



## Get Out the Count! Outreach for Language and Communication Access

... *Being counted has a ripple effect that goes beyond the Census form, beyond 2020. It will undo years of being visibly invisible...*

- Manpreet Kaur, Jakara Movement

There are many barriers for hard-to-count community members to participate in the Census such as historical discrimination, social alienation, living in rural and remote areas, immigration status, limited knowledge of the civic process, and limited English proficiency. To effectively engage with community members, CA Census partners have centered their strategic outreach efforts to be linguistically and culturally appropriate. Through these efforts, we hope to provide equal and meaningful access that would lead to an accurate and complete count.

CA Census partners are deploying individuals and organizations with a high level of trust among local communities, enabling them to communicate with community members in their preferred language. They connect with residents by valuing and prioritizing language access through translated materials, bilingual staff and volunteers at in-person events, in-language informational videos and Census songs. Trusted messengers --who may be elders, *promotoras*, faith leaders, educators, and young people-- nurture a culture of trust, engagement, buy-in and civic participation.<sup>1</sup>

Along with the selected resources listed below, partners also provide a space in the community to motivate people to complete the Census and assist people who have difficulty completed the Census form.

### Resources

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- Asian Americans Advancing Justice-LA [Census 2020 PSAs](#) (animation videos) in 14 Asian languages
- California Rural Legal Assistance [CRLA's videos](#) provide step-by-step 'How to Complete the Census Online' in Triqui, Mixteco, Purepecha, and Spanish, including regional variations of the Indigenous languages.
- Cuenta Conmigo [toolkit / videos](#) in many languages on completing the Census form and importance of the Census
- [Disability Counts 2020](#) videos in [ASL](#), Spanish, and English for people with disabilities and older adults

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<sup>1</sup> Inspired by Arcela Nunez-Alvarez, PhD, Co-Director Universidad Popular, CA Census Office Peer Learning Lab presentation, "Nurturing Community Knowledge," May 15, 2020



- Empowering Pacific Islander Communities' (EPIC) [Native Hawaiian and Pacific Islanders](#) (flyers and videos in 8 Pacific Islander languages)
- Jakara Movement outreach to Punjabi speaking community, including [music video](#) and [Census 2020 video](#)
- Mixteco/Indigena Community Organizing Project (MICOP) has a series of instructional videos, PSAs, radio programs, etc. in Mixteco, available on the partner portal. Lideres Campesinas' [Teatro Census 2020 skit is on video](#).
- NALEO Education Fund and First 5 Association's bilingual back to school toolkit and other resources for children at [Hagase Contar](#)
- NALEO Education Fund [resources](#), including Bilingual NRFU Guidance Tool for Stakeholders
- SEARAC's [website](#) provides information, social media shareables, and resources for [Southeast Asian communities](#), with in-language resources for Hmong, Khmer, Lao, Lu Mien, and Vietnamese and links to their [partners](#).

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#### RESOURCES FROM CA CENSUS AND US CENSUS BUREAU

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- [CA Census GOTC page](#), [CA Census Partner Portal](#) and [You Tube Channel](#)
- [CA Census statewide partners](#) and [Peer Learning Labs](#)
- [U.S. Census Bureau](#) and [You Tube Channel](#) (how-to complete the Census videos)