



State of California – Government Operations Agency
California Complete Count-Census 2020
400 R Street, Suite 359
Sacramento, CA 95811
www.census.ca.gov
(916) 852-2020

GAVIN NEWSOM, Governor
DITAS KATAGUE, Director



FINAL REPORT TEMPLATE

General Information

Date of report	11/9/2020
Organization / Entity	Asian Americans Advancing Justice – Los Angeles
Responsible Person / Title	June Lim/Demographic Research Project Director
Contact Person / Title	June Lim/Demographic Research Project Director
Address	1145 Wilshire Blvd; Los Angeles, CA 90017
Email / Phone	Jlim@advancingjustice-la.org / 213-241-0246

Narrative Report

1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Goal: Motivate, educate, and activate Asian American and Native Hawaiians and Pacific Islander communities in California to participate in the 2020 Census.

Objectives: By developing a statewide network of regional anchors and local community-based organization partners in target regions with large AANHPI populations, AAAJ-LA will:

1. Train local CBOs to understand the Census and emerging dynamics around online response, confidentiality, the citizenship question, and other critical issues;
 - We led several training sessions and outreach presentations to our statewide network partners, to AANHPI-serving partners in Orange County, and to other partners by request (e.g., NBC Universal staff and the CA Primary Care Association). Some of these trainings were provided in person; however, most of the trainings even pre-COVID were provided via webinar due to the fact that our partners are not all local given the nature of our statewide contract and population focused approach. These trainings include: Census Messaging and Spokesperson, Census 101: Preparing Staff on Promoting the 2020 Census, Census Confidentiality, Questionnaire Assistance Webinar: Internet Self Response and Language Guides, Questionnaire Assistance Center (QAC) and Questionnaire Action Kiosk (QAK) Guidelines, and the Non-Response Follow Up Training. Our training method is based on the trainer-to-trainer model, so we led these training sessions for partners who took the information to train their own staff and other local organizations in Census outreach.

Due Date: November 16, 2020

[Insert contract partner name]

- Since our statewide partners are regionally dispersed, our trainings were intended to be mostly digital. However, prior to COVID 19, we were able to hold our kick-off meetings in person. For example, 10 of our 11 statewide network partners attended an in-person kick off meeting on December 18, 2019 where they were trained on the following topics: Census 101, Spokesperson training, Messaging Training, Census Confidentiality and SwORD. training. On February 1, 2020, our subcontractor, EPIC, also hosted an in-person kick off meeting with 7 NHPI outreach partners to conduct the same trainings but with messaging specific to the NHPI community. Our subcontractors subsequently provided these trainings to their regional partners.
- As we prepared for the outreach phase to begin, Agency M Media, our communications/media consultant, created a communications toolkit, which included tips on leveraging social media and traditional media. It included a draft press release template for partners to use as needed for their media outreach; and included tips on working with local businesses, such as restaurants or small ethnic markets, to display posters, use postcards, and air PSAs. From January to October, continuous technical assistance and updates (e.g., census bureau operations changes in dates, adjustments to strategies, and policy issues, etc.) were provided via email and addressed in our bi-weekly check-ins.

2. Train local CBOs to use SwORD to coordinate and track outreach activities;

- We conducted SwORD trainings on how to use data to document and track outreach activities prior to mid-March 2020. The initial SwORD training was provided to our 11 statewide network partners in December 2019 and the Region 8 AAPI Census Collaborative SwORD training was held in January 2020. Continual technical assistance support was provided to our statewide network partners and the Region 8 AAPI Census Collaborative of about 20 partners throughout the census campaign as needed.
- SwORD Response Rate data on census tracts where AANHPI communities reside in larger concentrations were provided to local outreach partners with spreadsheets that had pertinent information (i.e., response rates, % AA & PI, % LEP, breakdown of languages spoken) for census tracts with greater than 20% AANHPI and response rates that were below the state's. We supplied this information on a weekly basis; it was particularly helpful for targeting census tracts during the Non-Response Follow Up (NRFU) period where we looked at specific neighborhoods/ethnic enclaves that had very low response rates. These spreadsheets were created for each of the 10 CA census regions and shared with all our statewide partners to share with their local partners for their outreach purposes as well. Trainings and presentations on how to use these data for targeted outreach purposes were provided to statewide partners and to their local partners to organize outreach efforts, such as targeted Facebook ads, door hangers, and door-to-door outreach, during outreach and NRFU phases. For example, in May and then again in August, we provided response rate updates for certain census tracts within ethnic enclaves (e.g., Koreatown, Chinatown, Thai Town, and Carson/Long Beach) in Region 8. These updates not only provided key information, but also activated outreach efforts in very low response rate census tracts with high percentages of LEP AANHPI communities. Ad hoc trainings and presentations were also provided to partners in Region 1, for individual organizations, for collaborative strategic planning purposes and for media.
- Although it is difficult to exactly quantify whether an increase in response rates were due to a specific effort, the increase in response rates (i.e., percentage increases in response rates from one time period to a previous time period) after events/outreach efforts shows that outreach efforts to Get Out the Count in targeted census tracts were effective.

3. Develop and provide outreach materials using Census messaging that has been both tested through national focus groups and surveys and vetted with local CBOs;

[Insert contract partner name]

- See # 7 – Based on national focus groups, community partner vetting, and the USCB CBAMS study, we developed outreach materials (in-language fact sheets, posters, flyers, postcards, and PSAs) using messaging that resonated best with our AA & NHPI communities.
4. Raise the visibility of the Census, assert its benefits, and work to dispel concerns through earned ethnic and social media coordinated with state media contractors and TDW & Co
- We participated in media events and interviews coordinated through state media contractors, TDW & Co, and through our network's own ethnic media relationships.
 - Once COVID hit, we had to quickly shift our strategy to a digital one. We began providing three (3) social media graphics each week that were sized for Twitter, Instagram, and Facebook for our partners to use. We also launched three (3) #BeSeenBeCounted campaigns with Asian American social media influencers who were asked to post to Instagram about the census and why it's important to them and for our community. The final round of the campaign also included podcast and radio interviews and/or ads for various Asian American and Pacific Islander outlets. More information is provided under Question 2.
 - Additionally, we developed messaging related to census scams and frauds, as well as updates on the USCB operational adjustments.
5. Coordinate local CBO outreach and questionnaire assistance among AANHPI within and across regions and with the Census Bureau, California Complete Count Office, and local Complete Count Committees; and
- The biggest adjustment in our workplan was shifting away from in-person and event-based outreach and convenings to digital formats and other new outreach strategies as a result of COVID.
 - Due to COVID, most partners were unable to host QACs/QAKs with tablets; however, some partners that were providing essential services were able to assist with census-related questions/information to their community members.
 - When the USCB started sending out MQAs, we coordinated with AANHPI community serving Partnership Specialists to coordinate MQAs at events during NRFU.
6. Provide structure through which local CBOs can share strategies and resources within and across regions, avoid duplication of efforts, and rapidly communicate and organize responses to emerging threats at national, statewide, and local levels.
- We hosted bi-weekly and monthly check-ins with statewide network partners to stay informed and learn best practices from other partners.
 - We also sent weekly emails with USCB, CA CCC, CA AANHPI statewide partner updates, and Response rates.
 - In addition, we regularly provided essential policy updates and technical assistance to partners during the education, outreach, and NRFU phases; and tracked the census changes closely and provided timely updates, summaries, and talking points to CBO partners.

2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

[Insert contract partner name]

- Scheduled bi-weekly and monthly check-ins with statewide network partners to stay informed and learn best practices from other partners.
- Sent weekly emails with USCB, CA CCC, CA AANHPI statewide partner updates, and Response rates. Response rates were used to target outreach efforts specifically where our communities reside.
- Provided essential policy updates and technical assistance to partners during the education, outreach, and NRFU phases.
- Tracked the census changes closely and provided timely updates, summaries, and talking points to statewide partners and their partners.
- Developed phone outreach programs and new digital programs (e.g., social media campaigns, digital contests, text banking etc.) that had a strong response during the outreach and NRFU phases.
- The Census Toolkit created by the national Advancing Justice affiliation was useful in the education and outreach phase.
- Collaborated with AANHPI social media influencers on the #BeSeenBeCounted campaigns during outreach and NRFU phases.
- Developed Social Media Toolkits (updated weekly) - tied census to current/relevant issues (COVID, health resources, BLM, health care, essential workers, etc.)
- Shared Press Release templates, Social Media tip sheets, Social Media content planners, and a Digital Marketing campaign tip sheet with our statewide partners.
- Hosted regional convenings of regional organizations to share strategies for outreach and collaboration.

What hindered the operations?

- The 2020 Census being online made it more inaccessible to HTC communities due to lack of technical knowledge and access to technology.
- USCB seemed ill-equipped to pivot when Shelter-in-Place orders began as result of COVID.
- The politicization of the census and the mixed messaging from the USCB made it difficult and challenging.
- Many elders are illiterate even in their native languages and therefore cannot read any of the translated materials or complete the census in the modalities provided by the USCB given the limited language call-in options to complete the census through the USCB.
- Keeping up with all the changes - and consequently, the need to translate the ever-changing information in up to 27 Asian and PI languages - was challenging, difficult, and most times, not possible. Additional support and responsibility from the state and the USCB to coordinate and provide the translation of all the news/updates with the census operations partners would have best served LEP HTC community members in the state and throughout the US.
- Despite the significant education about there being no citizenship question on the census, significant residual fears and mistrust from community members persisted—the administration's Memo that was released in July 2020 to exclude undocumented people furthered this mistrust of government.
- All of the legal challenges related to the census in addition to the changing operation dates also hindered operations.

Contracted partner's outreach

What outreach tactics worked well?

- Prior to COVID-19:

[Insert contract partner name]

- Informational census booths, Lunar New Year and Tet festivals attracted several thousand Asian LEP community members.
 - UPAC also conducted informational/educational outreach at the Pacific Arts Movement Annual Asian Film Festival and created an AAPI informational census slide show that was shown at the 100+ film screenings at major San Diego theaters and UCSD.
- In-language materials distributed through local stores/businesses and schools
- Flyers & Yard signs in Asian languages at ethnic stores and places of worship
- Despite COVID, some partners continued to work in person with community members, specifically those that provided essential social services and COVID relief aid (e.g., food distribution, grocery distribution, COVID testing sites). These partners made sure that community members were educated about the census and were encouraged to complete the census prior to receiving other services.
 - Connecting census outreach to tangible benefits (e.g., food banks, COVID relief mutual aid, signing up for Medi-Cal and Covered California, having their taxes completed, and other resources) tended to have better reception than standalone census events.
 - Census materials were included in direct aid/care packages.
- Media (Traditional) Outreach during education, outreach, and NRFU
 - In-language radio and TV to reach youth and older adults in urban and rural areas.
 - Press conferences with elected officials
 - Media ad buys & op-eds placed
 - Region 1: Printed in-language ads in a local Vietnamese community magazine t promoting the Census, reaching more than 1,000 community members bi-weekly.
 - Region 3: Mercury News, East Bay Times, and Oakland Tribune, Punjabi radio, TV, and online shows
 - Region 6: KBIF 900 (Fresno), Hmong USA TV, and Hmong TV Network
 - Region 10: KPBS, KUSI, Channel 10, Fox News, VietNews TV (4 segments with API community representatives and elected officials), San Diego Union Tribune, Filipino Press and Epoch Times
 - AAAJ-LA staff have been featured in the LA Times, Richmond Pulse, ABC7 News, Seoul Broadcasting Station, KCRW, AsAmNews, AsianJournal, and NichiBei, to name a few.
- Social Media Outreach - expanded digital outreach during outreach and NRFU phases.
 - Presence on Facebook, Twitter, Instagram, WeChat
 - #BeSeenBeCounted Social Media Influencers Campaigns
 - May 2020: Launched 1st #BeSeenBeCounted Micro-influencer campaign for APA Heritage Month (included posts from Lisa Ling, Helen Zia, Viet Thanh Nguyen, etc.) Click [here](#) to see a reel of the posts.
 - Census Week of Action using social media and Facebook ad credits
 - August 3, 2020: Launched 2nd #BeSeenBeCounted campaign with 16 social media influencers participating, each of whom ranged from 3,143 followers to 97.9 K followers. Their posts were reposted 67 times.
 - September 14, 2020: Launched 3rd #BeSeenBeCounted campaign with Mega Influencers (Asian American celebrities, such as Olivia Munn, Jamie Chung, and Ming Na Wen, etc., who have up to 2.7 M followers) and select AAPI Radio and Podcasts recommended by partners. Posts were mentioned 125 times within one week.
 - Paid Social Media

[Insert contract partner name]

- Ad purchases on podcasts
 - CAA created an instructional video in Cantonese on how to complete the census (had nearly 1,500 views) on two Chinese digital media platforms
 - The Fresno Center hosted a YouTube video competition to create bilingual & multigenerational census videos
- Virtual Gatherings & Conferences for Community Members
 - Census outreach through online classes offered to the community (e.g., ESL classes)
 - Webinars for community members
 - Online community forums, town halls, and roundtables
 - Facebook live events
 - Census awareness interwoven in online comedy events, cooking shows, census bingo
- Text-banking, Phone Banking, and Email Blasts throughout Outreach and NRFU phases
 - CAA reached over 15,000 limited English Proficient Chinese community members through phone banking
 - AAPI ForCE reported that 72% of households contacted through phone banking committed to completing the census.
 - AAAJ-LA utilized text-banking in English, Tagalog, Chinese, Korean, and Thai to inform and motivate 1,229 clients to complete the census. AAAJ-LA incorporated census messaging as part of our Disaster Relief Assistance for Immigrants project and sent 5 emails blasts to over 23,000 supporters on key dates (e.g., when census responses began in March, Census Day, last day to complete the census) throughout the campaign.
 - A3PCON text-banked to 37,000 individuals.
- Census Hotlines that were active during the outreach and NRFU phases
 - Jakara Movement (Punjabi)
 - A3PCON partner, United Cambodian Community (Khmer)
 - Asian Americans Advancing Justice - AAJC (English, Simplified and Traditional Mandarin and Cantonese, Korean, Tagalog, Japanese, Vietnamese, Hindi, Bangla, and Urdu). This hotline became active 2 weeks before outreach phase began.
 - CAA fielded questions related to census from LEP Chinese-speaking community members (about 200 calls)
 - In Fresno County, TFC and their local partners created a Southeast Asian census hotline
- Door-to-Door Outreach/Door Hangers (NRFU)
 - Region 8: Door to door outreach in Koreatown and Lincoln Heights reaching 1,500 households
 - 29,400 doorhangers placed in Regions 3 & 8 (in-language door hangers in census tracts that have >20% AANHPI and <52% Response Rates when data were analyzed). Sample pictures of the door hangers can be found [here](#).
- Relational Organizing
 - Asian Law Alliance recruited and trained more than 50 volunteers to reach out to their networks for a stipend. Volunteers supported census outreach through text messaging, direct messaging, email blasts, social media posts, and more.
- Events with free giveaways or raffles (advertised via social media) worked well.
- Multilingual direct mailer program
- Organized and participated in census caravans throughout the state
 - Regions 3, 4, 8, 9
 - Region 9's caravan had multiple in-person assistance booths along the route

What hindered the outreach?

- Challenges distributing some of the printed materials and swag due to cancellation of in-person events.
- Challenges with Census PDI app and therefore had to use own phone banking lists for outreach that could not easily integrate with the state's database.
- There was a lot of information for partners to have to filter through with all the changes and updates to policy, toolkits, weeks of action, and press conferences—some partners said it was difficult to keep up with all the information.
- The politicization of the Census made it difficult because staff faced a lot of hostility and negative views/opinions about the census from community members.
- Increase in anti-Asian hate crimes and incidents due to COVID incited additional fears and mistrust of government within the AANHPI community.
- Many AANHPI community members, especially HTC LEP elders, are not present on social media or are illiterate in their native languages.
- Had to figure out how to reach people without planned/large outreach events which necessitated collaborating with other agencies/programs providing COVID aid—while census was important, it was often not a priority to many with all that was going on simultaneously.
- It was challenging getting ethnic media attention to census and census-related activity (unless they were contracted to cover census) because of competing issues (e.g., COVID 19, wildfires, civil unrest and the Black Lives Matter movement)

3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

- The biggest challenge we faced was shifting all our in-person outreach plans (e.g., large in-person events, Questionnaire Assistance Centers, door to door outreach) to a digital strategy due to COVID-19. And this happened right as the initial postcards and the online platform to complete the census opened. When the Shelter in Place order was implemented, we had to cancel many of our in-person Census questionnaire centers and community engagement opportunities such as tabling, flyering, door-to-door knocking, and other census events. This made it increasingly difficult to engage with HTC communities about the census. We had to pivot to online media engagement and were consequently only able to reach the younger, more tech savvy population of our communities. Even ethnic media were struggling and sometimes challenged/unable to cover the census when they had to cover more pressing needs and competing issues, such as the pandemic, and were also struggling with their own furloughing and laying off of staff due to the pandemic.
- The many changes to the operational timeline and deadlines due to the Trump administration was another major challenge. The Census deadline initially got pushed back to October 31st because of COVID-19; it then got moved up to September 30th, which resulted in several legal actions that ultimately resulted in an October 15th deadline. Additionally, the Trump administration issued a memo to exclude undocumented persons from the apportionment count, which necessitated advocacy and clear messaging to our community members given the fear/confusion/mistrust such a memo introduces to the census. All these actions caused significant confusion and uncertainty around messaging to our community members and

[Insert contract partner name]

partners. We did our best to counter these messages, but a far more robust and coordinated effort throughout the state would have made things easier. We continue to remain in census conversations and advocacy efforts at the national and local levels to ensure we provide coordinated and clear talking points and messaging to our partners.

- Within our organization, staff transitions were additional challenges faced during this census season. As the CA CCC is already aware, AAAJ-LA's Census Statewide Network Manager transitioned from the organization in Fall 2019. Our Demographic Research Project Director, June Lim, subsequently had to quickly transition to oversee the census project. Additionally, AAAJ-LA has gone through some leadership transition during the course of this contract, and after a months-long national executive search, Connie Chung Joe started as Advancing Justice-LA's new CEO in early August 2020.
- Many of our partners also had to let go of some of their staff and had difficulties transitioning online as a result of the pandemic, which meant that our communication was delayed and project timelines were drastically extended. Additionally, many of our partners began providing COVID-related services (e.g., food and grocery delivery, unemployment assistance, etc.) in addition to their usual services and programs and accordingly, many were overwhelmed and overstretched. This specifically affected issues of translations and in-language audio that we needed for our PSA videos. We originally predicted the project to take several months from start to finish; however, due to the many changes forced by COVID, it took much longer to create the final product. Alongside trying to remain healthy during our current situation, our communities increasingly became targets of hate crimes due to COVID, adding an additional layer of fear and mistrust among our community members.
- Some success we experienced was being able to adjust quickly to the online outreach methods. Our #BeSeenBeCounted campaign was successful in that we were able to get many popular Instagram influencers to participate in the campaign which resulted in an increase in follower engagement, even on our own social media platform. This allowed us to reach many people in a short period of time. We also included messaging for these influencers to encourage their family members (such as parents and grandparents) and friends, as ways to continue the conversation with their elders or LEP community members who may be harder-to-count.
- Many of our partners who provide direct services and began conducting Census outreach and engagement as part of their COVID relief services indicated they were able to reach many community members through this process in ways they hadn't imagined, because they had a captive audience and were able to frame the census in terms of bringing resources to their community. These organizations truly functioned as the trusted messengers and source of support for their community during these very challenging times. Planning and participating in census caravans were also great ways to bring some levity and togetherness with purpose.
- Please refer to Q2 Outreach tactics that worked well and what hindered outreach for more information.

4) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

We conducted trainings and presentations regarding targeted outreach using a

[Insert contract partner name]

data-driven approach. Specifically, we provided data on census tracts where AANHPI communities reside in larger concentrations, and once response rates became available, provided local outreach partners with spreadsheets that had pertinent information (i.e., response rates, % AA & PI, % LEP, breakdown of languages spoken) for census tracts with greater than 20% AANHPI population and response rates that were below that of the state's Response Rates. We supplied these data for all 10 regions on a weekly basis to our statewide partners and their respective partners and discussed them with our statewide partners during our monthly check-in meetings. The response rate data were particularly helpful for targeting census tracts during the Non-Response Follow Up (NRFU) period where we looked at specific neighborhoods/ethnic enclaves in the different regions that had very low response rates for very targeted outreach approaches. For example, during NRFU, we looked at census tracts with > 20% AANHPI community members that had response rates below 52%, and decided to coordinate the distribution of 29,400 in-language door hangers to these tracts in Regions 3 and 8, which is where these tracts were heavily located. These data were also used for Facebook and other digital ad placement purposes, and to coordinate efforts with other organizations. For example, we worked with CHIRLA to target areas in LA County that have large populations of Asian and Latinx communities in low response census tracts to identify ways to partner to increase census participation.

5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

AAAJ-LA's census outreach work required partnership coordination at all levels—across the U.S., up and down the state of CA, and locally in LA and Orange counties. Coordinating work to ensure a count of the very culturally and ethnically diverse communities that comprise the AANHPI community requires substantial support and expertise from local, statewide and national partners. Partnership planning and coordination for census outreach, outreach materials, and fact sheets began in 2018, and development of these fact sheets in 2019. The five Advancing Justice affiliate organizations across the country began planning the materials based on experience from the 2010 census campaign and recognized that the work needed to begin early. The development of census fact sheets, their translations, and the vetting of the translations by community partners all required multiple iterations of the documents to ensure readability and accessibility. These are the fact sheets that can be found at our Advancing Justice census outreach website, www.countusin2020.org.

Simultaneously, AAAJ-LA began building partnerships locally in CA and participated in census funding and policy advocacy through the Census Policy Advocacy Network. AAAJ-LA began identifying AANHPI-serving partners throughout the state to anchor different census regions and worked with local AANHPI service partner organizations who participated in previous census outreach efforts. The CA AANHPI statewide census network, consisting of 11 partners (and subcontractors) in 8 specified census regions (listed in Q6), were tireless partners and advocates for ensuring that census education, outreach, and access to completing the census were available for our AANHPI residents. Once the pandemic began, many of our partners were spread very thin as they also had to provide essential and COVID relief services to their communities. As trusted messengers and resources to the communities we serve, we not only had to dispel census-related mis- and disinformation, but also had to do the same with information related to COVID 19. We relied heavily on our network and their local partners as well, many of which were funded by their

[Insert contract partner name]

local ACBOS, and many others that, through patchwork funding or pro bono, conducted census outreach and education to their own communities.

In order to provide culturally-relevant and in-language materials and products for our very diverse communities in up to 19 Asian and 8 PI languages, wide partnerships and significant coordination are necessary—all of which require a lot of time and investment. The fact sheets were translated into 17 languages because they were developed way in advance of the census response period. It became increasingly challenging to meet the demands of the translation needs in shortened time frames with quick turnarounds with the everchanging operational deadlines, policy updates, and challenges to the census due to the Trump administration's memo and other lawsuits. It was hard for our partners, who are key to assisting and coordinating the translation requests among their own volunteers and partners, to keep up with the demands while also conducting their own outreach efforts. We would have all benefited from more updated translated information in Asian and PI languages from the USCB and the state.

We coordinated our efforts with different partners throughout the state, including other statewide partners, such as NALEO, CAIR, and the Black Census and Redistricting Hub; and with other ACBOs throughout the state. We worked especially close with California Community Foundation (CCF) (Region 8) and Charitable Ventures (Region 9) in coordinating, providing technical assistance, and training local AANHPI serving organizations. For example, AAAJ-LA served on the Steering Committee for CCF's We Count LA campaign and were funded to provide technical assistance to We Count LA grantees providing direct outreach to the AANHPI community. In Region 9, we provided multiple trainings to the AANHPI-serving organizations and partners. AAAJ-LA actively participated in partner calls, trainings, and coordination meetings organized by CCF and Charitable Ventures.

AAAJ-LA also engaged in national partnerships (e.g., the States Count initiative, and the Census 2020 Coalition) related to the census and continues to do so as we shift to a focus on census data and redistricting—all tied to the quality of the census data. Being engaged in the national conversations and collaborations was extremely helpful in ensuring that sound and solid information, especially with all the changing policies and operations from the USCB, and other lawsuits, were shared to our partners—who in turn, shared the information with our community members. Engagement at the national level was critical to understanding the policy changes, their implications, and for our work and our talking points to be grounded in information that was vetted by advocates throughout the U.S.

