaging canoes of each region of Oceania. Each design tells a story and part of overall messaging that Census data is integral to our collective narrative.

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?



Maua Alaga'oa mo Lou Afoaga

O tagata uma e faitauina 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'aapea ona fa'aaui ai lou afoaga i tausaga uma e o'o atu i le 2030, ma fa'aaititia 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?



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 luujj taujin taļa aolep iļō. Kōnke census eo ej kōmman wōt lokin 10 iļō, an jukjuk in pād eo am luujj taujin taļa enaaj āindein an kōmman kajojo iļō mae 2030, ej kōmman bwe en lapļok luujj ñan jeraamman ko ñan ajiri ro nejid, baamle ko im jukjuk in pād eo.

Elajņie kwōjab bōk kunaam ilo bōnbōn in, enaaj ejjeļok ainikiem! Elajņie kwōjab bōk kunaam, kwomaroņ luujj 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?



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 Cultures

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

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