



California Complete Count – Census 2020 Coalition for Humane Immigrant Rights Immigrants & Refugees

Immigrant and refugee communities are among the top hard-to-count populations for Census participation. Factors that have previously resulted in an undercount among these communities include unfamiliarity with the Census, language barriers and the historically lower responses on the Census from low income neighborhoods. Additionally, fueling the possibility of another undercount is fear and distrust of the government, especially given the current climate of increased deportations and the controversy around the citizenship question.

The Coalition for Humane Immigrant Rights (CHIRLA) is leveraging 32 years of serving immigrants and refugees to deliver culturally and linguistically appropriate outreach to these populations. Their primary strategy is to provide accurate and up-to-date information and to respond rapidly to crises and misinformation.

CHIRLA's educational materials offer easy to read instructions on completing Census questionnaires with visual aids in English and Spanish. They are conducting media outreach, earned media, and uplifting the stories of domestic workers, undocumented workers, mix status families, Deferred Action for Childhood Arrivals (DACA) recipients and recent naturalized citizens. During the shelter-in-place, they leveraged the #ContamosContigo campaign, to produce the *Cuidate Y Cuéntate* Virtual Concert with musical performances encouraging viewer to "stay safe and fill out the census."

CHIRLA is leveraging communications and outreach work in areas that are home to clusters of hard-to-count Spanish-speaking residents:

- Region 1: Sacramento County (Sacramento), Yolo County (Davis)
- Region 4: Stanislaus County
- Region 6: Tulare County (Visalia, Porterville, Delano), Kern County (Bakersfield)
- Region 7: San Bernardino County (Fontana, Hesperia, San Bernardino, Victorville)
- Region 8: Los Angeles County (Los Angeles, South Los Angeles, San Gabriel Valley, Pomona, Downtown, Pico Union, East LA, Boyle Heights, El Sereno, Cudahy, Huntington Park, Pacoima, Van Nuys, Canoga Park, Sylmar, Tarzana, Northridge, San Fernando, Canyon Country, Palmdale, Lancaster, Simi Valley)
- Region 9: Orange County (Fullerton, Irvine)

WEBSITE

<https://www.chirla.org/>

FUNDING ALLOCATION

\$200,000

CONTACT INFORMATION

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