6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

To ensure an accurate count of AANHPI populations, AAAJ-LA subcontracted to 11 community organizations for our CA AANHPI statewide network. Our work as a statewide network is described in the above questions. Our 11 statewide partners and their respective local partners/subgrantees and their contributions are briefly described below:

- Asian Pacific Policy & Planning Council (A3PCON) - Region 8
- Orange County Asian Pacific Islander Community Alliance (OCAPICA) - Region 9
- Union of Pacific Asian Communities (UPAC) - Region 10
 - Alliance of Chinese Americans San Diego – Chinese translation, supported with social media
 - Asian Business Association of San Diego

[Insert contract partner name]

- Asian Pacific Island American Public Affairs (APAPA)
- Chinese Service Center of San Diego – Conducted census outreach at Lunar New Year Events, supported with print and media
- House of China - Hosted information booths at Moon Festival and Lunar New Year, included Census in all materials, ran Census videos
- Japanese American Citizens League, San Diego Chapter – Japanese translation
- National Association of Asian American Professionals (NAAAP) - UPAC was a program speaker at an event, and they helped with social media blasts
- National Federation of Filipino American Associations (NaFFAA)
- Pacific Arts Movement (PAC ARTS) - Social media outreach, API census slides shown at 100+ movie screenings during the annual Asian film festival
- Silk Road Productions - Assisted with event planning
- Vietnamese Federation of San Diego – Booths at Tet Festival, Mira Mesa, distributed material to Vietnamese school and support with social media
- Aki Talk – Social media platform shared importance of census
- SDJBA (San Diego Japanese Business Association)
- The Filipino School
- VietNewsTV – Created 4 media segments including B Roll and Vietnamese interviews with UPAC Consultant Lee Ann Kim, and Congressman Scott Peters, and Viet Vote Member; assisted with Vietnamese translation and informational booth at Tet Festivals
- Asian Law Alliance (ALA) - Region 3
 - Asian Americans for Community Involvement (AACI): Supported with the 2020 Silicon Valley AAPI Civic Leadership Summit, supported with a high school internship
 - American Muslim Voice (AMV): Supported programming with high school students, outreached to the Muslim community, participated in the San Jose Census Caravan
 - Cambodian Women’s Association (CWA): Worked with local temples and leaders for outreach
 - Center for Employment Training, San Jose (CET): Worked with Spanish-speaking outreach program and social media, participated in San Jose Caravan
 - Korean American Community Services (KACS): Shared census materials and provided Korean translation services
 - LEAD Filipino: Integrated census info into their youth leadership program, provided Tagalog translation, worked with youth groups on college campuses
 - One East Palo Alto (OEPA): Conducted outreach for the PI community through podcasts, Census Caravan, working with PI youth and members to increase social capital and representation
 - Pakistani American Cultural Center (PACC): Included Census info on their newsletters and supported with general outreach in Milpitas and North San Jose
 - Services Immigrant Rights Education Network (SIREN): Developed member videos, helped with door knocking, provided in house phone banking, participated in the San Jose Caravan, developed social media posts, recruited Spanish-speaking volunteers
 - Vietnamese American Roundtable (VAR): Provided Vietnamese translation, recruited volunteers, worked with youth to support with social media, produced key digital content for the Vietnamese community in Santa Clara County

[Insert contract partner name]

- Vasconcellos Institute for Democracy and Action (VIDA): Worked with the Public Policy department at De Anza college to recruit, train and engage students in census outreach efforts, worked with departments across Santa Clara County community college system to disseminate Census materials
- Vietnamese Voluntary Foundation (VIVO): Provided Vietnamese translation and recruitment of Vietnamese speaking volunteers
- Asian Resources Inc. (ARI) - Region 1
 - Hmong Innovating Politics (HIP), Chinese American Council of Sacramento (CACS), Lu Mien Community Services, Indochinese Friendship Association, Chicks in Crisis, To'utupu'o e 'Out Felenite Association (TOFA), Hui o Hawai'i (HOH), Filipino Community, Highlands Community Charter, Organization of Chinese Americans Sacramento (OCA), Health Education Council (HEC), Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL), Council of API Together for Advocacy and Leadership (CAPITAL)
 - Organized events, created social media outlets, connected for food distribution, and engaged with the community about the Census through these partnerships.
- Chinese for Affirmative Action (CAA) - Region 3
 - Asian Refugees United: CAA and ARU partnered on media events
 - Korean Community Center of the East Bay: CAA and KCCEB shared in-language information and resources specific to Chinese immigrant community members.
 - Southeast Asian Community Center: CAA relied on SEACC to provide Census support in various Southeast Asian languages
- Empowering Pacific Islander Communities (EPIC) - Statewide NHPI
 - Kutturan Chamoru Foundation, Peninsula Conflict Resolution Center, Samoan Community Development Center, Taulama for Tongans, Motivating Action Leadership Opportunity (MALO)
 - Our partners called approximately 8,000 NHPIs in key regions, door knocked, spoke on panels, translated materials, and produced their own content
- Jakara Movement – Regions 1 & 4
 - Partnered with community groups, families, and formations to expand language access in specific regions, including Assyrians, Ilocano-speakers with roots in the Philippines, and Russian-speakers
- Asian Americans Advancing Justice – ALC - Region 3
- The Fresno Center (TFC) - Region 6
- AAPIs for Civic Empowerment - Statewide
 - Chinese Progressive Association (SF): Paid advertisement production and distribution, phone outreach, Census collateral distribution through direct aid offerings
 - Khmer Girls in Action (Long Beach): Phone outreach, collateral distribution, digital outreach to young people and their families
 - Hmong Innovating Politics (Sacramento, Fresno): Phone outreach, direct aid drop offs with Census materials, digital outreach
 - Filipino Advocates for Justice (Alameda County): Collateral distribution through direct aid networks
 - Asian Pacific Environmental Network (East Bay Area, Statewide): Phone outreach, direct aid drop offs with Census materials.
 - AYPAL (Oakland): Collected commitment cards, informational webinars

[Insert contract partner name]

7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

The goal of AAAJ-LA as the statewide ACBO was to work with its CA AANHPI statewide network to motivate, educate, and activate Asian American, Native Hawaiian, and Pacific Islander communities in California to participate in the 2020 Census. Given that nearly 60% of Asian Americans in CA are immigrants and over 1 in 3 Asian Americans are limited English proficient, much of the work conducted by the CA AANHPI statewide network and its partners focused on ensuring that AANHPI community members were provided linguistically appropriate census information, education, and access to complete the census. Below are some of the ways in which we, with our partners, provided access to census information to our very linguistically and culturally diverse communities:

- In collaboration with community partners, created an animated Public Service Announcement with voiceovers and subtitles in English and 15 Asian languages (Punjabi, Tagalog, Thai, Urdu, Vietnamese, Japanese, Khmer, Korean, Lao, Mandarin, Cantonese, Burmese, Hmong, Hindi, and Tamil). They were shared for distribution with our community partners, through the California Complete Count's (CCC's) partner portal, and through our own social media channels and YouTube. The in-language PSAs were developed to educate and motivate community members as to the importance of the census, how it affects our communities, and how to complete it. We relied heavily on our partners and their networks to support us with translations, recording voiceovers, and vetting the in-language PSAs.
- Developed a variety of in-language materials and resources that were shared with and distributed to our partners, including translated factsheets posted on Advancing Justice's Census website (countusin2020.org). These 12 factsheets were developed, translated (some in up to 20 Asian languages) and vetted in a joint effort with our four other Advancing Justice affiliates and AANHPI service partners across the U.S. Additionally, we developed, translated, and distributed to our partners, in-language flyers (31,000), posters (6,200), and postcards (31,000) - each translated in 18 languages - and in-language door hangers (29,400) for low response rate census tracts (<52% Response rates) during NRFU.
- Created and distributed Census swag for outreach, including hand sanitizers (44,000), tote bags (22,000), pens (22,000), and masks (5,500). Despite in-person outreach events being canceled, we were able to effectively utilize these outreach materials through COVID grocery, food, and care-package delivery programs to the hard-to-count and underserved communities our partners serve. Community partners incorporated census messaging and opportunities to complete the census with in-language support when community members arrived for other services.
- Also, as described in Q2 under successful outreach, our statewide network and its partners engaged in several different methods (e.g., phone banking, text banking, email blasts, creating videos, in-language hotlines) to engage LEP community members. Many of our partners hired bilingual staff to be able to present information or field questions from community members. Partners also assisted with the translation of in-language materials and provided in-language interviews at times for ethnic media.

8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

[Insert contract partner name]

- Census 2020 outreach efforts created a sense of community among those who were engaged in the work. We developed closer relationships with our statewide network partners and their partners as we engaged in this work through a very challenging season. Many of our statewide partners also shared that working on the census helped their organizations forge new and deeper relationships with other organizations.
- Advancing Justice's Census website (countusin2020.org) was a resource to community organizations throughout the U.S. and in CA for census information and factsheets.
- We were pleased with the flyers, posters, postcards and doorhangers that were created based on information gathered from focus groups on messaging for our communities. We were also extremely proud of the PSAs that were produced and translated into 15 Asian languages with subtitles. They are available at AAAJ-LA's [YouTube channel](#). We also have a library of social media graphics, many of which can be used for future census outreach efforts.
- Among the census swag we produced, we put our "Count Us In" logo on hand sanitizers prior to the pandemic, unbeknownst to us that it would become a "hot item" for outreach purposes. They became very useful to our partners who incorporated them, as well as other census swag like pens and tote bags, in COVID care packages and grocery/food distributions when they included them with census messaging.
- We are extremely proud of the #BeSeenBeCounted campaigns. Samples of the posts in a sizzle reel can be found [here](#).
- Aside from videos, EPIC hosted a National NHPI Census Week of Action that coincided with the CA Indigenous Week of Action that EPIC partnered with Native People Count CA to implement. It was powerful, activated many of our partners, and had a broader reach in communities that they hadn't been able to tap into before.
- Story provided by CAA: M.C. is a client of CAA's Immigrant Rights services and a community leader in this year's census peer-to-peer outreach. Our census outreach coordinator, Crystal emphasized, "M.C. is just one example of how Census 2020 has been a great leadership development opportunity for marginalized community members who have been able to use the interpersonal skills they've developed to expand democratic participation for Census 2020 and beyond." This year's Census is the first for many immigrant families, including M.C.'s. They were not only unfamiliar with the content itself, but worried that participating would endanger themselves because of the proposed citizenship question. To combat this, CAA developed extensive training and presentations to help community leaders become trusted messengers on the Census. After many training, meetings, individual studying, roleplays, and practice, M.C built the communication, leadership skills, and confidence needed to effectively outreach to community members. Not only did they inform and encourage community members to participate, but also assisted many in filing out the Census questionnaire. M.C. has continuously shared, "I feel really grateful to have this opportunity to not only develop and elevate my communication and outreach skills, but to also help others understand and participate in this important [Census] event. After this experience, I have definitely learned to be more comfortable sharing my own knowledge and experience. "
- In ramping up its COVID relief efforts - distributing food to over 1,500 families, assisting individuals with applications for unemployment and health care programs, providing tax assistance to over 800 community members, connecting individuals who have lost their jobs to workforce opportunities – ARI provided a safe and comfortable location for community members to come and complete their Census.
- TFC shared that a few people confessed that they have lived in the U.S. for over 30 years, but that this was the first time that they knew about the Census and had the chance to complete it.

[Insert contract partner name]



- From AAPI ForCE: artist Teo Octavia Saragi

“Today, I wanted to share a reminder about participating in the 2020 Census (www.my2020census.gov) I want to highlight LGBTQIA+ Asian Americans and Pacific Islanders in particular as we often lack funding for community resources such as mental health services. This year, it's important to [#CountUsIn](https://www.instagram.com/countus2020) and be recognized as part of the [#AAPI2020](https://www.instagram.com/aapi2020) community!”



- Anmoldeep Singh: “We as immigrants have a duty to represent the values and traditions of where we came from and fight to keep them alive in our new homes. It is often challenging to make ourselves visible in the American landscape, which is why it is paramount that we all complete the 2020 Census. By filling out the Census (www.my2020census.gov), we ensure that

[Insert contract partner name]

we get our fair share of representation and federal resources for schools, our communities, healthcare, public transportation, and much more. @aapiforceef #CountUsIn #AAPI2020 #Census2020”

ALC: Direct mailers provided a way to geographically target and reach HTC LEP community members who do not engage with social media.

[illegible]

[Insert contract partner name]



9) Please add any suggestions for the 2030 Census efforts, including timelines.

- Start planning in 2028—This will allow for ample time for building partnerships and collaborations and focus group for Hard to Count communities. Although no one could plan for a pandemic in the way that COVID 19 impacted the census this year, we were better equipped because of the early planning and coordinating with partners we began in 2018. This allowed us to bear the effects of the pandemic as best we could and to quickly pivot the work.
- Start developing training materials in 2028—could be adapted and improved from 2020 materials.
- Prepare for a larger digital presence in 2030, but in combination with traditional field outreach tactics.
- Start developing census materials for translations in multiple languages to ensure language access for our very diverse LEP communities, even those that are in smaller diffusion.
 - These should include plans on how to develop materials for LEP communities that have low literacy or that primarily use oral rather than written languages/modes of communication
- Fund organizations sooner—it takes time to hire/train staff and to create/develop/plan for outreach and materials.
- Each funded organization should be required to specifically indicate in their plans a minimum allocation of their budget to be used for in-language materials/support for their target LEP communities based on their local community's needs and indicate which languages they will be supporting.
- Rather than having to reach out to partners and individuals in the community whenever there is a translation need, we recommend that for 2030 census efforts there is a list of pre-approved

[Insert contract partner name]

and designated translators contracted by the state for translation/interpretation needs that are accessible to all funded partners. Finding translators for all our and partners' needs and administering stipends based on individual flyers/sheets, was extremely time-consuming to coordinate with our partners and the translators themselves.

- Create social media graphics, toolkits and flyers/posters put out by the state/funders that are not only in English and Spanish, but Asian and PI languages as well.
- To reduce the likelihood of duplicating USCB efforts, state and local resources should be allocated to support the development of materials and collaterals in smaller language groups and groups that are disproportionately LEP.
- In-language, step-by-step guides on how to complete the census via video and/or paper guides with visuals should be best practice.
- Print physical copies of the census questionnaire in language to be more accessible to AANHPI LEP elders.
- Funds should be allocated for in-language census hotlines, especially for languages that the USCB does not cover. Community-based organizations with culturally and linguistically competent trusted messengers in the community would be most effective in establishing and operating these hotlines.
- Develop a stronger infrastructure around ethnic media. Allocate funding for paid ethnic media buys in several different languages, including PI languages, and create a transparent ethnic media plan. Convene focus groups and community-based partners to identify community/ethnic media outlets, social media platforms, and information-sharing platforms that are used by different target demographics within each language group. Additionally, smaller ethnic groups are less likely to have robust ethnic media outlets and are likely to rely on other methods to share and access information.
- Work closely with small businesses and other local businesses and help establish relationships between community partners and businesses to partner for census outreach. These can be identified through focus groups as to what local businesses may cater to and draw LEP communities.
- Find ways to improve USCB operations plans and contingency plans, including how their Partnership Specialists are trained and deploy information. Different USCB staff gave very different responses to very basic questions, which caused a lot of confusion. Additionally, without contingency plans in place, the communities that fell through the cracks first were the HTC, LEP, and digitally isolated communities with little in terms of resources to support these communities.
- Census Day is confusing to many—no matter how much we messaged that the census can still be completed—time and time again, community members would indicate they thought it was over on 4/1.
- Provide incentives to community members for completing the census, which can go a long way.
- Combine census outreach events with other resource-related events, such as COVID relief services, food giveaways, tax services, health insurance sign-up, etc. These seemed to do better than standalone census outreach events.

Attachments

10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

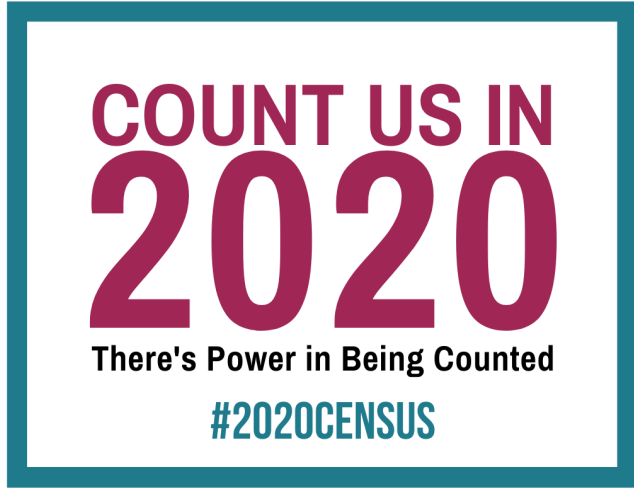
[Insert contract partner name]

- a) SwORD uploads of completed activities
- b) Updated list of subcontractors
- c) Evaluations or analytical reports, if any
- d) Sample products*

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.



COUNTUSIN2020.ORG

#BeSeenBeCounted

Influencer Campaign Summary

August 3, 2020

**Summary for August 3, 2020 – August 18, 2020
Presented August 26, 2020*

Summary of Participating Influencers

Name	Social Media Handle	Followers
XiXi Yang*	@xixiyang	240 K
An Dyer*	@HautePinkPretty	189 K
Loreen Hwang*	CoucouJolieBlog	181K
Tommy Lei*	@MyBelonging	97.9 K
Mina	@ChicagoFoodGirl	61.6K
Jennifer Yu	@MissPiggieEats	55.2 K
Kaila Yu	@KailaYu	39.7 K
Asia Ellington	@asiadraws	29.4 K

Name	Social Media Handle	Followers
Chris Auyong	@chrisauyong	18.7 K
	@MoogleFett	15.2K
Ada Trinh	@TrangAdaTrinh	14.9 K
Jennifer Chan	@JennChanGlam	14.1 K
Niza Ounnguyen	@NizaOunnguyen	7.4 K
Marie Tran	@magicandmarie	5,130 K
Alisa B. Wong	@abitwong	4,126 K
Trang Dong	@tranganhdong	3,143 K

**indicates paid influencer*

Highlights:

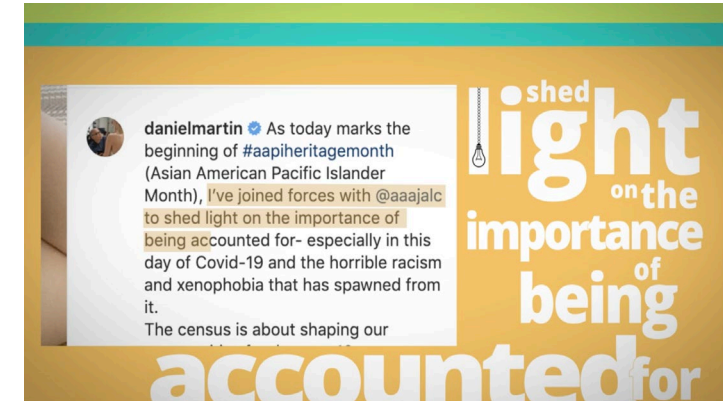
- 67 social mentions
- Leading social platform: IG
- Monday's 8/3 kickoff inspired greater engagement + posts on Tuesday and through the week

#BeSeenBeCounted Video

Tier 1 influencers from May 1 launch featured

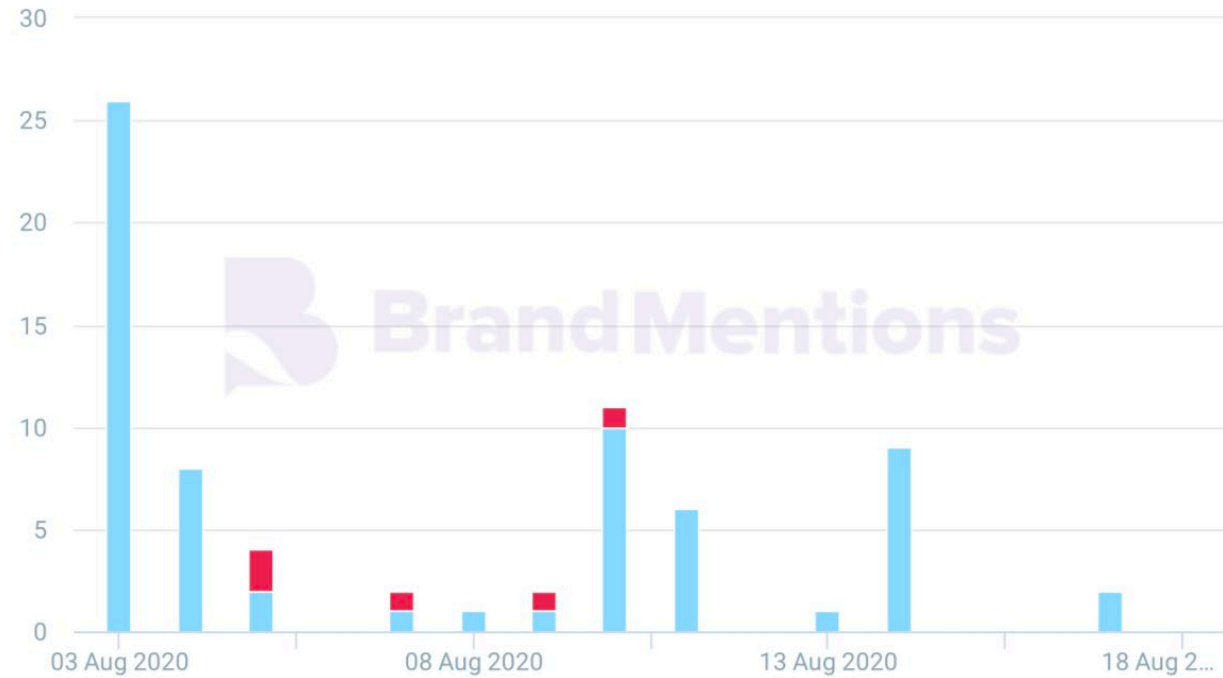
Social Media Handle	Followers
@typefiend	5,062 K
@danielmartin	138 K
@andreanguyen88	37.3 K
@lisalingstagram	160 K
@nidhiart	18.4 K
@francis_lam	18.4 K
@thisasianamlife	4,100
@douamoua	13.3 K

Click [here](#) to see video.



