



California Complete Count – Census NALEO Educational Fund Latinos

California's 15 million Latinos make up about 39 percent of the state's population. One-half of the children in California are Latino. As the largest group in the state, an undercount of Latinos will severely jeopardize California's ability to obtain an equitable share of representation and federal resources. Latinos are more likely than non-Latinos to live in hard-to-count places: for example, areas with multi-unit buildings and a high proportion of renters. Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships. Latino adults are more likely than non-Latino adults to believe that young children do not need to be reported on the census form.

NALEO Educational Fund leverages their national advocacy network to ensure that the Census provides the most accurate portrayal possible of the Latino community. NALEO's on-going assessment of Census 2020 and COVID-19 includes monitoring the response rates and the US Census Bureau's operations. They have adjusted their messaging to reflect COVID-19, while maintaining the messages that the citizenship question is not on the Census and that responses are confidential. They work closely with Spanish-language media partners and enhance their radio ad buys and digital content to target Latino hard-to-count audience segments, including [millennials](#) and [children](#). They have a robust texting campaign, a hotline (877-EL-CENSO), and direct assistance chatbot for bilingual information and resources.

They have shifted their field tactics from in-person outreach to digital and from in-person trainings to webinars, live stories, and Facebook lives. The digital organizing space requires a need for cultural shifts, investments, and trainings. A bilingual [Digital Communications and Outreach Toolkit](#) supports partners to engage community members about the importance of the Census 2020 during the COVID-19 situation.

NALEO's geographic targets are Los Angeles County, Inland Empire, Orange County, San Diego, Central Coast, Central Valley and the Bay Area.

WEBSITE

<https://hagasecontar.org/>

<https://hagasecontar.org/hazmecontar>

FUNDING ALLOCATION

NALEO – \$400,000

CONTACT INFORMATION

Ely Flores, California Director of Civic
Engagement

eflores@naleo.org | 213-747-7606

Yumi Sera, Deputy Director of Statewide
Initiatives

Yumi.sera@census.ca.gov | 916-200-5617