Mention History

Evolution of mentions



SOURCE

% - MENTIONS

● Web

6.94% - 5

● Social

93.06% - 67

Mention Counts

Changes and number of mentions in the selected date range

5

Web Mentions
03 Aug 2020 - 18 Aug 2020

▼ 3
since 18 Jul 2020

67

Social Mentions
03 Aug 2020 - 18 Aug 2020

▲ 49
since 18 Jul 2020

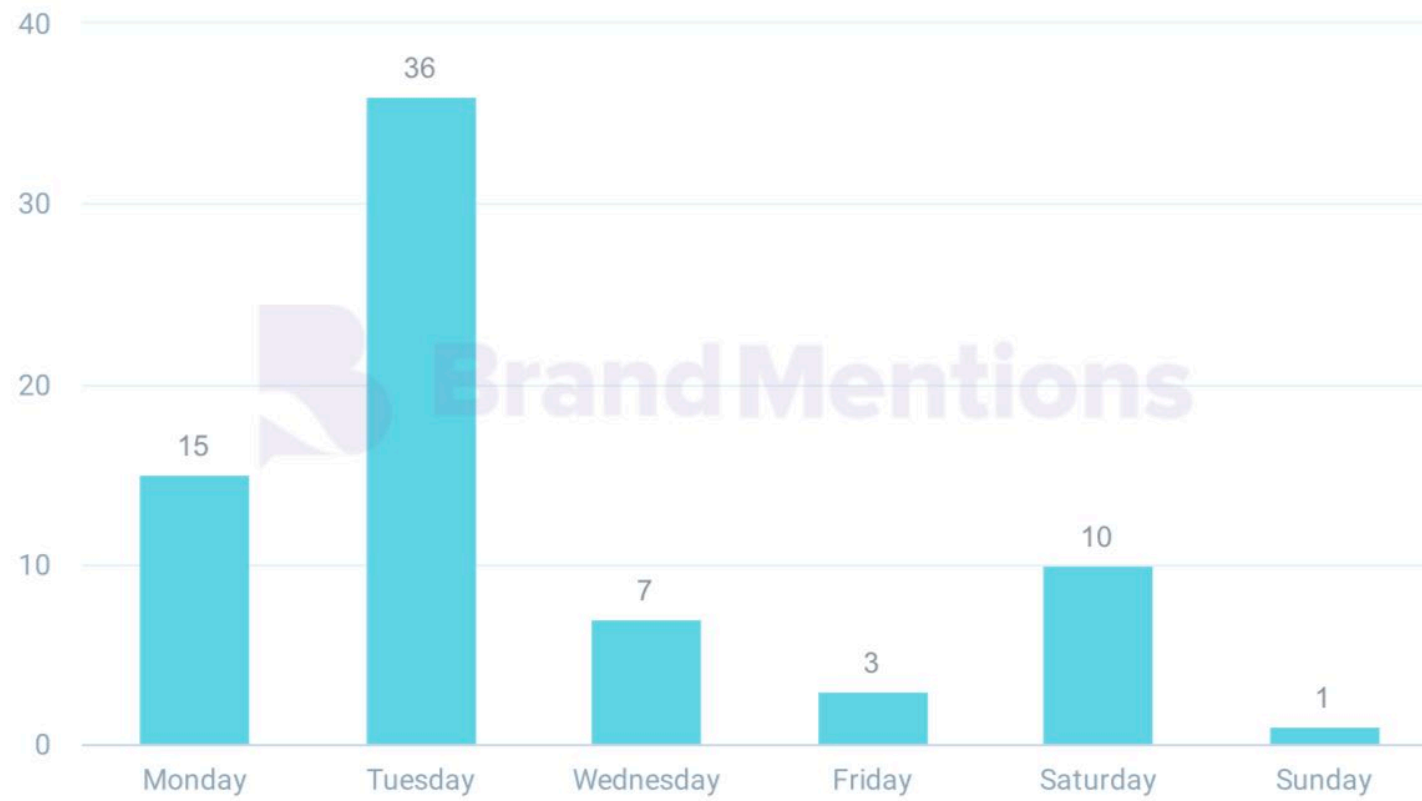
72

Total Mentions
03 Aug 2020 - 18 Aug 2020

▲ 46
since 18 Jul 2020

Daily Stats

Number of mentions by day

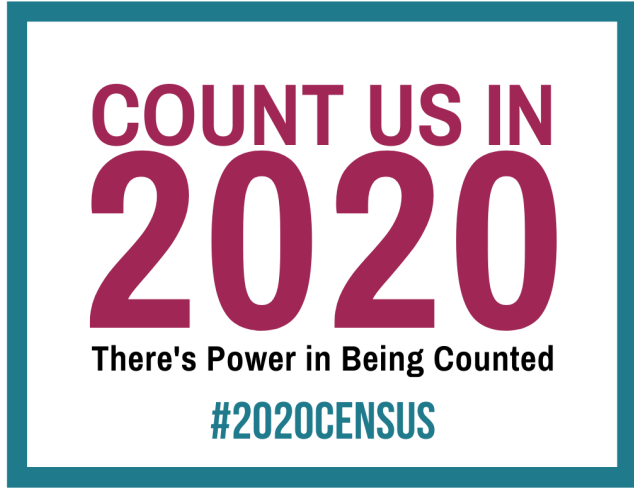


Top Authors

List of authors ordered by the number of mentions

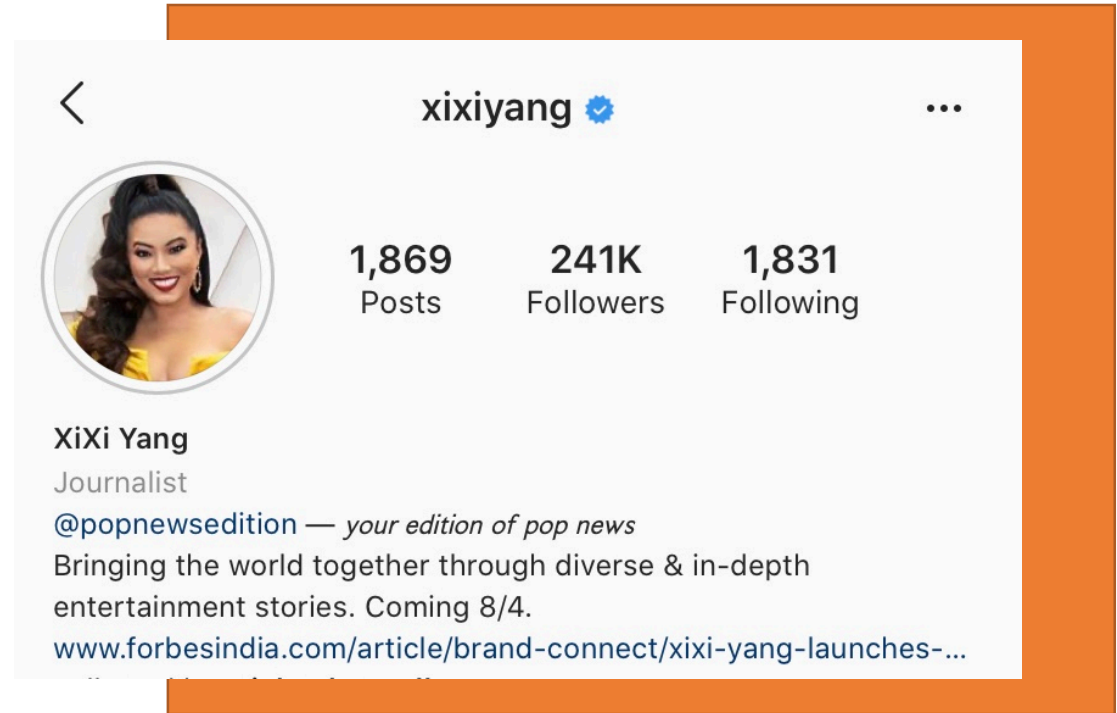
	AUTHOR	WEBSITE	INFLUENCE	MENTIONS
1	asianlawcaucus	facebook.com	10,466	2
2	@aqnguyen	twitter.com	13,370	1
3	@SANSocal	twitter.com	972	1
4	dcmoapia	instagram.com	1,112	1
5	@Tishls	twitter.com	56	1
6	@SEARAC	twitter.com	5,453	1
7	@aaaj_alc	twitter.com	11,550	1
8	mooglefett	instagram.com	15,274	1
9	AdvancingJusticeAtlanta	facebook.com	5,431	1
10	@CAPACD	twitter.com	2,295	1
11	HautePinkPretty	facebook.com	19,499	1
12	@k8droste	twitter.com	416	1
13	thepawsomepup	instagram.com	65	1
14	@PacArtsMovement	twitter.com	7,076	1

15	@LaotianAmerican	twitter.com	550	1
16	@AsiaRonn	twitter.com	920	1
17	cinecosu	instagram.com	12,484	1
18	@OAAHC_	twitter.com	27	1
19	advancingjusticechicago	facebook.com	5,359	1
20	immigrantlawcentermn	instagram.com	1,245	1
21	@bluedrummajor	twitter.com	1,063	1
22	@nidhiart	twitter.com	6,586	1
23	@RoseEllenE	twitter.com	118	1
24	@AAAJ_AAJC	twitter.com	16,276	1
25	amandanhammond	instagram.com	22,327	1
26	@OCCensus2020	twitter.com	248	1
27	PacArtsMovement	facebook.com	11,675	1
28	kailayu	instagram.com	39,544	1
29	mybelonging	facebook.com	28,541	1
30	pacartsmovement	instagram.com	4,126	1



COUNTUSIN2020.ORG

**Select Screen Captures
from Campaign**



XIXI YANG // @XIXIYANG // 241K FOLLOWERS

POST



15,281 views · Liked by michaelcostello

xixiyang 2020 Census: [#BeSeenBeCounted!](#) · Today starts Census Action Week and I've partnered with [@aaajalc](#) and [@advancingjustice_la](#) to encourage my Asian-Americans to fill out their 2020 Census!!! As an Asian-American journalist, I've covered lots of stories about how significantly underrepresented Asian-Americans are in all areas. Part of the

CAPTION



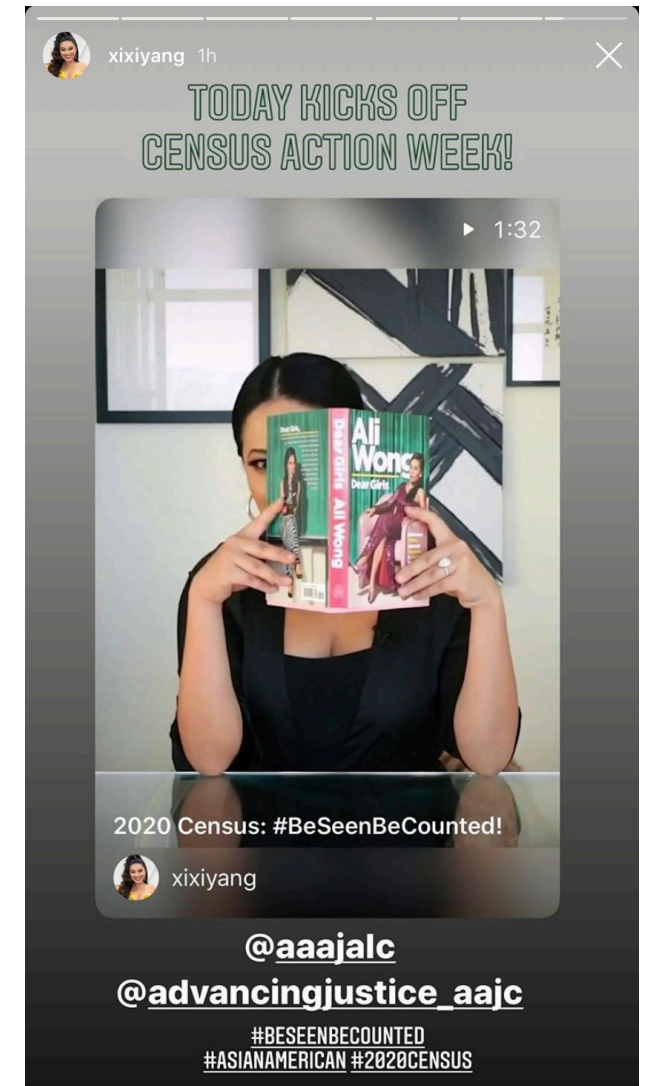
15,281 views · Liked by michaelcostello

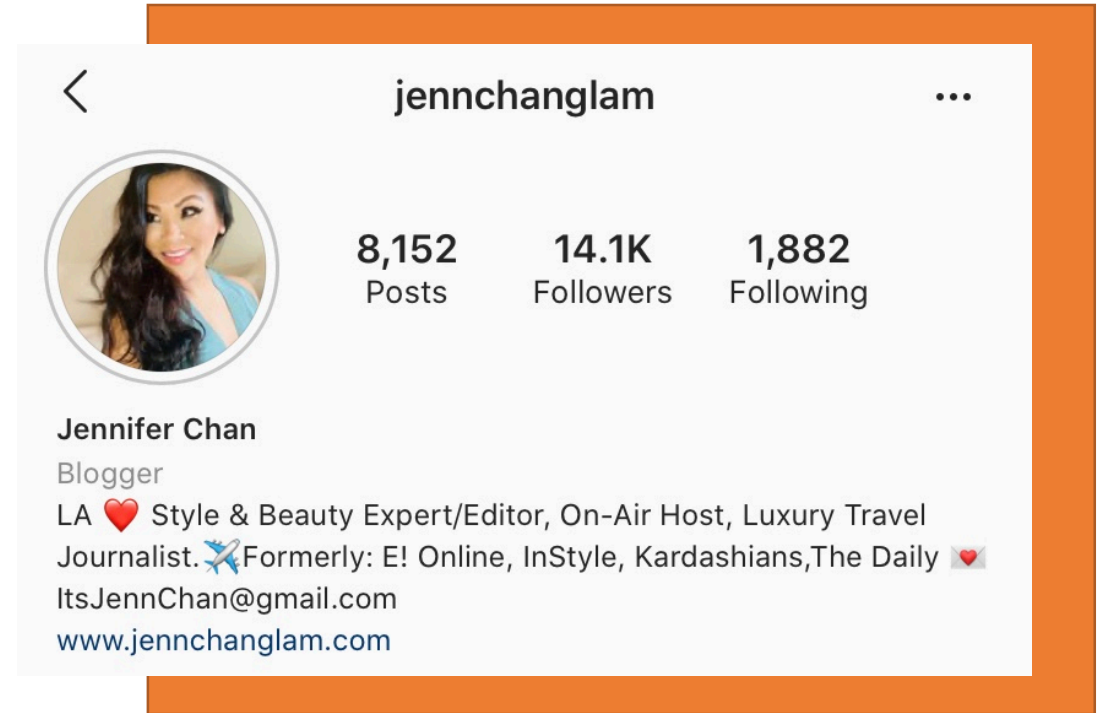
xixiyang 2020 Census: [#BeSeenBeCounted!](#) · Today starts Census Action Week and I've partnered with [@aaajalc](#) and [@advancingjustice_la](#) to encourage my Asian-Americans to fill out their 2020 Census!!! As an Asian-American journalist, I've covered lots of stories about how significantly underrepresented Asian-Americans are in all areas. Part of the reason why is because we haven't been doing a good job of completing the census. Not only is it our civic duty to complete the census, representation is so important on all levels - local and national. The data from the 2020 census are used to going towards 3 sector - 1) ensure public services and funding for schools, hospitals and fire departments, 2) plan new homes and businesses and improve neighborhoods, and 3) determine how many seats your state is allocated in the House of Representatives.

You can fill out the Census by mail, by phone, or go to [my2020census.gov!](#)

[#beseenbecounted](#) [#asianamericansadvancingjustice](#) [#asianamerican](#) [#census2020](#) [#census](#) [#2020census](#) [#womeninmedia](#) [#diversity](#) [#xixiyang](#) [#asianjournalist](#)

STORY





JENNIFER CHAN // @JENNCHANGLAM // 14.1K FOLLOWERS

POST 1



jennchanglam
Los Angeles, California



CAPTION



84 likes

jennchanglam Quick check in: Have you completed the Census yet? Today kicks off Census Action Week and I've partnered with [@aaajalc](#) and [@advancingjustice_la](#) to encourage my fellow ASIANS to [#BeSeenBeCounted](#) and complete the 2020 Census. 🙌 Here's why it's SO important: 1) The Census benefits your community initiatives (legislation, quality of life and consumer advocacy), 2) It helps determine where businesses will be built—which creates jobs for all, and 3) It ensures we have resources for schools, senior and youth centers and hospitals. 🙌 Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades, which puts us at a huge disadvantage) — and we need to do better! It takes 10 minutes to complete (online, by mail or by phone!) and does a world of good for better representation of our Asian community! Help me spread the word— tell your friends and family who may have forgotten to complete the Census and let them know there's still time! 📝 [#2020census](#) [#asianamerican](#) [#asianhustlenetwork](#) [#asiangirls](#) [#california](#) [#asianexcellence](#)

View all 39 comments

dgugnani done 🙌



mybelonging ❤️❤️❤️🌟🌟🌟



10 hours ago

POST 2



jennchanglam · Follow
Los Angeles, California



88 likes

jennchanglam Still on cloud ☁️ 9 after an awesome start to the week! Thank you to everyone who showed support for the [#beseenbecounted](#) campaign, which focused on encouraging Asians to complete the [#2020Census](#) this year! 🖋️ There's still

CAPTION

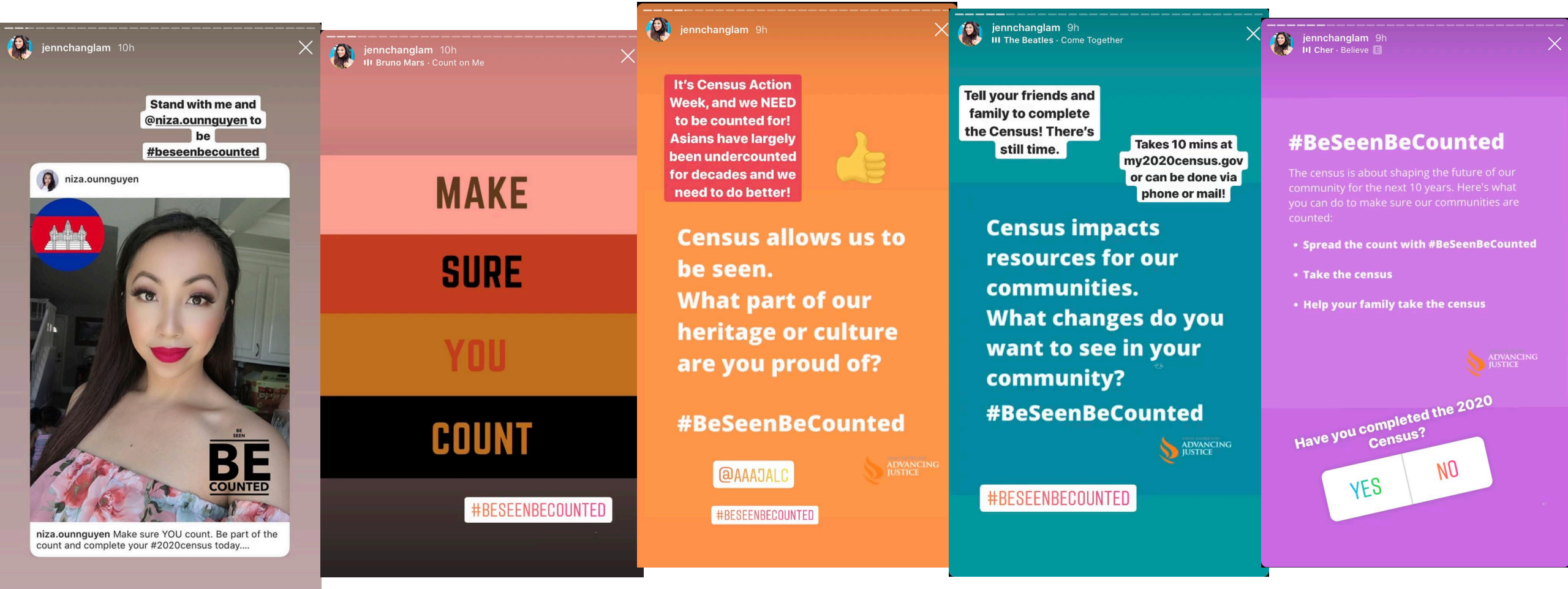


88 likes

jennchanglam Still on cloud ☁️ 9 after an awesome start to the week! Thank you to everyone who showed support for the [#beseenbecounted](#) campaign, which focused on encouraging Asians to complete the [#2020Census](#) this year! 🖋️ There's still time— so check in with your fam and friends to make sure they're counted for (and it takes less than 10 minutes and is SO important.) Up next: Mentally preparing myself to travel to Mexico next week (for work)—and will most definitely be documenting what it's like to leave the country during [#Covid](#). I'll be sanitizing like crazy and keeping that mask on! Would you feel comfortable getting on a plane right now? [#renttherunway](#) [#rtrambassador](#) [#rtrunlimited](#) [#whatiwore](#) [#covid19](#) [#travelwriter](#) [#ietsetbabe](#)

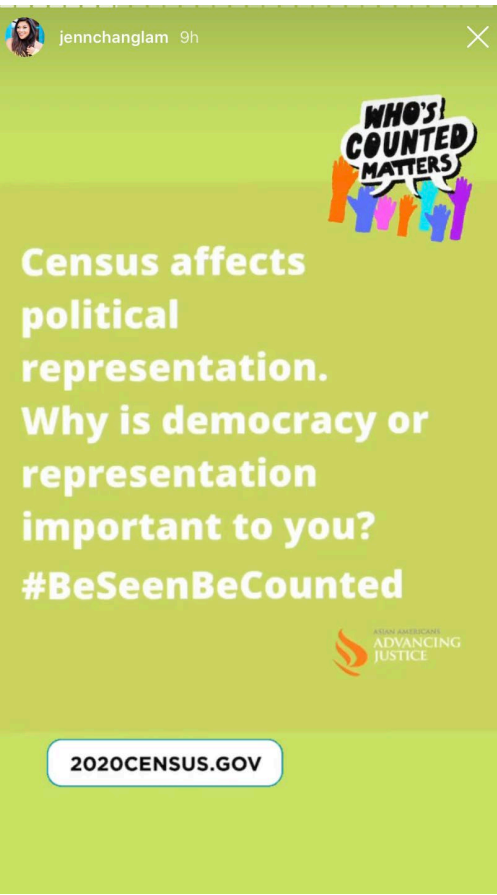
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STORIES



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STORIES




WHO'S COUNTED MATTERS

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

2020CENSUS.GOV


ASIAN AMERICANS ADVANCING JUSTICE



jennchanglam 9h

coucoulolieblog

coucoulolieblog I'm partnering with @aaajlc to talk about the importance of filling out the @uscensusbur...



jennchanglam 9h


III Nas · If I Ruled the World (Imagine That) (feat. Laur...

makeupbydiane

Makeup by me on my gorgeous friend @jennchanglam please check out her post for important to all my CA Residents.

jennchanglam

jennchanglam Quick check in: Have you completed the Census yet? Today kicks off Census Action Week...



jennchanglam 8h


#BESEENBECOUNTED

thesavorystyle

Thanks so much for spreading the word about Asians in CA completing the Census! @thesavorystyle

CHECK OUT OUR FRIEND @JENNCHANGLAM POST ABOUT ENCOURAGING ASIANS TO PARTICIPATE IN THE CENSUS 2020!

#BESEENBECOUNTED



jennchanglam 8h

THIS

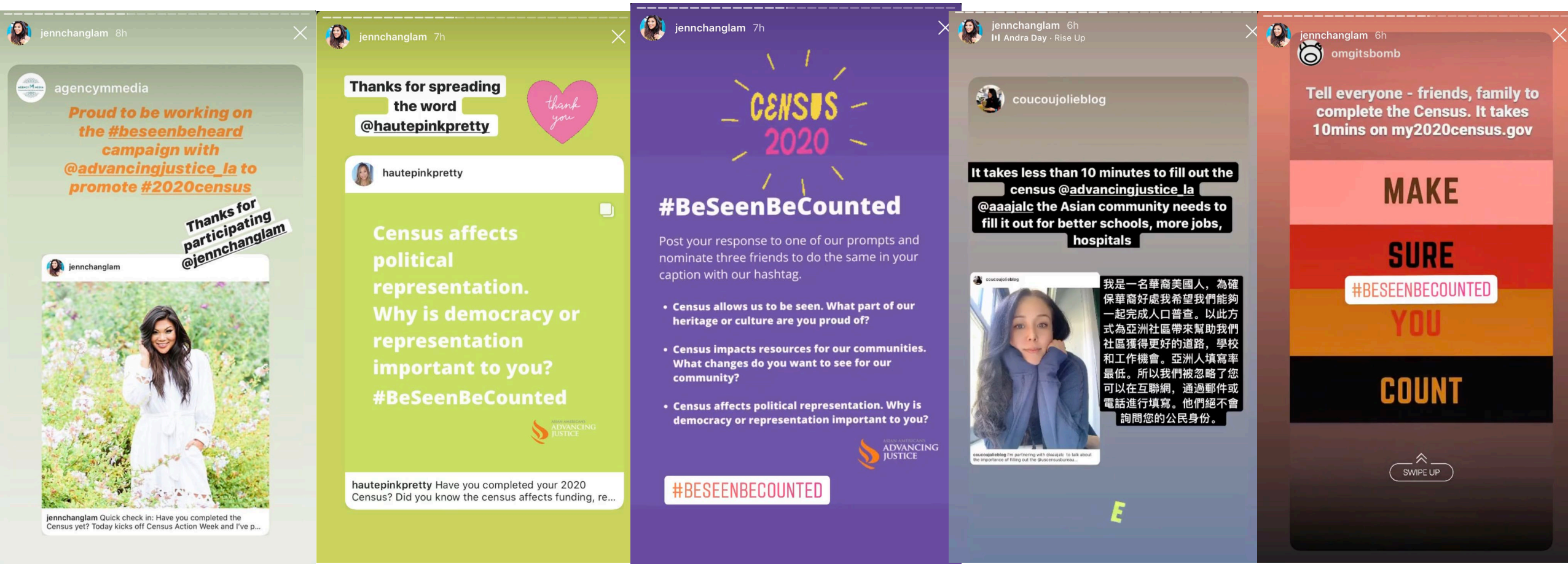
Thank you @trangadatrinh for spreading the word about #beseenbecounted

trangadatrinh

trangadatrinh Thanks to my sis @jennchanglam for raising awareness and supporting @advancingjustice...

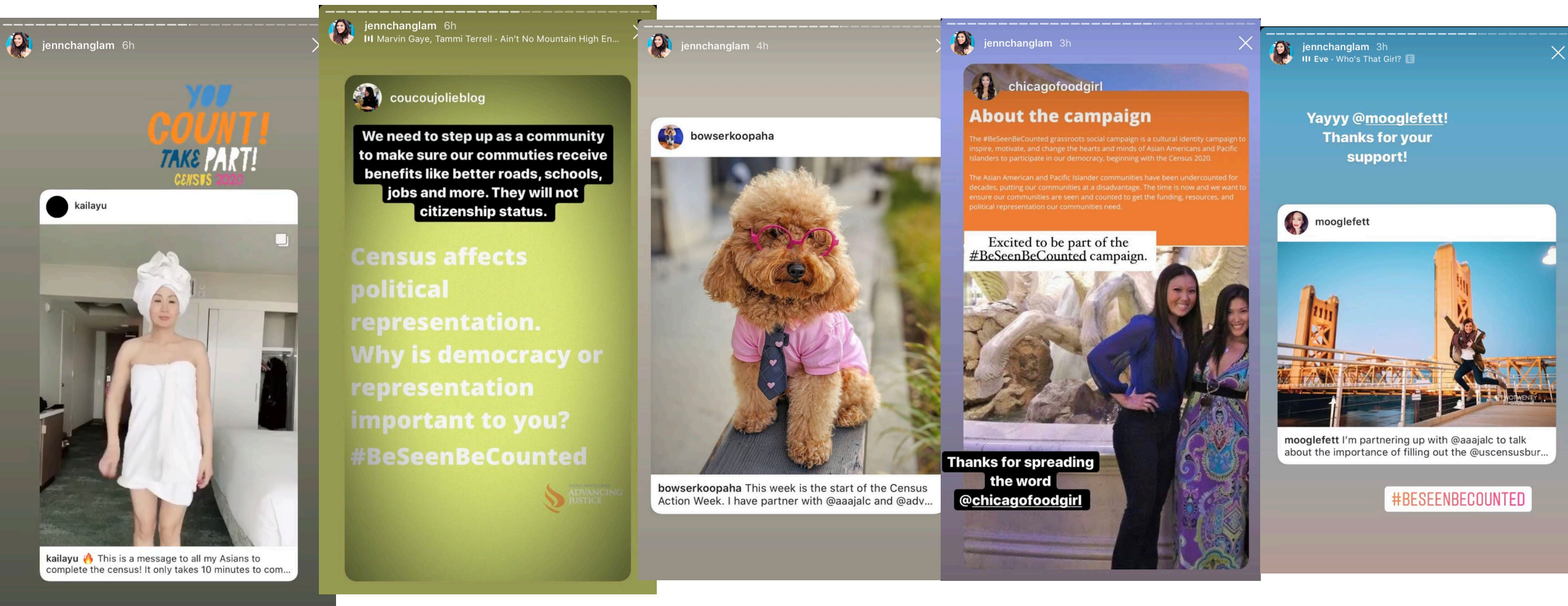
@JENNCHANGLAM

STORIES



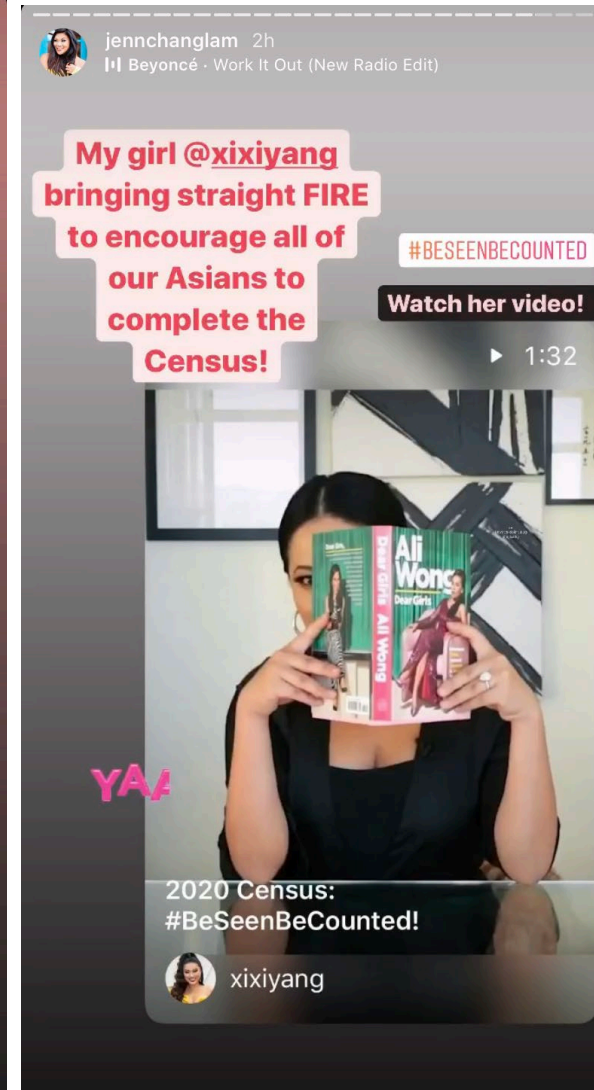
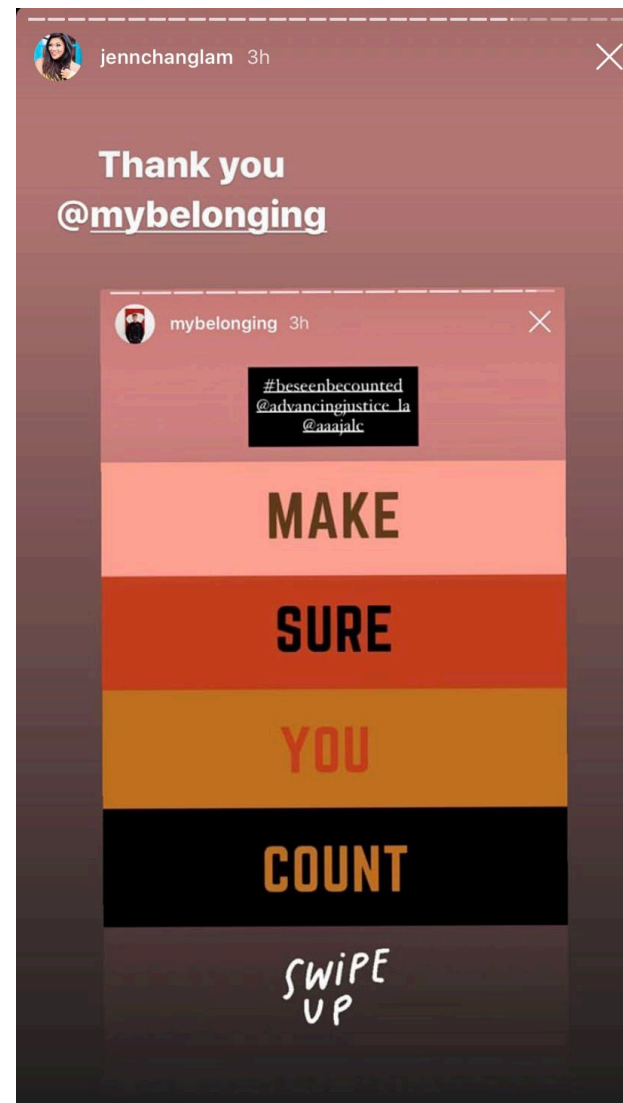
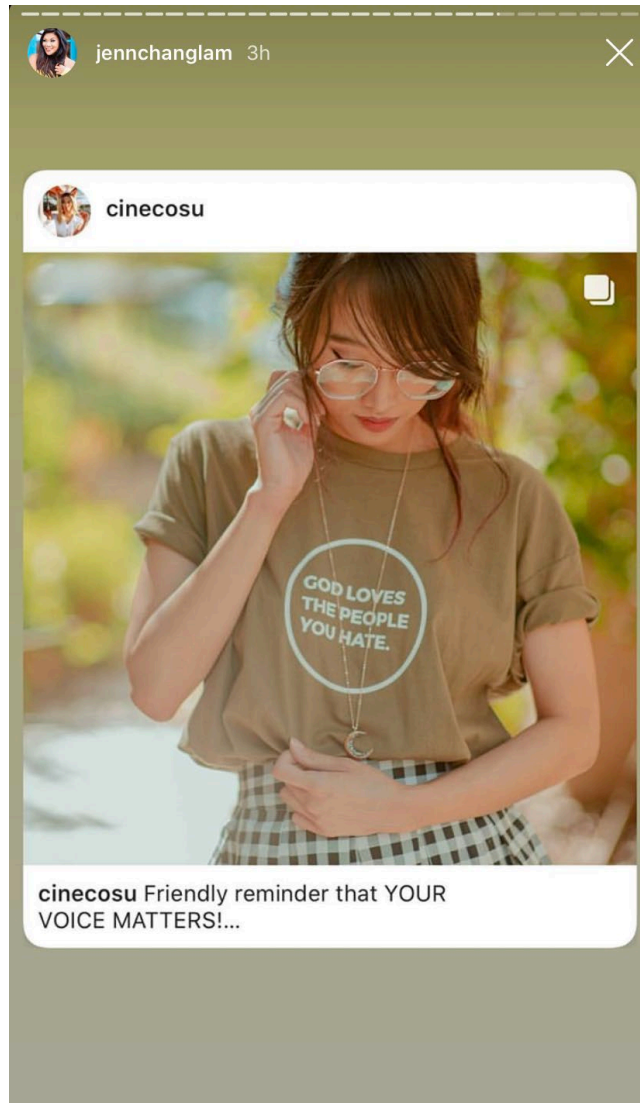
@JENNCHANGLAM

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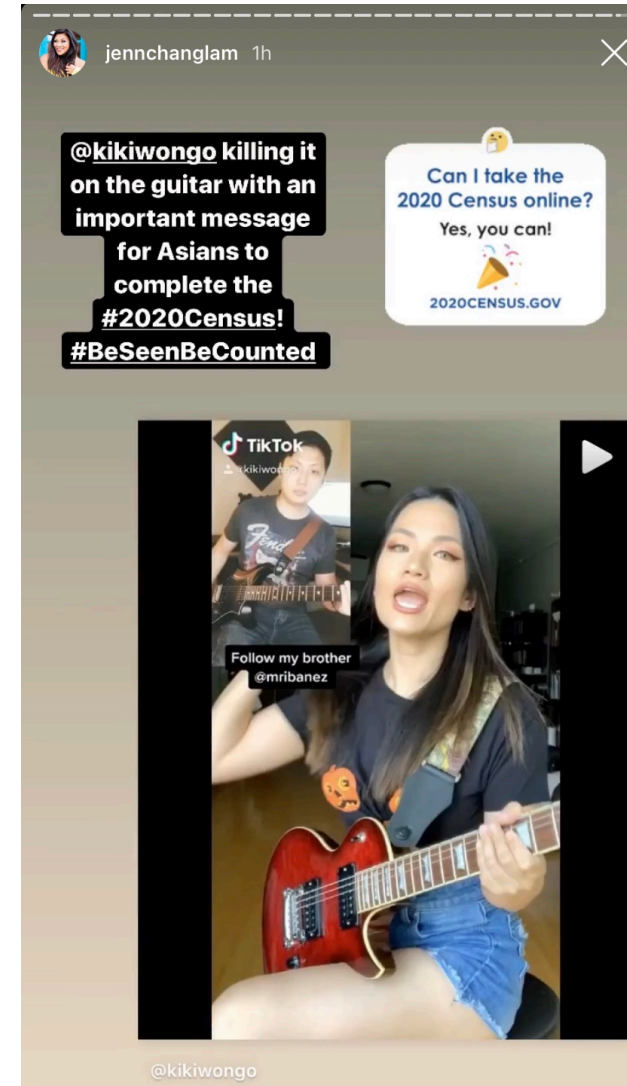
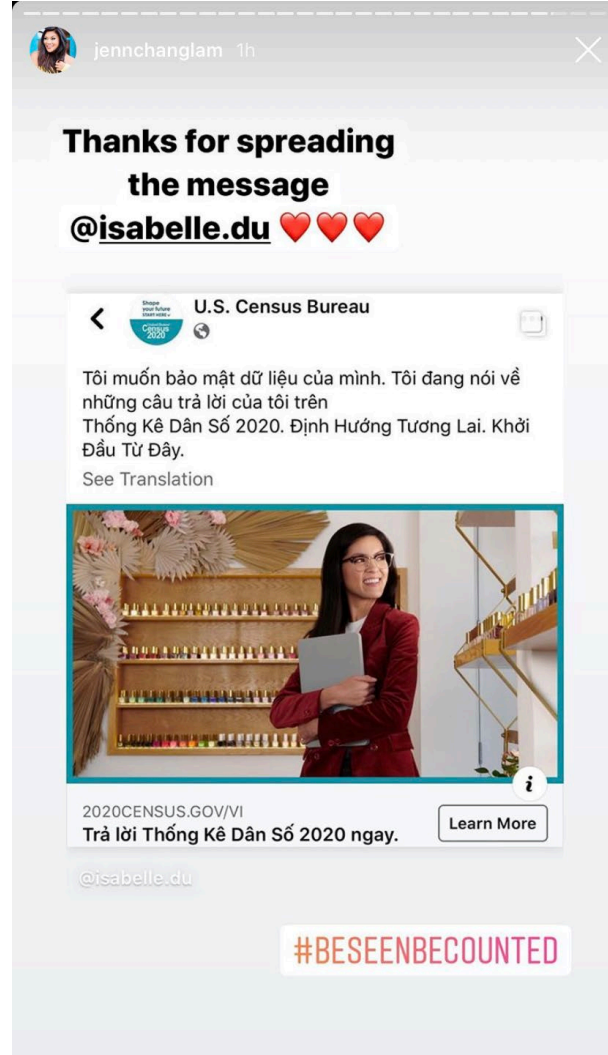
@JENNCHANGLAM

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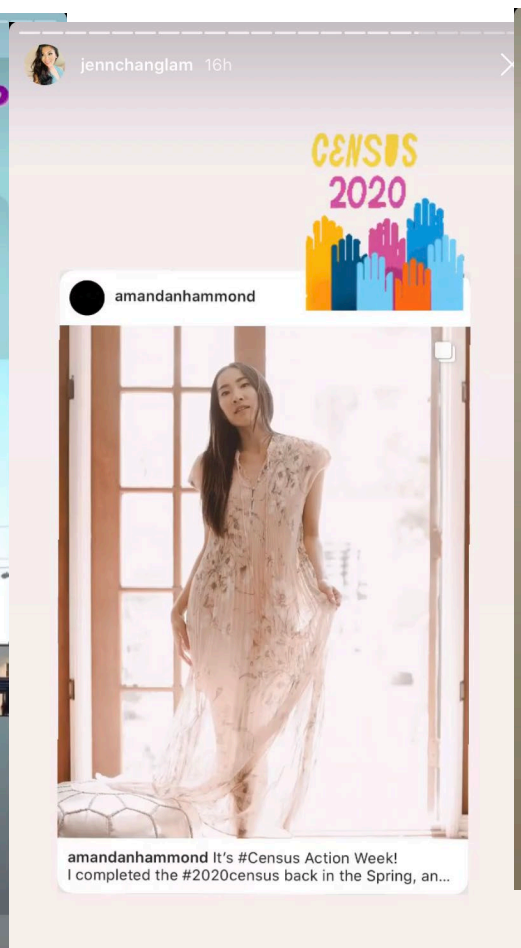
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STORIES



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STORIES



< coucoujolieblog ...



1,829 Posts 181K Followers 527 Following

Loreen Hwang
Luxury|Beauty| Travel | Food
🇹🇼 🇺🇸
📍 Los Angeles
Hello@coucoujolie.com
coucoujolie.com

LOREEN HWANG // @COUCOUJOLIEBLOG // 181K FOLLOWERS

POST



CAPTION



1,549 likes

coucoujolieblog I'm partnering with [@aaajalc](#) to talk about the importance of filling out the [@uscensusbureau](#)

As a Chinese-American I want to raise awareness to the Asian community because as a community we are the lowest percentage filling out the census. You can fill out the census online in less than 10 minutes. I'll add the link in my stories. If you don't have access online you can also fill it out by mail or by phone.

The census is important because it helps support community initiatives involving legislation, quality-of-life and consumer advocacy.

Census data helps decide where to build factories, offices and stores – which creates more jobs for all.

Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, fix roads and hospitals.

我是一名華裔美國人，為確保華裔好處我希望我們能夠一起完成人口普查。以此方式為亞洲社區帶來幫助我們社區獲得更好的道路，學校和工作機會。亞洲人填寫率最低。所以我們被忽略了您可以在互聯網，通過郵件或電話進行填寫。他們絕不會詢問您的公民身份。

[#beseenbecounted](#) [#aaajalc](#) [#CountUsIn](#) [#Census2020](#)
[@advancingjustice_la](#)

View all 108 comments

alilevinedesign thanks for sharing this info 🙏

tashechanel This is a beautiful cause to partner for

10 hours ago

@COUCOUJOLIEBLOG

STORIES

coucoulolieblogger 7h
Andra Day · Rise Up

It takes less than 10 minutes to fill out the census @advancingjustice_la @aaajalc the Asian community needs to fill it out for better schools, more jobs, hospitals



我是一名華裔美國人，為確保華裔好處我希望我們能夠一起完成人口普查。以此方式為亞洲社區帶來幫助我們社區獲得更好的道路，學校和工作機會。亞洲人填寫率最低。所以我們被忽略了您可以在互聯網，通過郵件或電話進行填寫。他們絕不會詢問您的公民身份。

coucoulolieblogger I'm partnering with @aaajalc to talk about the importance of filling out the @uscensusbureau...

SWIPE UP

coucoulolieblogger 6h

We need to step up as a community to make sure our communities receive benefits like better roads, schools, jobs and more. They will not citizenship status.

Census affects political representation. Why is democracy or representation important to you? #BeSeenBeCounted

ASIAN AMERICANS
ADVANCING
JUSTICE

coucoulolieblogger 6h

Census impacts resources for our communities. What changes do you want to see in your community? #BeSeenBeCounted

我是一名華裔美國人，為確保華裔好處我希望我們能夠一起完成人口普查。以此方式為亞洲社區帶來幫助我們社區獲得更好的道路，學校和工作機會。亞洲人填寫率最低。所以我們被忽略了您可以在互聯網，通過郵件或電話進行填寫。他們絕不會詢問您的公民身份。

ADVANCING JUSTICE

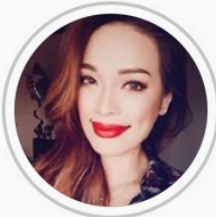
#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census

ADVANCING JUSTICE

< mooglefett ...



447 Posts 15.2K Followers 1,155 Following

Be Curious ♥ Not Judgemental

Blogger

📷 Fuji X-T1 & Sony A73

📍 916/OC/LA content creator

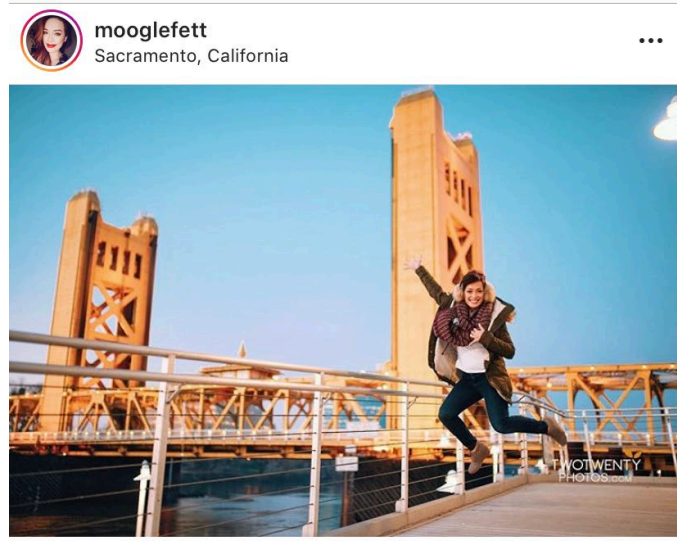
🍴 Yelp Black Elite ♥

✉ mooglefett@gmail.com

blacklivesmatters.carrd.co/

@MOOGLEFETT // 15.2K FOLLOWERS

POST + CAPTION



114 likes

mooglefett I'm partnering up with [@aaajalc](#) to talk about the importance of filling out the [@uscensusbureau](#)

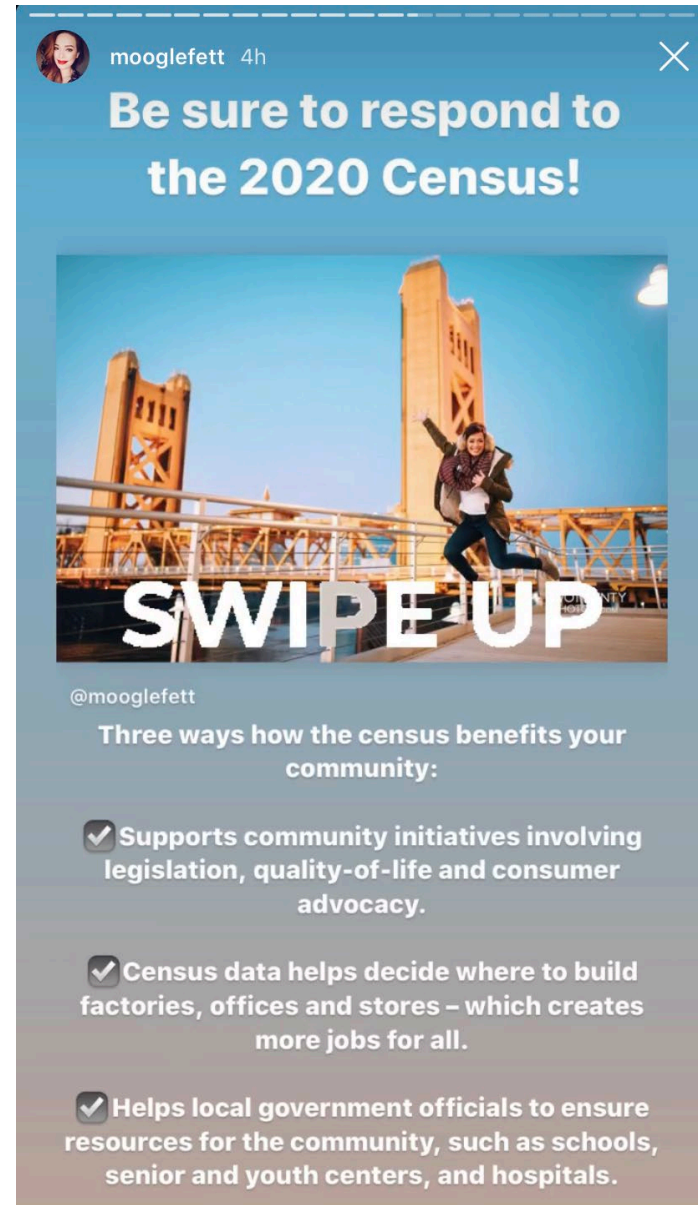
Your response matters. Health clinics. Fire departments. Schools. Even roads and highways. The census can shape many different aspects of your community. The census results help determine how billions of dollars in federal funding flow into states and communities each year. The results determine how many season Congress each state gets.

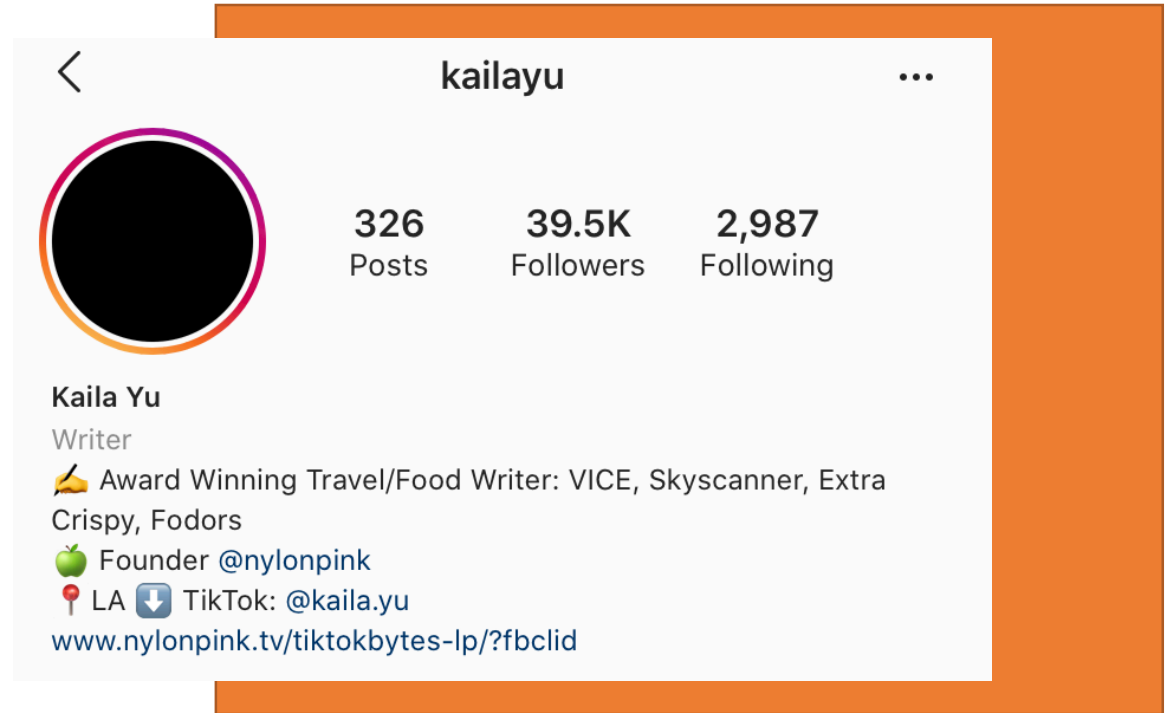
When you respond to the census, your answers are kept anonymous. They are used only to produce statistics. The US Census Bureau is bound by law to protect your answers and keep them strictly confidential by law the Census Bureau cannot release any identifiable information about you, your home, or your business, even to law-enforcement agencies.

You can complete the census in 3 easy ways: online, by mail or by phone. Complete your census today at [my2020census.gov](#)

[#beseenbecounted](#) [#census2020](#)

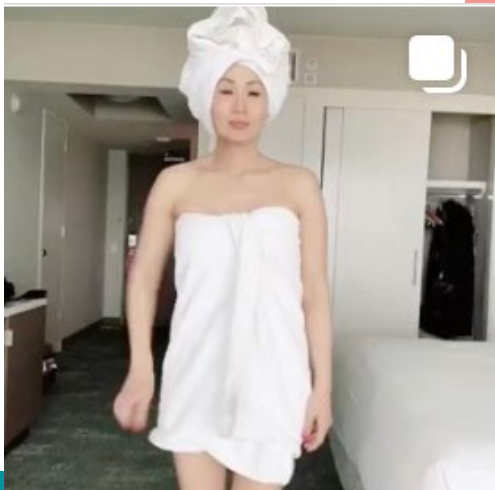
STORY





KAILA YU // @KAILAYU // 39.5K FOLLOWERS

CAROUSEL POST



MAKE

SURE

YOU

COUNT

**Census impacts
resources for our
communities.**

**What changes do you
want to see in your
community?**

#BeSeenBeCounted



#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census



CAPTION



945 likes

kailayu 🔥 This is a message to all my Asians to complete the census! It only takes 10 minutes to complete and you can fill it out easily online (or by mail or phone if you prefer). 📦 The census is all about equal and fair representation. Stand up for your community.

The Asian American and Pacific Islander communities have been undercounted for decades and that puts our communities at a disadvantage.

Complete your census today at my2020census.gov

BTW, this video is from my trip to Puerto Rico, staying at the amazing @CaribeHilton....seems like a lifetime ago.....

#BeSeenBeCounted @advancingjustice_la @aaajalc

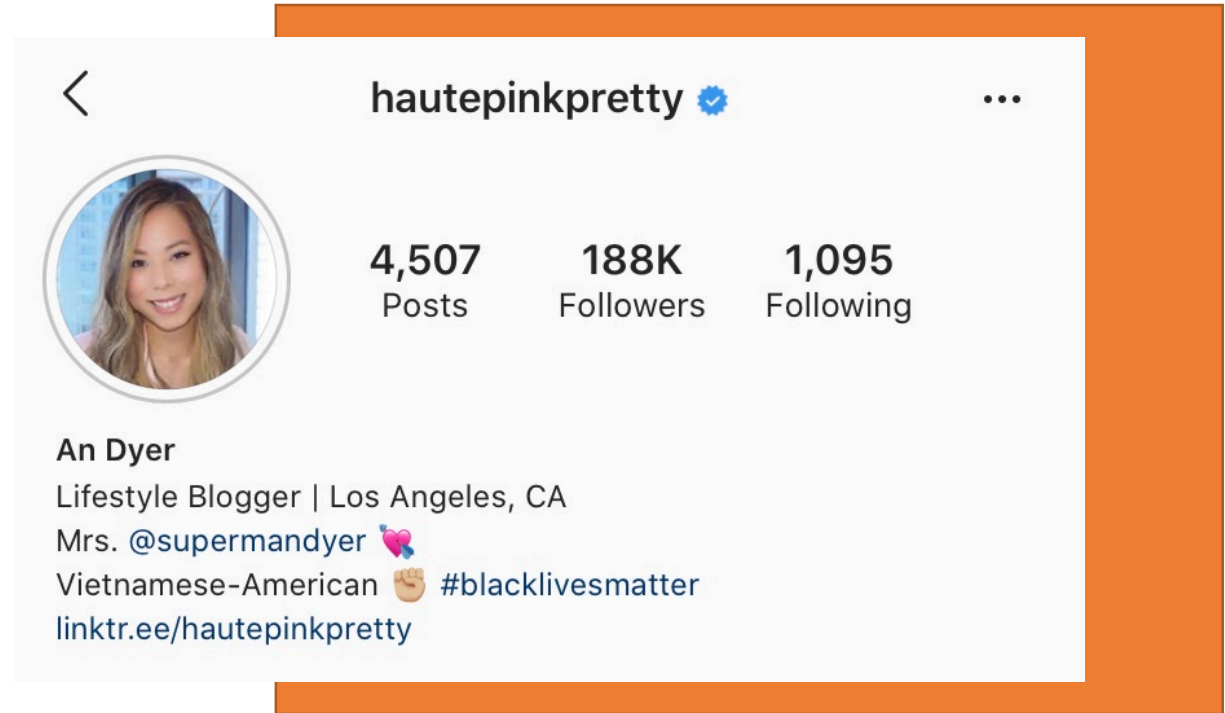
#CountUsIn #Census2020

View all 23 comments

davidcleephography So cute. I did my census 🙌🙌🙌



7 hours ago



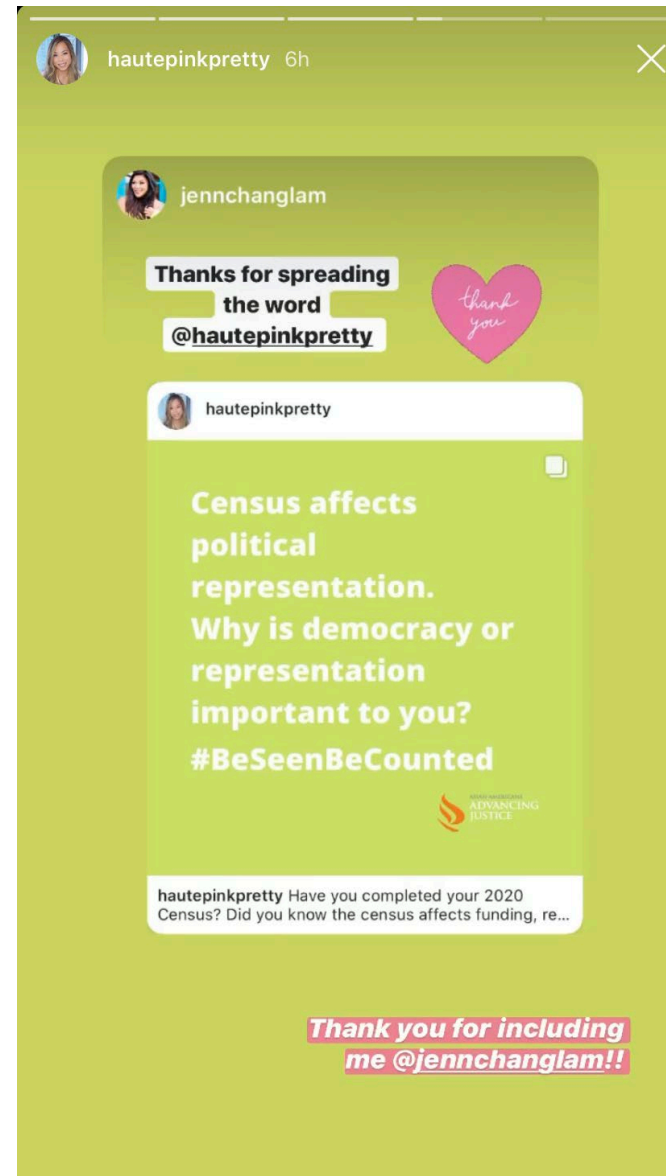
AN DYER // @HAUTEPINKPRETTY // 188K FOLLOWERS

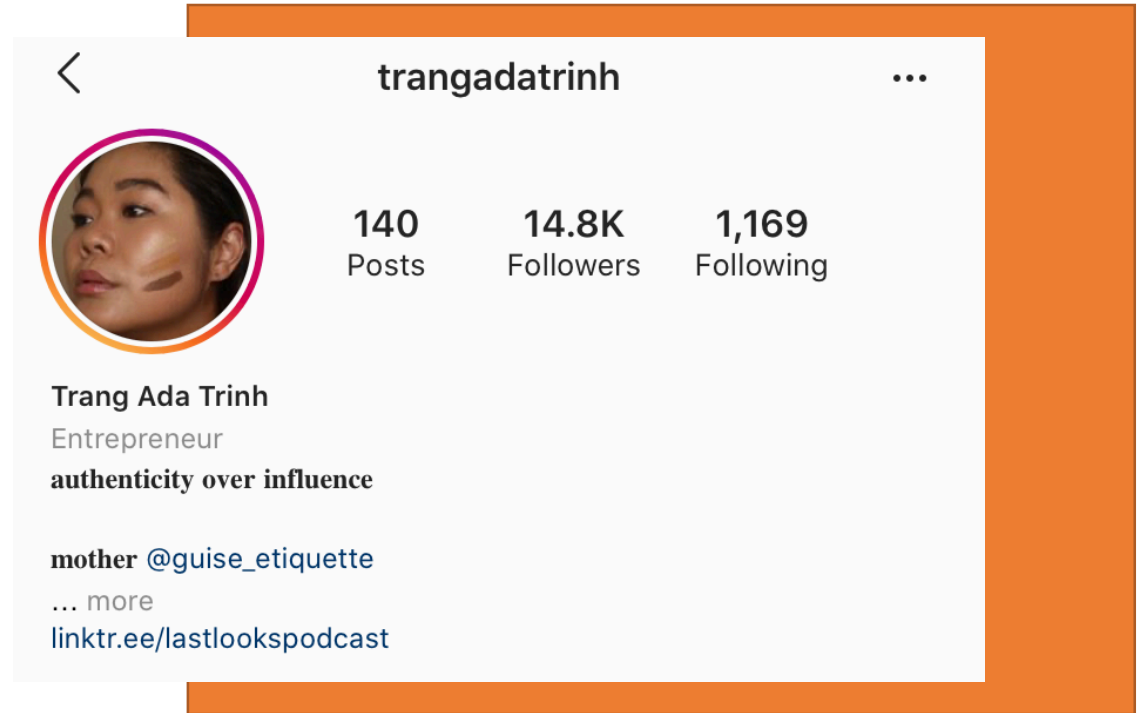
CAROUSEL POST



CAPTION







ADA TRINH // @TRANGADATRINH // 14.8K FOLLOWERS

POST



CAPTION



94 likes

trangadatrinh Thanks to my sis [@jennchanglam](#) for raising awareness and supporting [@advancingjustice_la](#) Today kicks off the Census Action Week and I've partnered up with [@aaajalc](#) and [@advancingjustice_la](#) to encourage fellow Asians to [#beseenbecounted](#) and complete the 2020 Census.

Here's why it's so important:

1. The Census benefits you community initiatives (registration, quality of life and consumer advocacy)
2. It helps determine where businesses will be built- which creates jobs for ALL
3. It ensures we have resources for school, senior and youth centers and hospitals.

Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades). Let's change that together! Tell your mom, auntie, grandma, neighbors! It takes 10 minutes to complete (online, by mail or by phone!) and does a world of good for better representation of our Asian community. Please help me spread the word!

Tag all your asian friends and fam! Photo by [@ladyofwhatever](#)



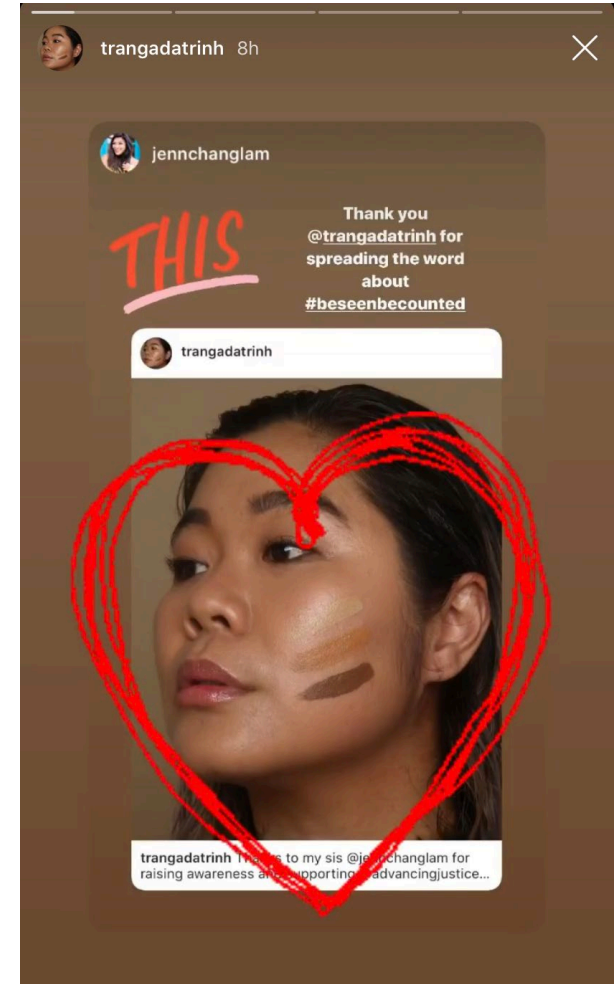
View all 14 comments

graphicsmetropolis ❤️❤️❤️❤️

8 hours ago



STORY





TOMMY LEI // @MYBELONGING // 98.5K FOLLOWERS

POST



CAPTION



255 likes

mybelonging I recently filled out my census forms but never fully realized just how important this simple survey can be.

...

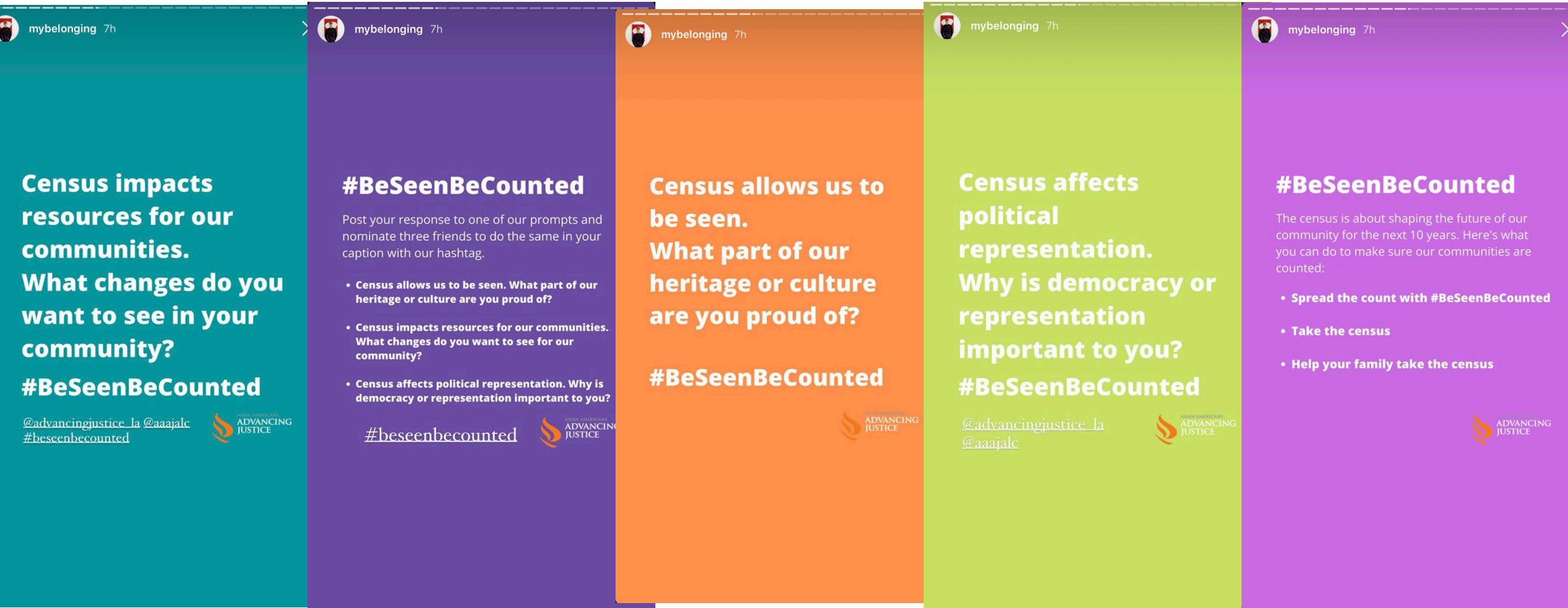
Did you know that simply by filling out this 10-minute survey (online or mail) we could 1) support our local community through legislation, 2) decide where to build factories, offices and stores – which creates more jobs for all 3) and help local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals?

...

Yep, it holds that much impact and power. The time to be [#BeSeenBeCounted](#) is more pressing than ever before. Fill yours out now @ mycensus2020.gov! [@advancingjustice_la](#) [@aaajalc](#)

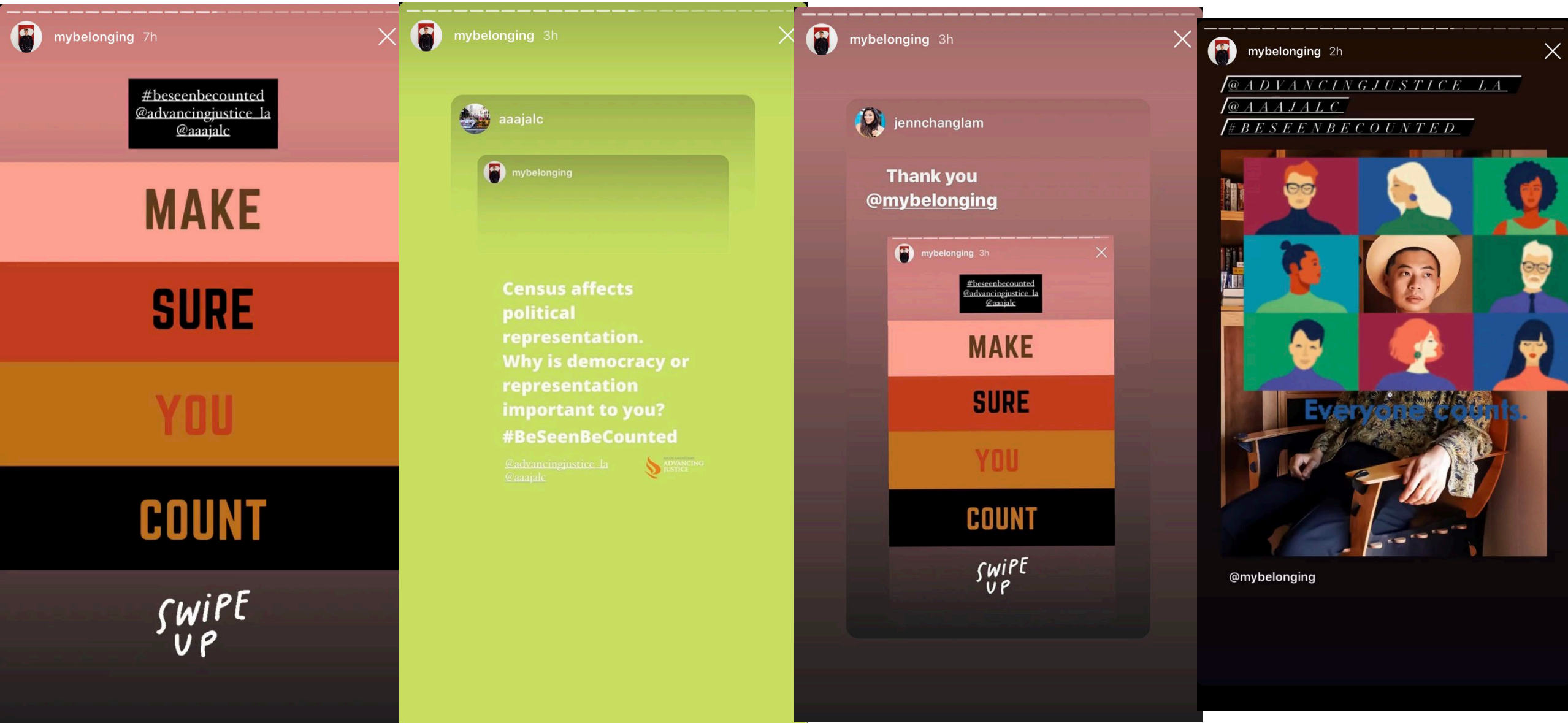
@MYBELONGING

STORIES




@MYBELONGING

STORIES



< misspiggieeats ...

 3,136 Posts 55.7K Followers 708 Following

Jennifer Yu
Foodie who loves to Sing, Shop, & Travel. 🐷 🍲

👜: @googlepixel
📷: #teampixel
💻: #pixelbook... more

www.theinfatuation.com/features/support-black-owned-restaura...

JENNIFER YU // @MISSPIGGIEEATS // 55.7K FOLLOWERS

POST



863 likes

misspiggieeats Have you completed your Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it's so important:

The census benefits your community & Supports community initiatives involving legislation, quality-of-

CAPTION



863 likes

misspiggieeats Have you completed your Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it's so important:

The census benefits your community &

Supports community initiatives involving legislation, quality-of-life and consumer advocacy.

Census data helps decide where to build factories, offices and stores – which creates more jobs for all.

Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals! Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades) which puts us at a huge disadvantage. So let's do better. It only takes 10 minutes to complete (online, mail or by phone!) Help me spread the word by telling your friends and family who may have forgotten! 🙏🥰🥰

#2020Census #asianamericans

View all 48 comments

2 hours ago

STORY



< niza.ounnguyen ...

 1,553 Posts 7,403 Followers 4,363 Following

Mrs. Asia USA 2019-2020
Public Figure

- * Wifey & momma of 🧑🧒🧒
- * Mrs. Cambodia USA 🇰🇲
- * VP, Portfolio Mgr 📈
- * MBA '13 & MS '17 ... more

www.youtube.com/c/AspiretoBee

NIZA OUNNGUYEN // @NIZA.OUNNGUYEN // 7.4K FOLLOWERS

POST



188 likes

niza.ounnguyen Make sure YOU count. Be part of the count and complete your [#2020census](#) today.

I am extremely proud to be Cambodian and also love that the community is loud and proud as well. 🇰🇹 We've come a longggg way and persevered through difficult times. But we

CAPTION

188 likes

niza.ounnguyen Make sure YOU count. Be part of the count and complete your [#2020census](#) today.

I am extremely proud to be Cambodian and also love that the community is loud and proud as well. 🇰🇹 We've come a longggg way and persevered through difficult times. But we can still do so much more! Like many other first generation Cambodian-Americans, I grew up in a humble home with little resources. After my parents survived the Cambodian genocide in the 1970s, they struggled to assimilate to their local environment because they spoke little English and didn't have a college degree. I can't imagine navigating a new place with strangers, not speaking the same language, lacking education or training, while suffering from PTSD (from the genocide). How many of you share similar stories?

It is important our community gets counted to get proper funding, resources, and political representation for the next 10 years. It's all about the strength in numbers. 🙌

- * The census will NOT ask you for your citizenship status
- * The census takes 10 minutes to complete
- * Your responses are safe and secure
- * You can complete the census in 3 easy ways: online, by mail or by phone
- * Complete your census today at [my2020census.gov](#)
- * The census is all about equal and fair representation.

Stand up for your community.

- * Three ways how the census benefits your community:
 1. Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
 2. Census data helps decide where to build factories, offices and stores – which creates more jobs for all.
 3. Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals

Thank you for your cooperation! [#BeSeenBeCounted](#) [#countusin](#) [#cambodian](#) [#cambodia](#) [#khmer](#) [#asian](#) [#represent](#) [#culture](#) [#heritage](#) [#motivationmonday](#) [#community](#) [@advancingjustice_oc](#) [@advancingjustice_la](#) [@aaaajlc](#)

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< **chicagofoodgirl** ...

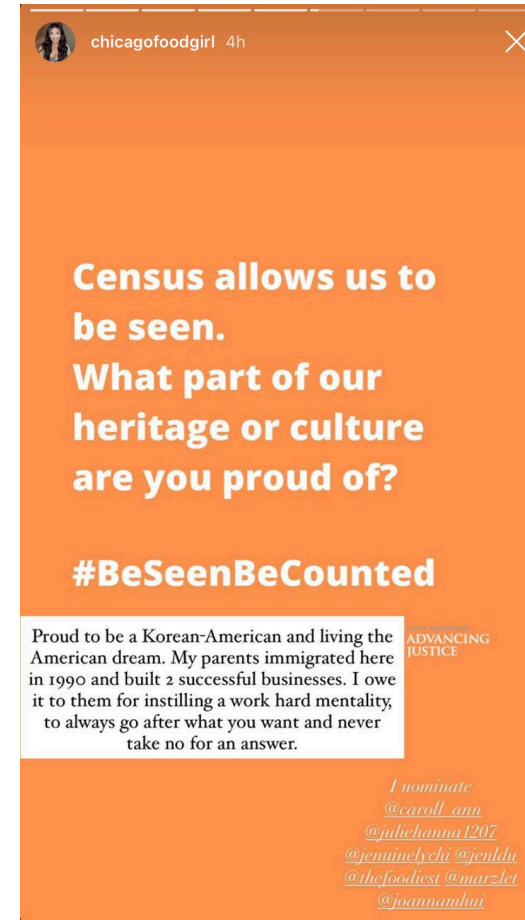
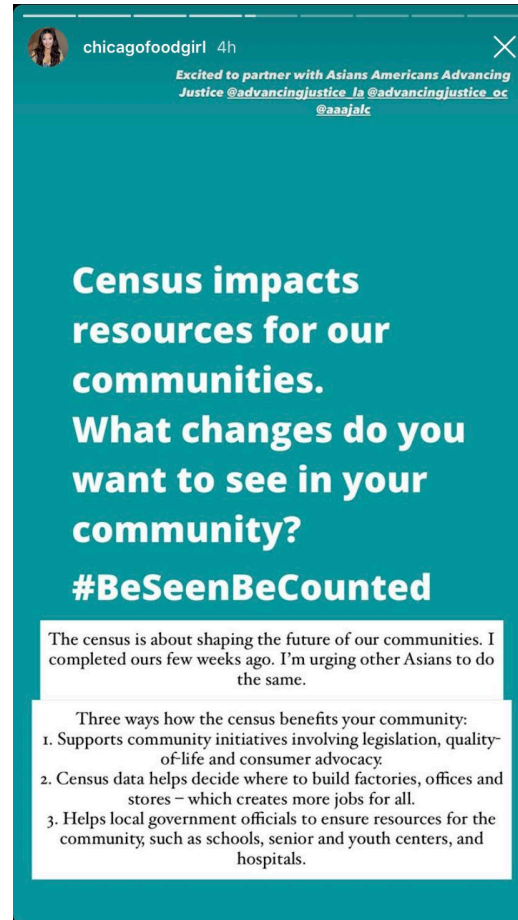
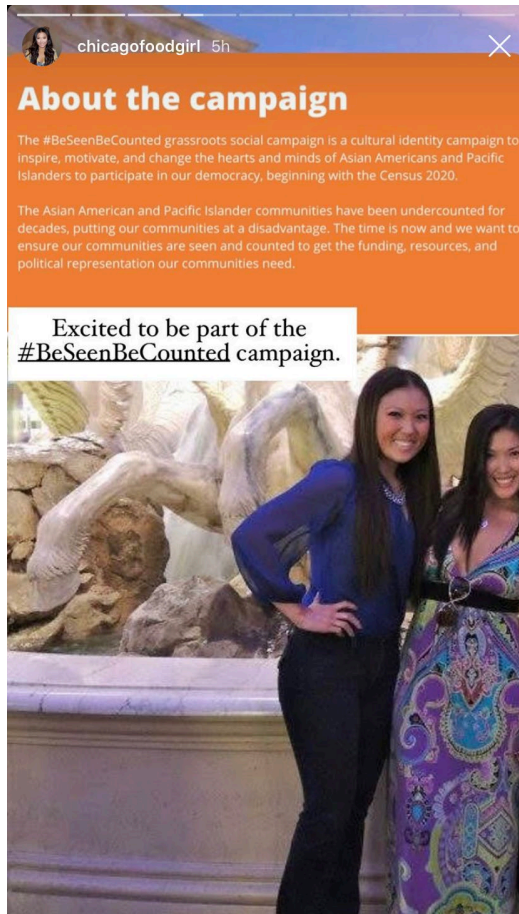
 **2,406** Posts **61.5K** Followers **1,350** Following

Mina
Blogger
🌟 Food | Fashion | Home | Travel Enthusiast
💍 #Bride to be
📍 Currently in San Diego
👩 Finance marketing by day... more
[theculturetrip.com/north-america/usa/illinois/articles/meet-chica...](http://theculturetrip.com/north-america/usa/illinois/articles/meet-chicago-food-girl/)
San Diego, California

MINA // @CHICAGOFOODGIRL // 61.5K FOLLOWERS

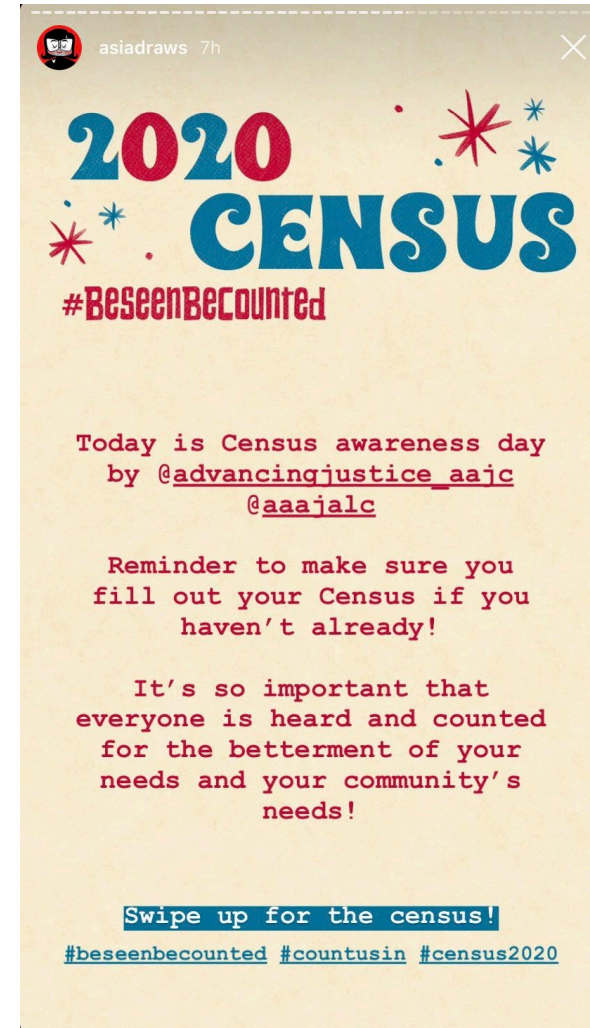
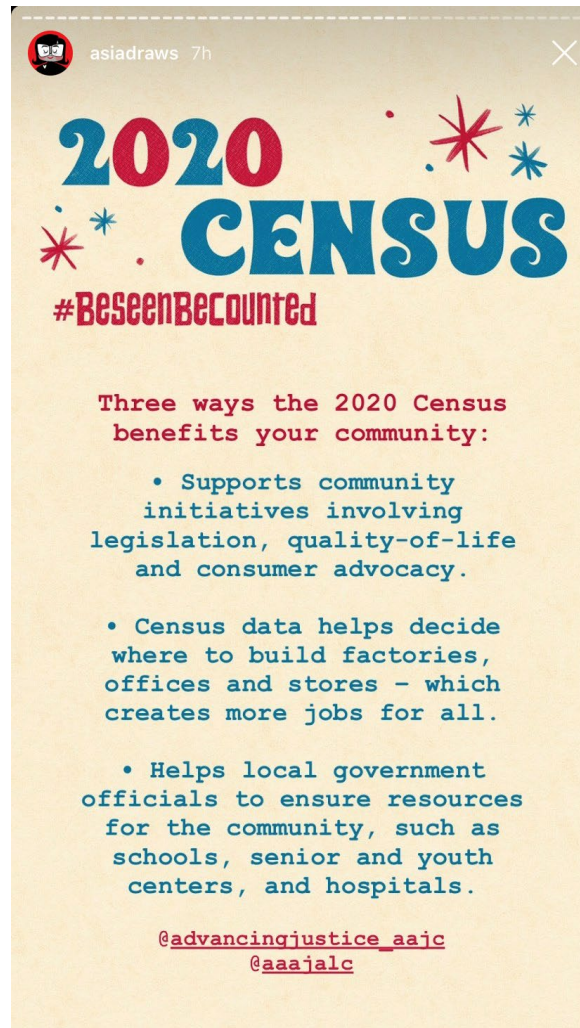
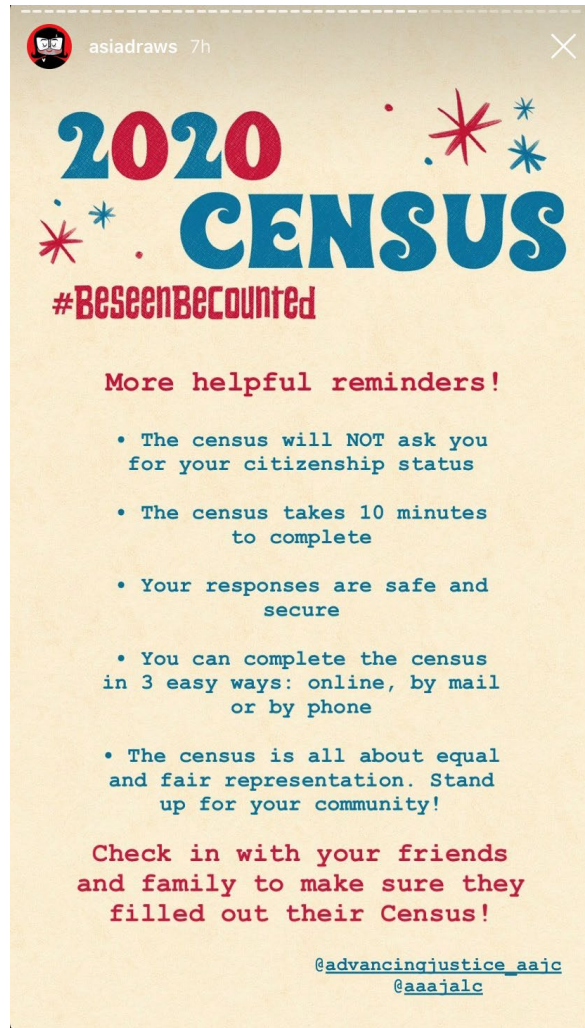
@CHICAGOFOODGIRL

STORIES

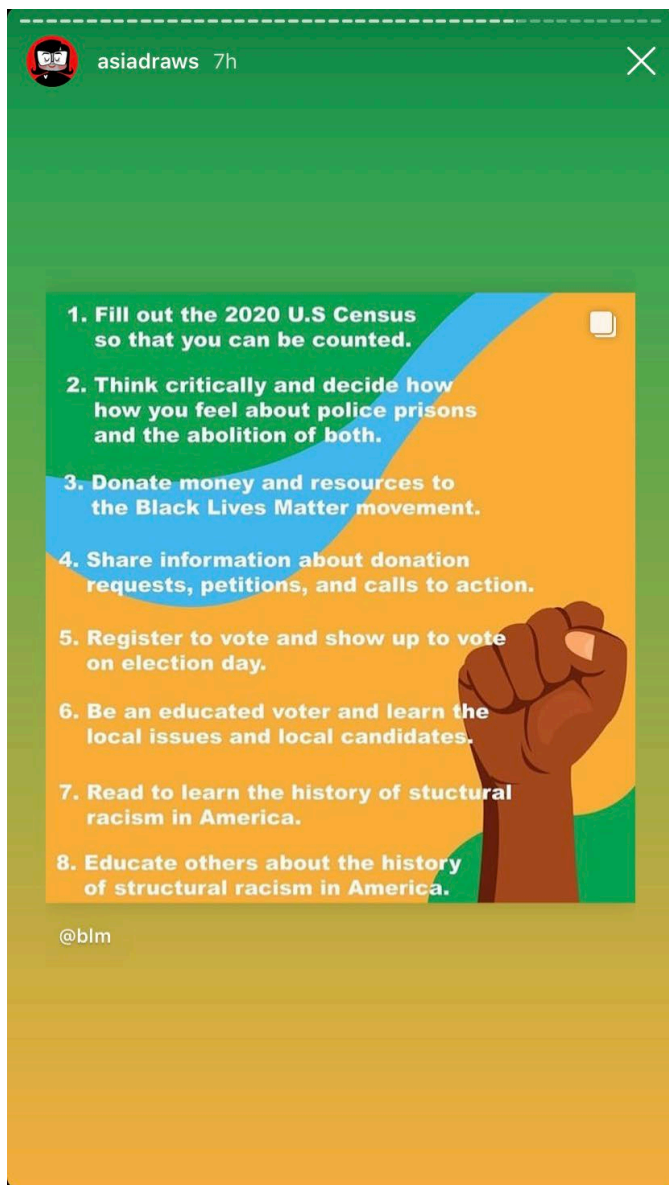




ASIA ELLINGTON // @ASIADRAWS // 29.8K FOLLOWERS



@ASIADRAWS



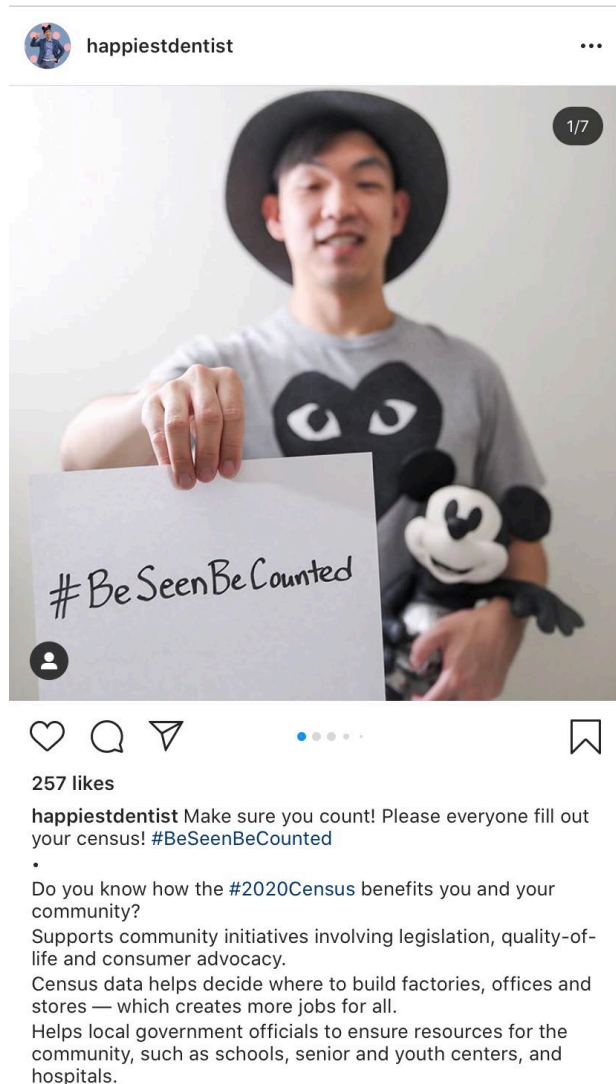
STORIES





CHRIS AUYONG // @HAPPIESTDENTIST // 18.9K FOLLOWERS

CAROUSEL POST



#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census



**Repeated all prompts in a carousel*

CAPTION



257 likes

happiestdentist Make sure you count! Please everyone fill out your census! [#BeSeenBeCounted](#)

- Do you know how the [#2020Census](#) benefits you and your community?
Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
Census data helps decide where to build factories, offices and stores — which creates more jobs for all.
Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.

The Census is important because it will shape our community for the next 10 years and will affect our community's visibility, representation and funding.

• Other things you should know about the census:

- The census will NOT ask you for your citizenship status
- The census takes only 10 minutes to complete
- Your responses are safe and secure
- You can complete the census in 3 easy ways: online ([my2020census.gov](#)), by mail or by phone
- ✨ The census is all about equal and fair representation. Stand up for your community!

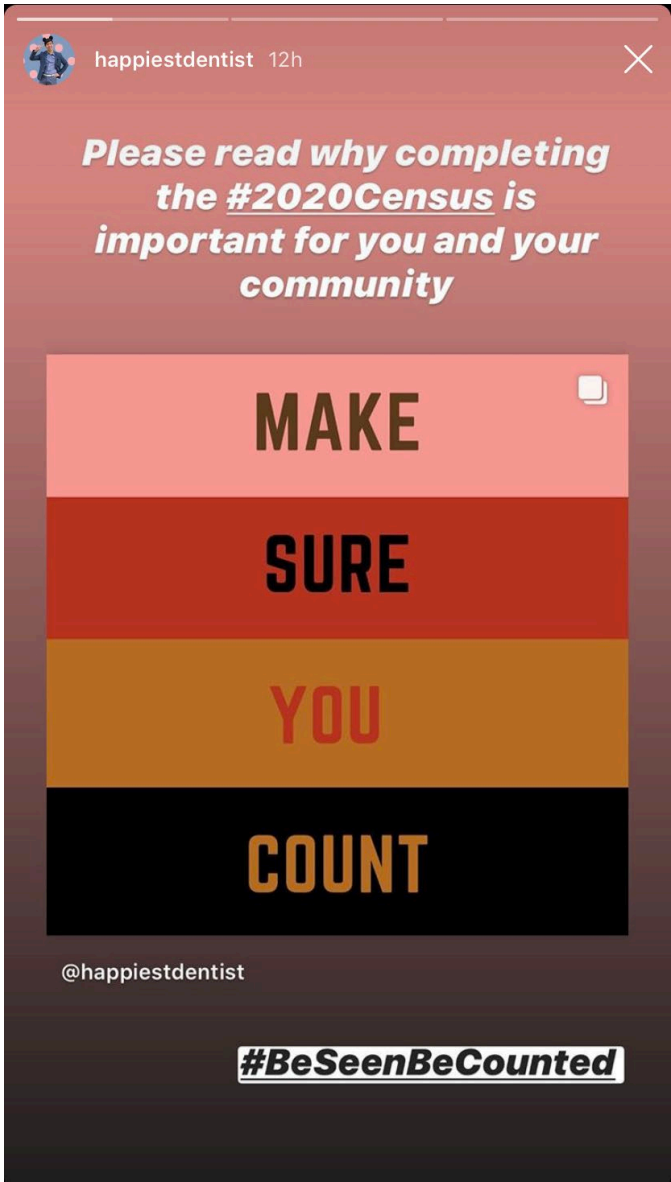
• [#CountUsIn](#) [@advancingjustice_la](#) [@aaajalc](#)

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14 hours ago

@HAPPIESTDENTIST

STORIES



< magicandmarie ...



447 Posts 5,492 Followers 859 Following

Marie Tran
Artist
she/her 🦄
All things *magical* ✨
🐶 ❤️ 🏰
Makeup account: @marietranbeauty... more
linktr.ee/magicandmarie

MARIE TRAN // @MAGICANDMARIE // 5,492K FOLLOWERS

CAROUSEL POST



360 likes

magicandmarie YOU MATTER.
#BeSeenBeCounted



*Repeated all
prompts in a carousel*

CAPTION



360 likes

magicandmarie YOU MATTER.
#BeSeenBeCounted

During these times it's important more than ever to work together to stand up for our community. The Asian American & Pacific Islander communities have been undercounted for decades, putting our communities at a disadvantage.

YOU can be the change & it only takes 10 minutes to do so. If you haven't already, complete your census today at

my2020census.gov

The census is all about equal and fair representation & your responses are safe & secure.

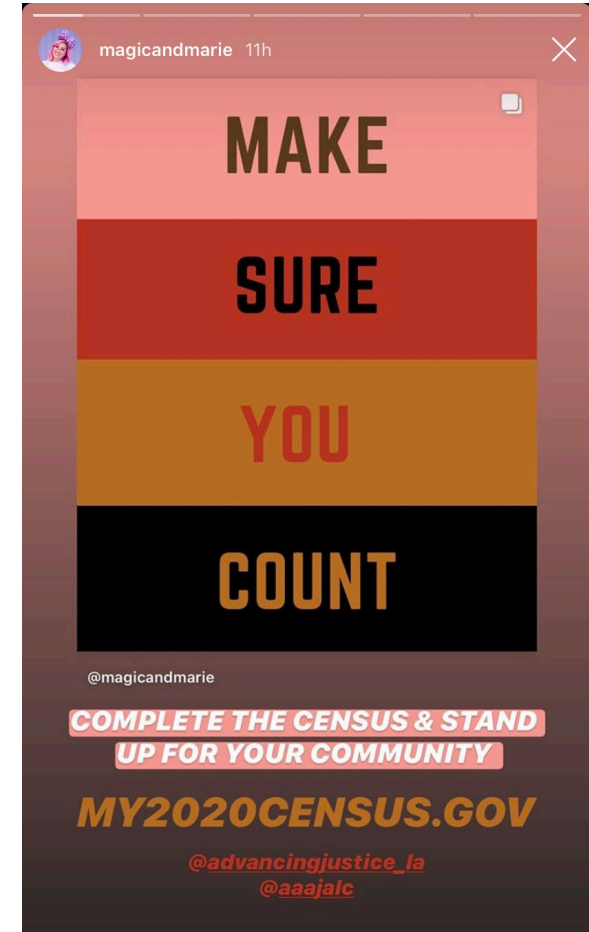
You can find the link in my bio & you can also mail/phone in your responses. Your voice matters!

#CountUsIn #Census2020 #AsianAmerican #youmatter
#motivationalMonday

@advancingjustice_la
@aaajalc

📸 @thedolly.llama / Preset @teenymccurdy Beach Party

STORY





DOLLY GENOVESE // @THEDOLLY.LLAMA // 5,248K FOLLOWERS

CAROUSEL POST



#BeSeenBeCounted

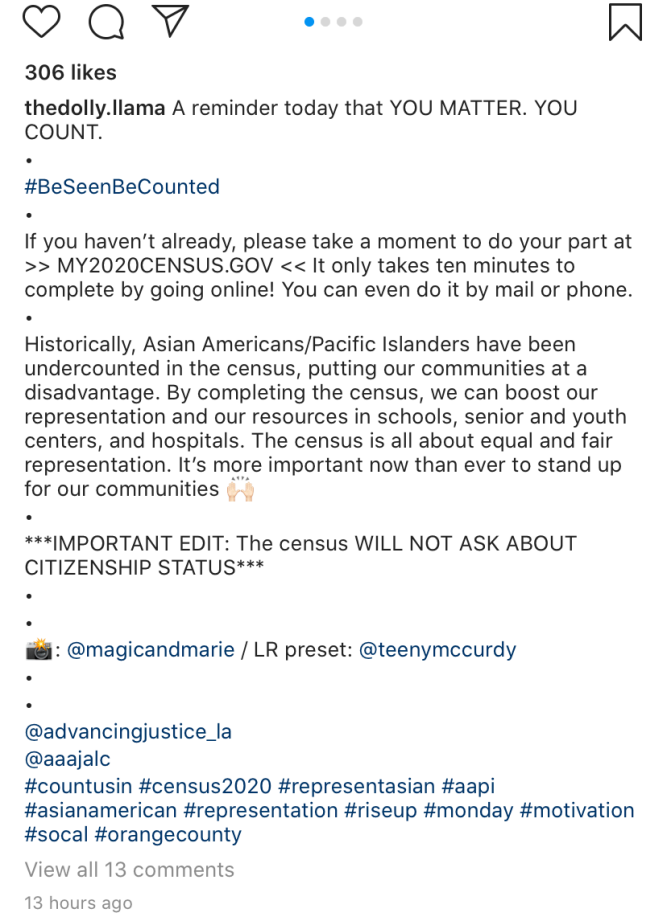
The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

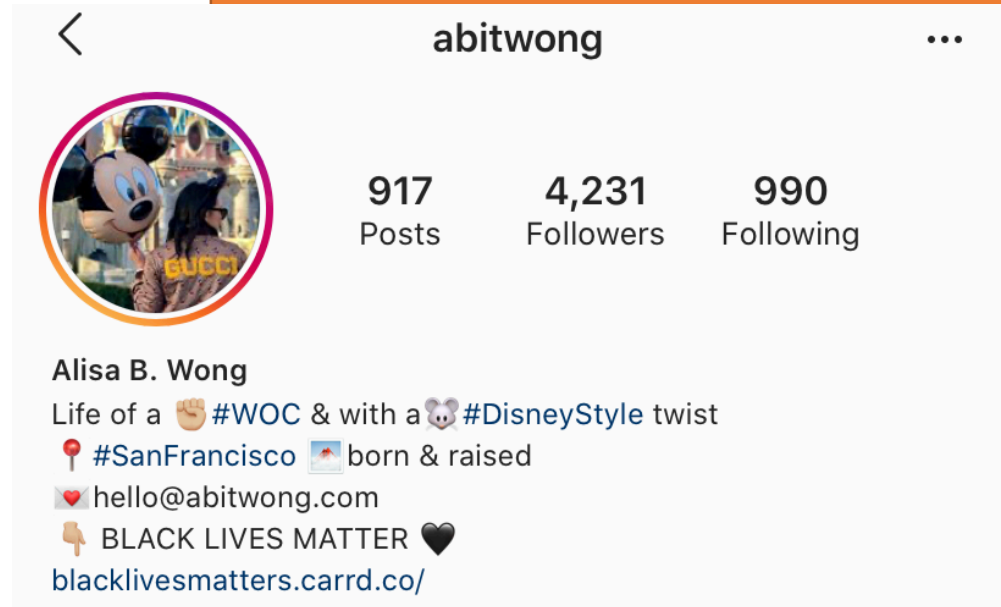
- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census



**Repeated all prompts in a carousel*

CAPTION





ALISA B. WONG // @ABITWONG // 4,231K FOLLOWERS

POST



#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census



**Repeated all prompts in a carousel*

CAPTION



124 likes

abitwong Don't hide yourself within a flower. 🌸 Be seen and be counted by responding to the census!

The census allows us to be seen! 👁️ Asian Americans and Pacific Islanders have been undercounted for decades putting our communities at a disadvantage. To be counted in the census means we can get better funding and resources like schools, hospitals, and senior centers AND the political representation our communities need. The census is about shaping our future and the future of our communities for the next **! 10 YEARS !**

If you haven't responded to the census yet, head to 2020census.gov and answer basic questions about the people living in your household. It's super easy and all your information is kept confidential, which is often a concern for undocumented family members. So make sure to reassure them that being counted will only help! 👍

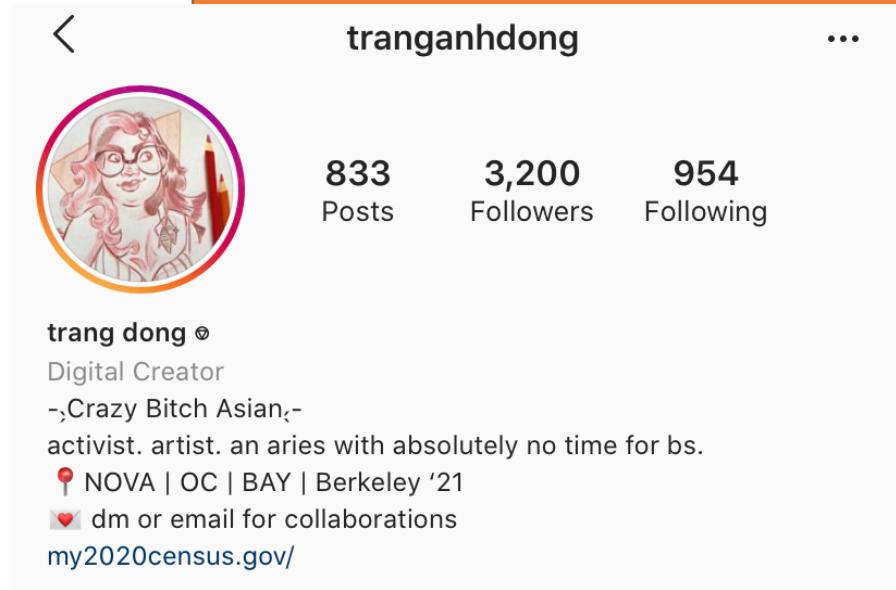
Thank you to @aaajalc & @advancingjustice_la for partnering with me to help raise awareness around the census and for the great work you've done to strengthen our communities. To learn more about their efforts, visit advancingjustice-alc.org!

Have you responded to the census already? 🤔

#BeSeenBeCounted #CountUsIn

STORY





TRANG DONG // @TRANGANHDONG // 3,200K FOLLOWERS

CAROUSEL POST



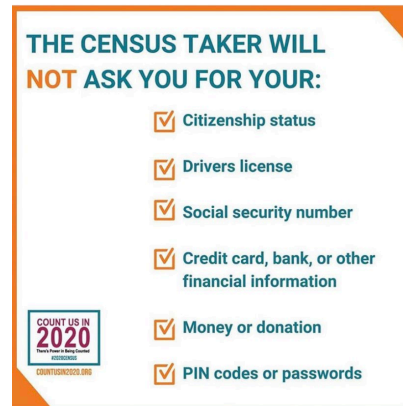
427 likes

tranganhdong Representation matters ✨

While Asian Americans are often underrepresented in the media we also remain one of the most underrepresented groups in the US Census! Today I am partnering with Asian Americans Advancing Justice to encourage you all to #BeSeenBeCounted!

There are a lot of misconceptions about the Census so I'll break down the basics for you all:

- The census will NOT ask you for your citizenship status



CAPTION



427 likes

tranganhdong Representation matters ✨

While Asian Americans are often underrepresented in the media we also remain one of the most underrepresented groups in the US Census! Today I am partnering with Asian Americans Advancing Justice to encourage you all to #BeSeenBeCounted!

There are a lot of misconceptions about the Census so I'll break down the basics for you all:

- The census will NOT ask you for your citizenship status
- The census takes 10 minutes to complete
- Your responses are safe and secure
- You can complete the census in 3 easy ways: online, by mail or by phone

The census is all about equal and fair representation for all the diverse communities in our country! To fill out the Census today, just visit my2020census.gov! To learn more about the Census and Asian Americans Advancing Justice you can visit them on Instagram at [@advancingjustice_la](https://www.instagram.com/advancingjustice_la) and [@aaaajalc](https://www.instagram.com/aaaajalc)!

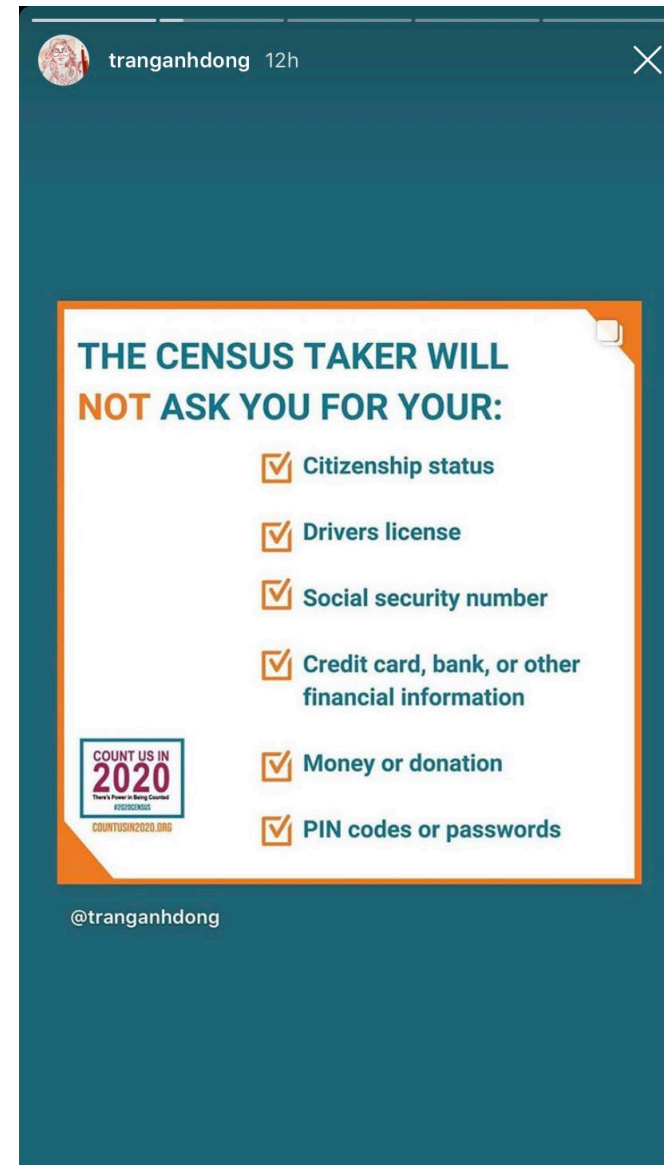
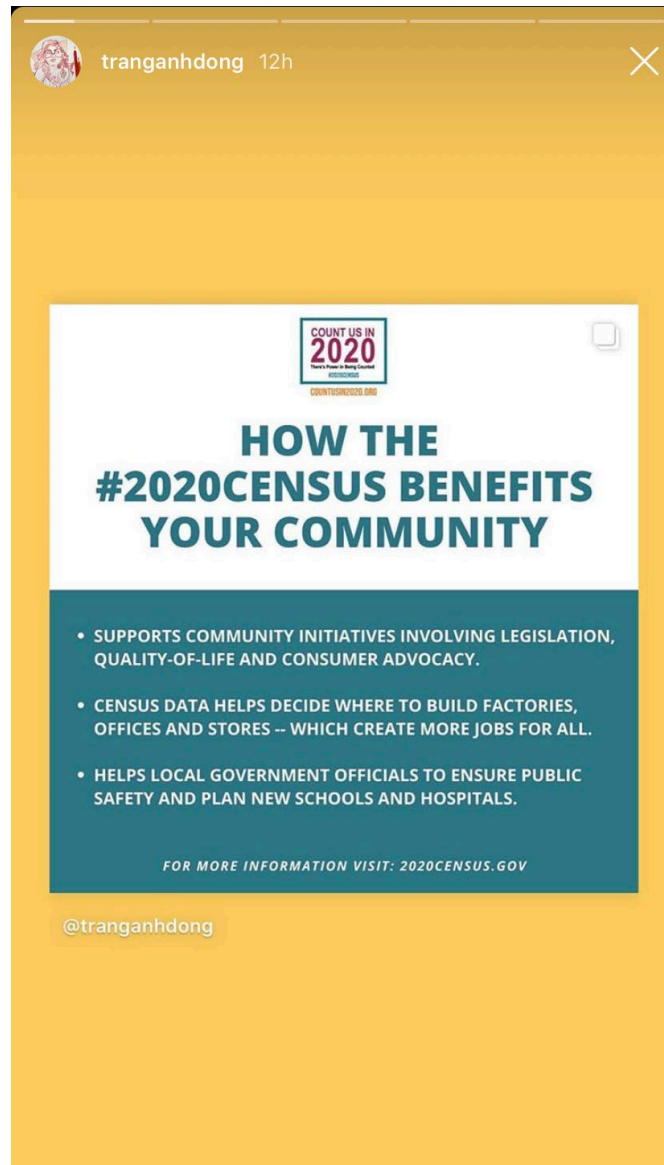
If you had the power to make your home a better place, wouldn't you? What changes would you like to see in your community over the next decade?

View all 19 comments

12 hours ago

@TRANGANHDONG

STORIES



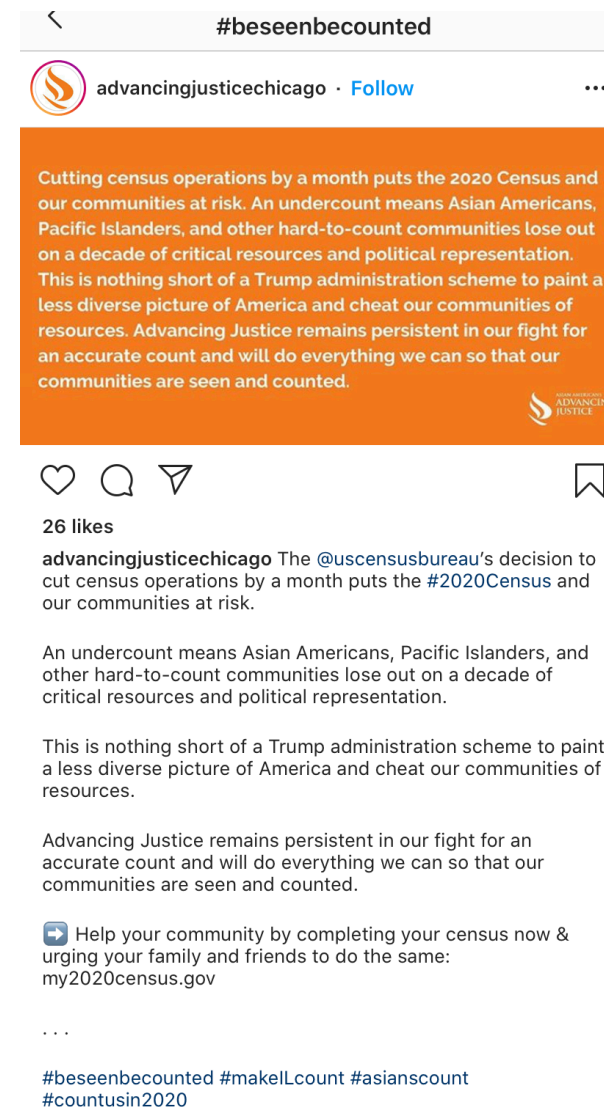
POSTS FOUND UNDER:

#BESEENBECOUNTED



@ADVANCINGJUSTICECHICAGO
1,681K FOLLOWERS

POST + CAPTION



advancing_justice_atl



1,082

Posts

1,966

Followers

308

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Advancing Justice Atlanta

Advancing Justice – Atlanta is the 1st nonprofit legal advocacy nonprofit dedicated to the civil rights of AANHPI in Georgia and the Southeast

linktr.ee/aaajatl

5680 Oakbrook Parkway, Suite 148, Norcross, Georgia

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#beseenbecounted



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67 views

advancing_justice_atl Repost from @aaajalc

•

EVERYONE counts in the census, so fill out your census today! Census benefits our families and communities, including healthcare, emergency services, education, and representation. #BeSeenBeCounted

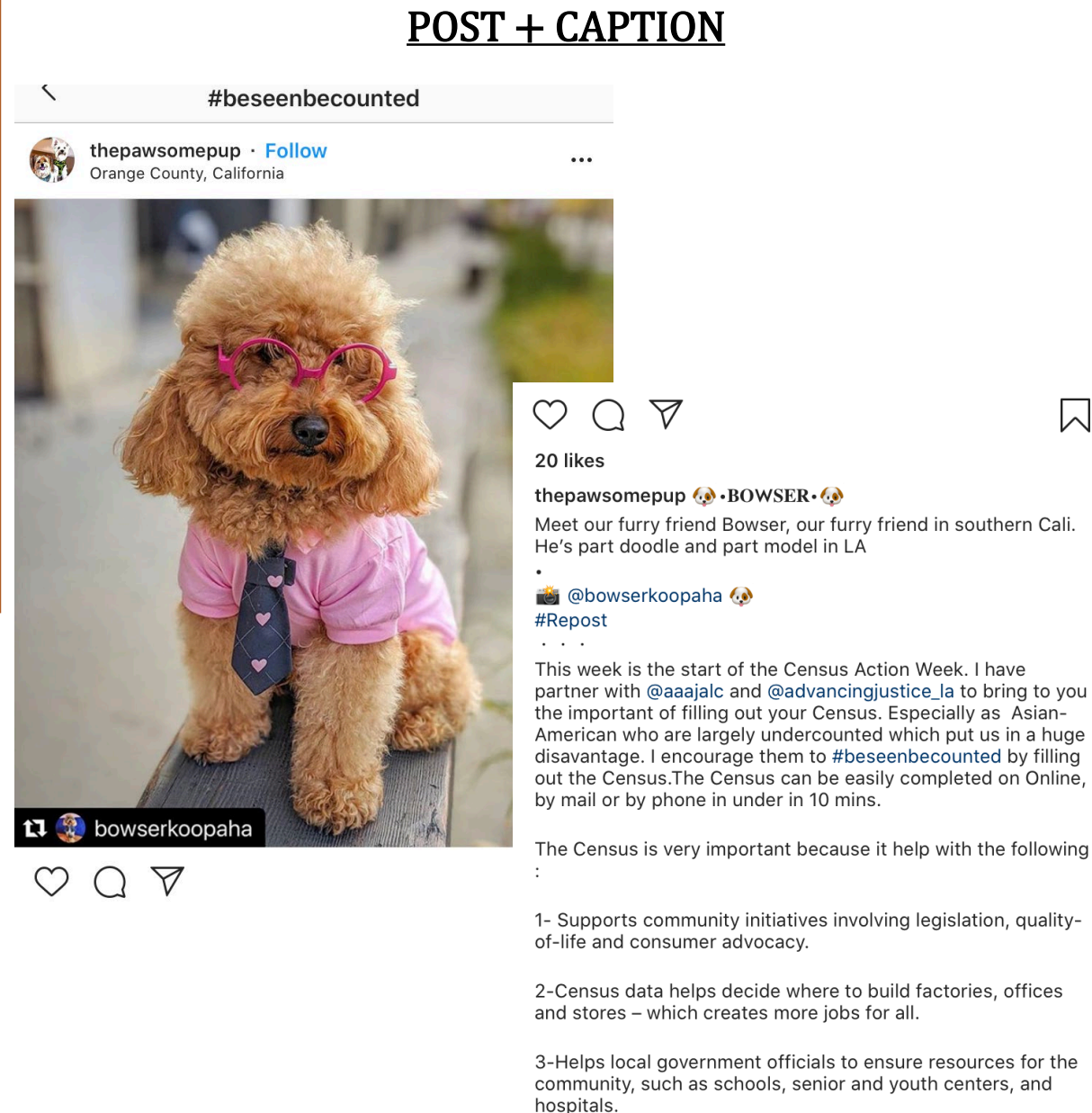
—

@lisingstagram @douamoua @danielmartin @andreanguyen88 @francis_lam @saloseries @justflyproject @thisasianamlife @typefiend @nidhiart

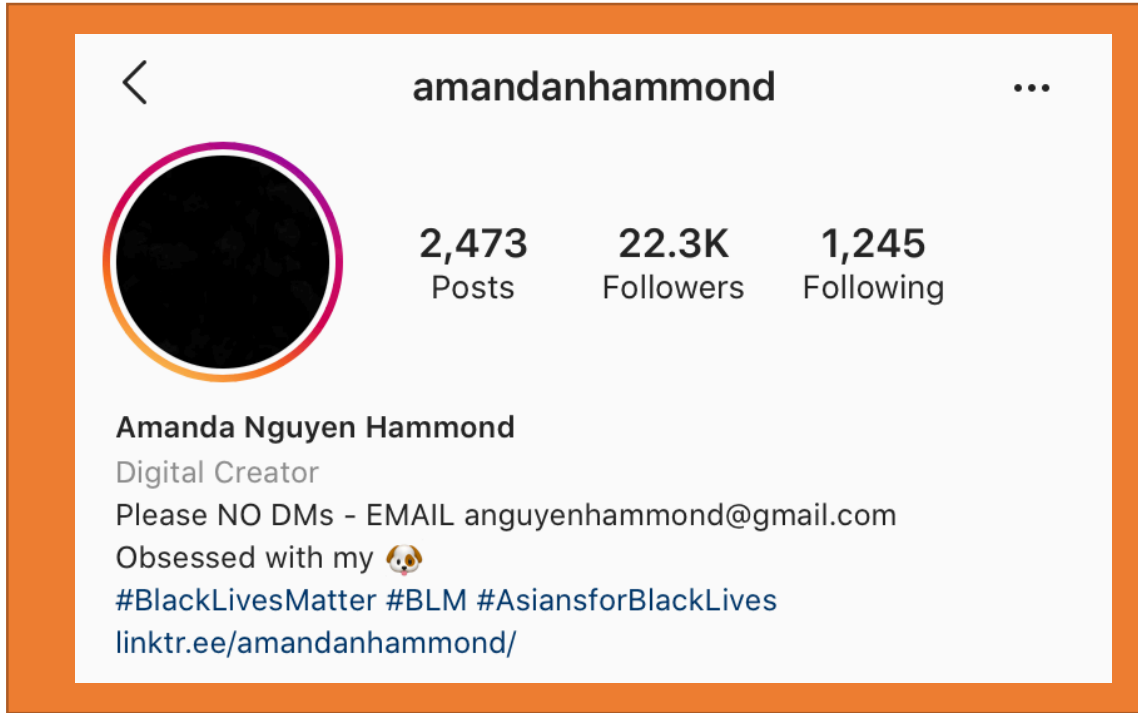
1 day ago



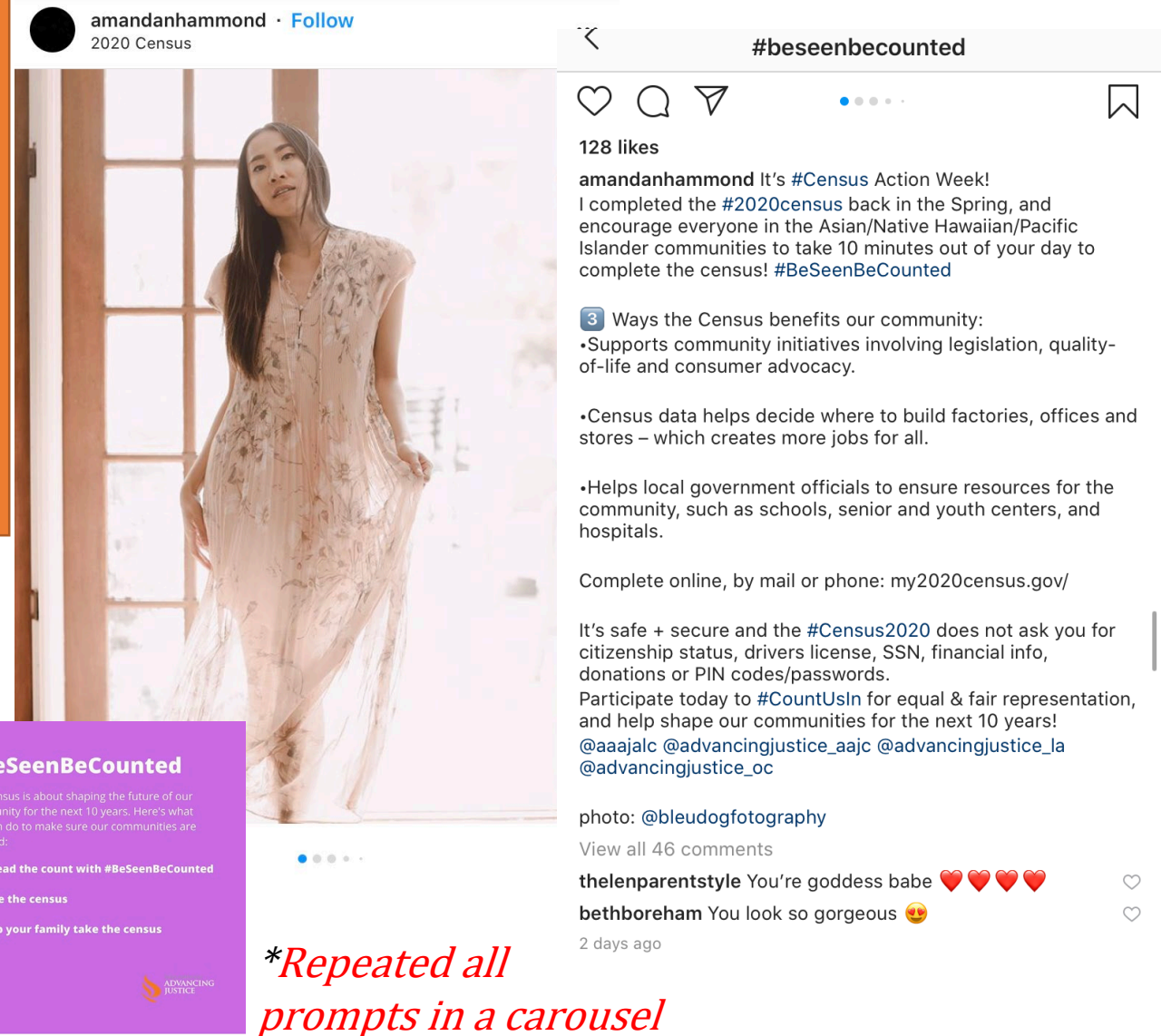
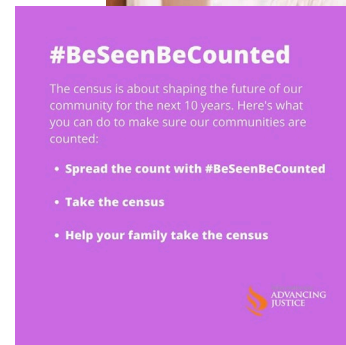
@THEPAWSOMEPU
42 FOLLOWERS



CAROUSEL POST + CAPTION

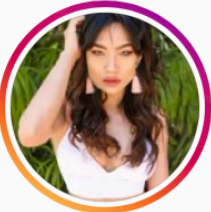


AMANDA NGUYEN HAMMOND
@AMANDANHAMMOND
22.3K FOLLOWERS



**Repeated all prompts in a carousel*

kikiwongo



1,308

Posts

58.7K

Followers

1,960

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KIKI WONG

Writer

 Author "30-Day Travel Challenge"

 Co-Founder @nylonpink

 Guitarist @vigilofwar

 Podcast @fromhelltowellness

linktr.ee/kikiwongo/
Los Angeles, California

KIKI WONG
@KIKIWONGO
58.7K FOLLOWERS

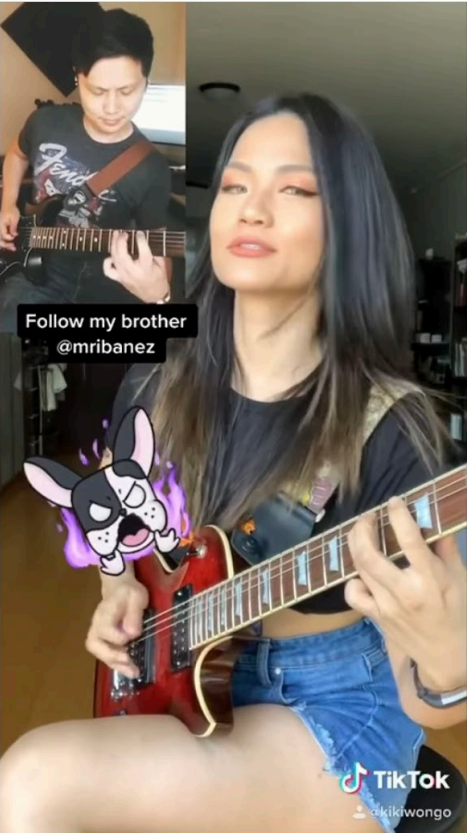
#beseenbecounted



kikiwongo · Follow
Downtown Los Angeles

3,126 views

0:26



Follow my brother
@mribanez

TikTok
@kikiwongo

kikiwongo Another sibling shred! 🎸
Strap by: @getmgetmstraps
Guitar: @zemaitisguitars
Top: @westernevil

Quick check in: Have you completed the Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc and @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census. 🙌 Here's why it's SO important:

- 1) The Census benefits your community initiatives (legislation, quality of life and consumer advocacy),
- 2) It helps determine where businesses will be built—which creates jobs for all, and
- 3) It ensures we have resources for schools, senior and youth centers and hospitals. 🙏

Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades, which puts us at a huge disadvantage)—and we need to do better! It takes 10 minutes to complete (online, by mail or by phone!) and does a world of good for better representation of our Asian community! Help me spread the word—tell your friends and family who may have forgotten to complete the Census and let them know there's still time! 📝 #2020census #asianamerican #asianhustlenetwork #asiangirls #california #asianexcellence #guitar #shred #siblings #metalhead #ironmaiden #thetrooper

View all 65 comments

darthbarnabas You're an inspiration! Awesome playing! I really need to practice more

brentstewartmusic best guitar faces always

2 days ago

CAROUSEL POST + CAPTION



isabelle.du



687
Posts

8,690
Followers

1,548
Following

Isabelle Du

Personal Blog

Miss Vietnam USA '17

SAG-AFTRA Actress|Host|Model

@theamazingrace S25

@americanbeautystar S1-2... more

youtu.be/C4fG2ImEOSsu



isabelle.du · Follow



U.S. Census Bureau



Tôi muốn bảo mật dữ liệu của mình. Tôi đang nói về những câu trả lời của tôi trên Thống Kê Dân Số 2020. Định Hướng Tương Lai. Khởi Đầu Từ Đây.

See Translation



THE CENSUS TAKER WILL
NOT ASK YOU FOR YOUR:

- ✓ Citizenship status
- ✓ Drivers license
- ✓ Social security number
- ✓ Credit card, bank, or other financial information
- ✓ Money or donation
- ✓ PIN codes or passwords



HOW THE
#2020CENSUS BENEFITS
YOUR COMMUNITY

- SUPPORTS COMMUNITY INITIATIVES INVOLVING LEGISLATION, QUALITY-OF-LIFE AND CONSUMER ADVOCACY.
- CENSUS DATA HELPS DECIDE WHERE TO BUILD FACTORIES, OFFICES AND STORES – WHICH CREATE MORE JOBS FOR ALL.
- HELPS LOCAL GOVERNMENT OFFICIALS TO ENSURE PUBLIC SAFETY AND PLAN NEW SCHOOLS AND HOSPITALS.

FOR MORE INFORMATION VISIT: 2020CENSUS.GOV

ISABELLE DU
@ISABELLE.DU
8,690 K FOLLOWERS

#beseenbecounted

191 likes

isabelle.du ✓ REPRESENTATION matters

Especially to my fellow Asian Americans, did you know that we are underrepresented in the @uscensusbureau ?

The census is all about EQUAL + FAIR representation. Let's stand up for our communities ❤️!

It only takes 10 minutes to fill it out! And it will not ask for citizenship status.

<http://my2020census.gov>

✓ Here are 3 ways the census benefits your community:

- 1 Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- 2 Census data helps decide where to build factories, offices and stores – which creates more jobs for all.
- 3 Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals.

#BeSeenBeCounted #CountUsIn #Census2020
#asianamerican #diversity #representationmatters
#vietnamese #cộng đồng

Support Asian Americans Advancing Justice
@advancingjustice_la @aaajalc

Photo @choutoo
Casting by @heatherlynnccasting @primecasting
Agency @prestigiousmodels

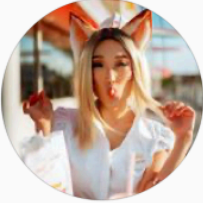

View all 23 comments


adamholmgren22 @isabelle.du most definitely!

melianecasul @isabelle.du 🙌🙌🙌🙌



CAROUSEL POST + CAPTION




cinecosu


295
Posts


12.5K
Followers


2,059
Following

Dominique || "In-N-Out Ahri"
Artist

 cosplay page for @thedomomo



 kai'sa + shotcaller #kdakinda


 food adventures @oddelish






 boozy pickle mukbang below ↓

www.youtube.com/c/CineCosu

DOMINIQUE
@CINECOSU
12.5K FOLLOWERS

**cinecosu** · [Follow](#)





331 likes

cinecosu Friendly reminder that YOUR VOICE MATTERS!

Quick break from cosplay content to share an important message:

Today is the start of Census Action Week. If you haven't already, please take a moment to do your part at MY2020CENSUS.GOV

There are over 20 million Asian Americans and Pacific Islanders in America, and for decades we've been severely undercounted.

Census data helps determine where funding goes for more than \$800 billion dollars on hospitals, roads, and public transportation, as well as our representation in Congress.

It's super painless, only takes 10 minutes to complete, and you can do it online or via phone or mail.

[#BeSeenBeCounted](#)

Make sure our voices are heard!

And swipe right for more details ➡️😊

·

·

·

·

[@advancingjustice_la](#)
[@aaajalc](#)
[#CountUsIn](#)
[#Census2020](#)

#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census




**Repeated all prompts in a carousel*

9/21-9/28 Partners Social Media Posts

EPIC

Empowering Pacific Islander Communities
September 21 at 7:44 PM · 🌐

A [#2020Census](#) message for our Kosraen siblings. Many thanks to our partner COFA Alliance National Network of WA!
[#CountUsIn2020](#)



YOUTUBE.COM
2020 Census with UW Student Yvonne, Deacon Jack & KSA Family and Friends

2 1 Share

Like Comment Share

Write a comment...

Empowering Pacific Islander Communities
September 21 at 10:00 AM · 🌐

Join [U.T.O.P.I.A Seattle](#) for part 2 of [#QTPItheCensus!](#) They will be featuring QTPI professionals to provide insight on what mental health disparities our community is currently facing.



Virtual Talanoa
QTPI The Census: Mental Health Counts
September 24, 2020
6- 7:30PM

Join us for [#QTPItheCensus Part II](#)
We will be featuring Queer and Trans Pacific Islander (QTPI) professionals to provide insight on what mental health disparities our community is currently facing. Learn about how the census impacts funding that could potentially be used to provide support services for our needs.
This is a virtual event.

Special guest panelist

[Dr. Kulan Young](#) [Joseph Sosa](#) [Malina Mwanza](#) [Virginia Luba](#)


United States Census 2020
Broadcasting LIVE on
Follow us @utopiaseattle
[www.utopiaseattle.org](#)

13 3 Shares

Like Comment Share

Write a comment...

Empowering Pacific Islander Communities
September 24 at 6:27 PM · 🌐




U.T.O.P.I.A Seattle was live.
September 24 at 6:21 PM · ⚙️

5 1 Share

Like Comment Share

Write a comment...

Empowering Pacific Islander Communities
September 24 at 3:13 PM · 🌐



[#COFACounts](#)

Living Islands
September 24 at 2:53 PM · 🌐

👉 SEPTEMBER 30TH IS THE LAST DAY TO FILL OUT YOUR CENSUS 🙌
With one week left to fill out the census, it's important to remember how big the impact of the census... [See More](#)

1 1 Share

Like Comment Share

EPIC



Empowering Pacific Islander Communities

September 24 at 8:41 AM · 🌐

6 days left! [#PasifikaCount](#) [#CountUsIn2020](#) [Arkansas Coalition of Marshallese](#) [Marshallese Youth Of Orange County](#) [Marshallese Educational Initiative Peninsula Conflict Resolution Center](#) [Taulama Pacific Islander Health Partnership National Pacific Islander Education Network LE GaFa Utopia PDX - United Territories of Pacific Islanders Alliance Portland U.T.O.P.I.A Seattle Utah Pacific Islander Civic Engagement Coalition NTAS \(National Tongan American Society\) Kutturam Chamoru Na...](#) [See More](#)

6 
DAYS LEFT

FILL OUT YOUR CENSUS TODAY!

[MY2020CENSUS.GOV](#)
844-330-2020



10

14 Shares



Empowering Pacific Islander Communities

September 23 at 9:23 AM · 🌐

7 days left to fill out your census, be sure to tell your family and friends! [#PasifikaCount](#) [#CountUsIn2020](#) [Arkansas Coalition of Marshallese](#) [Marshallese Youth Of Orange County](#) [Marshallese Educational Initiative Peninsula Conflict Resolution Center](#) [Taulama Ma'ae Tonga \(For Tongans\)](#) [Pacific Islander Health Partnership National Pacific Islander Education Network LE GaFa Utopia PDX - United Territories of Pacific Islanders Alliance Portland U.T.O.P.I.A Seattle Utah Pacific Islan...](#) [See More](#)

7 
DAYS LEFT

FILL OUT YOUR CENSUS TODAY!

[MY2020CENSUS.GOV](#)
844-330-2020



8

12 Shares



Empowering Pacific Islander Communities

September 22 at 7:39 PM · 🌐

Shout out to [U.T.O.P.I.A Seattle](#) doing the heart work to get our communities counted! Don't miss out on their [#QTPItheCensus](#) Talanoa focused on mental health this Thursday, 9/24 at 6:00 PM (PDT). Watch live on Facebook.



KNKX.ORG

UTOPIA works to make sure Pacific Islanders are counted in this year's census



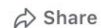
4



Like



Comment



Share



Write a comment...



UPAC

 **Union of Pan Asian Communities-UPAC**
September 28 at 1:18 PM · 🌐

Two more days! Make sure you've completed your [#2020Census](#).



TAKE THE CENSUS TODAY!
Complete the census by Aug 11 to avoid an enumerator knocking on your door!

 **By phone:**
(844) 330-2020
Available in 12 languages

 **Online:**
my2020census.gov

 **By mail:**
If you received the census by mail, you can still send it in.

COUNT ME 2020
2020 Census Logo

COUNTME2020.ORG

TOMO EL CENSO HOY!
Todos cuentan.
Su información personal es 100% confidencial.

 **Teléfono:**
(844) 330-2020
Available in 12 languages

 **En línea:**
2020census.gov/es


 **Por Correo**
Si recibió un formato impreso

COUNT ME 2020
2020 Census Logo

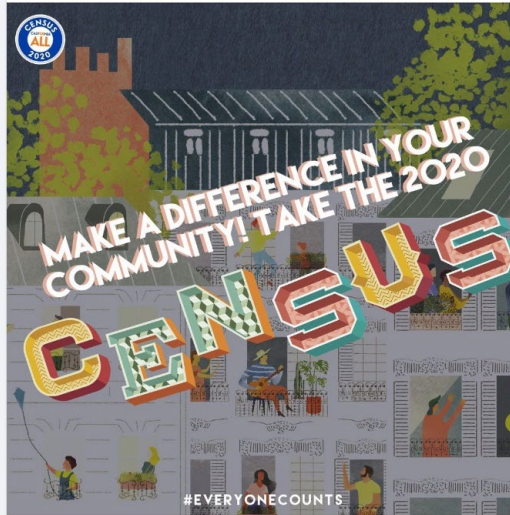
my2020census.gov

Count Me 2020: San Diego and Imperial Counties Census Outreach Coalition
September 28 at 8:02 AM · 🌐

2 DAYS LEFT to be counted in the [#2020census](#). Remember, there is NO citizenship question on the census and your answers are CONFIDENTIAL. Will you call 2 frien... [See More](#)

 **Union of Pan Asian Communities-UPAC**
September 24 at 4:01 PM · 🌐

Less than one week left to complete the [#2020Census](#)! If you need assistance, visit us at our Neighborhood Enterprise Center tomorrow (9/25) from 1pm to 3pm to complete the Census for your household. The census is confidential, quick and helps our communities get the federal funding they deserve. Fill the census out online here: <https://my2020census.gov/> [Count Me 2020: San Diego and Imperial Counties Census Outreach Coalition](#)



#EVERYONECOUNTS

1 Share

The Fresno Center



The Fresno Center

September 26 at 8:28 AM · 🌐

10 years is a long ways to go. You have the chance to shape your future and your family's future by simply completing the census.

Only an average of 66.05% of residents from the Fresno and Tulare counties have completed their census. If this number does not change, we will be missing out on 35% of resources for the next 10 years. (Source:

<https://2020census.gov/en/response-rates/self-response.html>)

If you're still wondering why you should complete the census, here's a messa... [See More](#)



The Fresno Center

September 25 at 4:49 PM · 🌐

Census 2020 - We all count!



17

6 Shares



Like



Comment



Share



Write a comment...



thefresnocenter • Follow

...



thefresnocenter Due in 4 days!

Funding to your community is based on census data. Whatever result the federal government receive on Sept. 20, 2020 is the result we will have to live with for the next 10 years.

A lot can happen in the next 10 years. Make sure your unborn children receive the appropriate resources they need by completing the census TODAY!

Click the link in our bio to complete the census!

#sjvtakeaction #census #takeactions #communitycare



200 views

4 DAYS AGO

Add a comment...



Post

Chinese for Affirmative Action

CAA caasanfrancisco
Portsmouth Square

採用電話、郵寄或
網上的方式, 你
可自行選擇!



caasanfrancisco 三藩市各區齊來參與人口普查! 尚未完成 #2020Census? 前往由 #SFCounts 計劃和社區組織在全市範圍內創建的為期一週的快閃人口普查幫助站點參與人口普查。完成人口普查並有機會獲得獎品及更多贈品! 屆時會提供免費的 PPE。如要了解更多資訊, 請瀏覽網站: sf.gov/census

Get counted, San Francisco! Need some help filling out your Census form? Come by Portsmouth Square on Friday between 1 and 3:30. There will also be FREE PPE and raffle prizes.

The census is for everyone, including the young, the old, citizens and non-citizens, the housed and the unhoused. If you live here, you count!

Why is it important? It helps determine funding for schools, hospitals, roads, social services and more for the next 10 years. Fill out the Census by Sept 30.

There are multilingual events through Tuesday.

You can also fill out your Census online at my2020census.gov

#census2020 #portsmouthsquare

6 days ago



Chinese for Affirmative Action (CAA)

5d · 🌐

三藩市各區齊來參與人口普查! 尚未完成 #2020Census? 前往由 #SFCounts 計劃和社區組織在全市範圍內創建的為期一週的快閃人口普查幫助站點參與人口普查。完成人口普查並有機會獲得獎品及更多贈品! 屆時會提供免費的 PPE。如要了解更多資訊, 請瀏覽網站: sf.gov/census

Get counted, San Francisco! Need help filling out your Census form? Today, Thursday, there's help at Civic Center Plaza. Or come by Portsmouth Square on Friday between 1 and 3:30. There will be FREE PPE and raffle prizes!

The census is for everyone, including the young, the old, citizens and non-citizens, the housed and the unhoused. If you live here, you count! Why is it important? It helps determine funding for schools, hospitals, roads, social services and more for the next 10 years.

There are multilingual events through Tuesday. Thanks, [SF Office of Civic Engagement & Immigrant Affairs](https://sf.gov/civiceengagement). Fill out your Census by Sept 30. #Census2020 #SFCounts

You can also fill out the Census online here: my2020census.gov

We at CAA can also help you! Call CAA at 415-761-3222 or access CAA's WeChat account: CAASF2019.

GET COUNTED, SAN FRANCISCO!
2020 CENSUS WEEK OF ACTION



Portsmouth Square Friday, September 25th
華埠花園角廣場 Viernes 25 de septiembre
1:00 pm - 3:30 pm

GET HELP DOING THE CENSUS!
RECIBE AYUDA PARA HACER EL CENSO



獲取幫助完成人口普查問卷
KUMUHA NG TULONG SA
PAGSAGOT NG CENSUS

More: sf.gov/census

三藩市各區, 齊參與人口普查!
「2020年人口普查」行動週



4



採用電話、郵寄或
網上的方式, 你
可自行選擇!



GET COUNTED, SAN FRANCISCO!
2020 CENSUS WEEK OF ACTION



1 Share

Chinese for Affirmative Action



CAA Retweeted

AAPI Progressive Action @Action... · 5d

The White House and @realDonaldTrump are trying to interfere with our Census and make our communities invisible.

#2020Census #CountUsIn



Report: Order to shorten count wasn't made by Census Bureau
apnews.com



CAA @CAAsanfrancisco · 5d

Need help with filling out the Census? Friday @OCEIA_SF will be in Portsmouth Square offering help in many languages. Free PPE & raffle prizes! Fill out your Census by Sept 30. Everyone counts! #Census2020 #SFCounts



Portsmouth Square 華埠花園角廣場 Friday, September 25th Viernes 25 de septiembre 1:00 pm - 3:30 pm

GET HELP DOING THE CENSUS! RECIBIR AYUDA PARA HACER EL CENSO 獲取幫助完成人口普查問卷 KUMUHA NG TULONG SA PAGSAGOT NG SENSUS

SF COUNTS is a campaign of the City & County of San Francisco Office of Civic Engagement & Immigrant Affairs. More: sf.gov/census

2 1 2



CAA @CAAsanfrancisco · 5d

There are events nearly every day in San Francisco through Tuesday to help with Census forms. #Census2020 #SFCounts



GET COUNTED, SAN FRANCISCO! 2020 CENSUS WEEK OF ACTION

GET HELP IN YOUR LANGUAGE GIVEAWAYS AND PRIZES! FACE COVERINGS PROVIDED GET HELP DOING THE CENSUS!

9/24: Civic Center Plaza | 11:00 am - 3:30 pm
9/25: Portsmouth Square | 1:00 pm - 3:30 pm
9/26: Mendell Plaza | 11:00 am - 3:30 pm

1 1 1



CAA Retweeted

OCEIA | San Francisco @OCEI... · 6d

COVID-19已改變我們生活的方式，但它並無讓「2020年人口普查」止步。不要讓三藩市的人口普查數據被低估！您的社區有賴於您對人口普查的支持。您的參與有助於本市的醫院、急救人員、學校、小商業以及公共福利計劃等獲得所需的重要撥款。

將您自己統計在內：可瀏覽網站 my2020census.gov



20年人口普「仍需要您。」

SF 2020 CENSUS COUNTS

1 1

Asian Resource Inc



Asian Resources Inc.

6d · 🌐

Q&A Time! Ever wondered what's the easiest way to complete the [#Census](#)? Check it out! For more information visit www.2020census.gov.

[#BeSeenBeCounted](#)



Q & A

WHAT'S THE

- ONLINE



Q & A

VISIT



3

1 Share

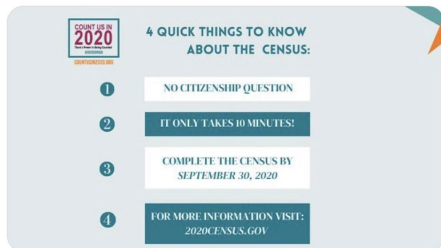
Asian Law Caucus



Asian Law Caucus  @aaaj_alc · 1d
4 things to know about the [#2020Census](#):

- 1 No Citizenship Question.
- 2 It only takes 10 minutes!
- 3 The deadline is September 30, 2020.
- 4 You can find more information at [2020census.gov](https://www.2020census.gov).

[#BeSeenBeCounted](#)



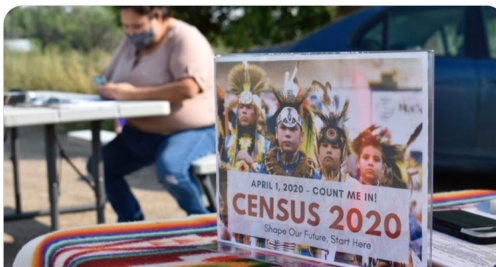
💬 1

↻ 2

❤ 1



Asian Law Caucus Retweeted
AAAJ_AAJC  @AAAJ_AAJC · 5d
Now Congress must do its part to [#SaveTheCensus](#) and put this order into law!



Trump Administration Appeals Order That Extends Census Counting Throu...
[npr.org](#)



↻ 4

❤ 4



Asian Americans Advancing Justice - Asian Law Caucus
1d · 🌐

4 things to know about the [#2020Census](#):

- 1 No Citizenship Question.
- 2 It only takes 10 minutes!
- 3 The deadline is September 30, 2020.
- 4 You can find more information at www.2020census.gov.

[#BeSeenBeCounted](#)



👍 Like

💬 Comment

➦ Share

Asian Law Caucus



Asian Americans Advancing Justice - Asian Law Caucus ***

5d · 🌐

"Today's decision is a victory for data quality," said the incoming president of the American Statistical Association, Rob Santos. "It's vitally important to give the hard-working census employees the time to ensure as fair and accurate a census as possible."



NYTIMES.COM
Federal Judge Bars Trump Administration From Ending Census Early

6

2 Shares



Like



Comment



Share



Asian Americans Advancing Justice - Asian Law Caucus ***

5d · 🌐

EVERYONE counts in the census, so fill out your census today! Census benefits our families and communities, including healthcare, emergency services, education, and representation. [#BeSeenBeCounted](#)

Complete the Census online by September 30:
2020census.gov

#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with [#BeSeenBeCounted](#)
- Take the census
- Help your family take the census



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

[#BeSeenBeCounted](#)



Census affects political representation.
We are here and want our voices heard.

[#BeSeenBeCounted](#)



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

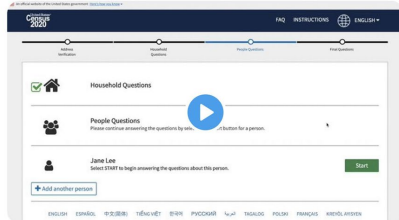
[#BeSeenBeCounted](#)



A3PCON

Every tally counts with the [#2020Census](#). When you complete the Census, it helps determine funding for schools, hospitals, fire departments, social services and more. Fill it out today! [#CountUsIn](#)

YouTube



A3PCON Census English

Get the YouTube: Watch, Listen, Stream app

10:53 AM · 9/24/20 · [Twitter Web App](#)

2 Retweets 2 Likes



A3PCON @A3PCON · 9/22/20

Are you confused or skeptical of how the [#2020Census](#) Census impacts you?

Watch the video below to learn some the direct ways taking the [#census](#) will show up in your community.

[We Count LA](#) @wecoun... · 6/16/20

"When we have a fair and accurate picture. We can expect more resources and more access to better-funded programs." Hear more from Kirk Samuels from @CoCoSouthLA about why it's important we are ALL counted in the [#2020Census](#). Fill out your form online [my2020census.gov](#)



1:00



1

2



Asian Pacific Policy and Planning Council

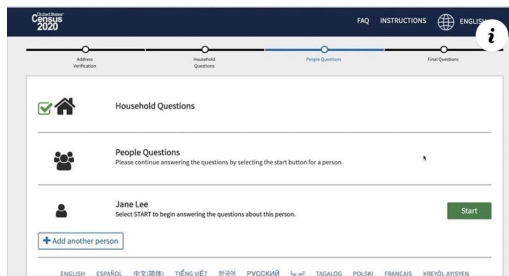
6d ·

Our student interns at [UCLA Asian American Studies](#) Department created this informational walk-through video on the [#2020Census](#)!

Take the Census today at: [2020Census.gov](#)!

[#AAPI2020](#) [#aapicensus](#) [#StopAAPIHate](#)

<https://www.youtube.com/watch?v=6etif9w1veE>



YOUTUBE.COM

A3PCON Census English

Like

Comment

Share

We know that language barriers make it more difficult to understand why personal information is necessary to share in the census. This year, the 2020 census is available in 13 languages!

It's easier than ever to be counted in the [#2020census](#)! Is there someone in your life who mainly speaks a language other than English? You and your loved ones can answer the census in any of the thirteen languages available online right now at the easy click of any mobile device. [www.my2020census.gov](#) [#WeCountLA](#) [#AAPICensus](#)



The census is available in 13 languages

AAAJLA

advancingjustice_la

IT'S CENSUS TIME!

ONLY 1 WEEK TO GO!

GOT 10 MINUTES?

VISIT [2020CENSUS.GOV](https://www.2020census.gov) AND COMPLETE THE CENSUS!

DEADLINE TO RESPOND: SEPTEMBER 30, 2020.

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



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advancingjustice_la It's Census Time! Only 1 week left to complete the #2020Census! Visit [2020Census.gov](https://www.2020census.gov) to respond before the deadline on September 30, 2020 #BeSeenBeCounted.

September 22

advancingjustice_la

WHY DOES THE CENSUS MATTER?

- FAIR REPRESENTATION
- IMPORTANT RESOURCES AND SUPPORT FOR
 - LOCAL FIRE DEPARTMENTS
 - SCHOOLS
 - HOSPITALS AND MORE
- HELPS DETERMINE WHERE FUNDS ARE ALLOCATED IN YOUR COMMUNITY FOR THE NEXT 10 YEARS

COMPLETE THE CENSUS BY SEPTEMBER 30, 2020

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FOR MORE INFORMATION VISIT [2020CENSUS.GOV](https://www.2020census.gov)



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advancingjustice_la Check out our new post above to find out why the #Census matters! We've broken it down for you in just 3 simple points! For more information visit www.2020census.gov. #BeSeenBeCounted

September 23

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Q & A

WHAT'S THE EASIEST WAY TO COMPLETE THE CENSUS?

- ONLINE
- BY PHONE
- BY MAIL



14 likes

advancingjustice_la Q&A Time! Ever wondered what's the easiest way to complete the #Census? Check it out! For more information visit www.2020census.gov. #BeSeenBeCounted

6 days ago

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COUNT US IN 2020
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4 QUICK THINGS TO KNOW ABOUT THE CENSUS:

- 1 NO CITIZENSHIP QUESTION
- 2 IT ONLY TAKES 10 MINUTES!
- 3 COMPLETE THE CENSUS BY SEPTEMBER 30, 2020
- 4 FOR MORE INFORMATION VISIT: [2020CENSUS.GOV](https://www.2020census.gov)



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advancingjustice_la 4 Quick things to know about the #Census - (1) No Citizenship Question. (2) It only takes 10 minutes! (3) Complete the #Census by September 30, 2020. (4) For more information visit www.2020census.gov. #BeSeenBeCounted

5 days ago

AAAJLA

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SEIU
@SEIU

If completing the [#Census](#) didn't matter, Pres. Trump wouldn't have tried so hard to end it early.

Only 5 days left, make sure you're counted! [#Census2020](#)



Ruling Against Shortening Count Adds to Questions Raised About Census
nytimes.com

2:00 PM · 9/25/20 · [Sprout Social](#)

5 Retweets 6 Likes



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It is important that Congress acts swiftly to ensure that we have a complete and accurate Census.



Trump Administration Appeals Order That Extends Census Counting Through Oct. 31
npr.org

9:50 AM · 9/25/20 · [Twitter Web App](#)

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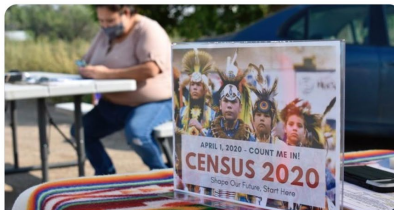


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Hansi Lo Wang · [? DAYS](#)
@hansilowang

BREAKING: A federal judge in California orders [#2020Census](#) counting to be extended through Oct. 31 nationwide, blocking the Trump administration's plan to end early. The admin is expected to appeal, further complicating what could be the count's final days



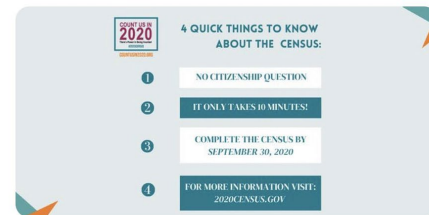
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9:40 AM · 9/25/20 · [Hootsuite Inc.](#)



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Q & A

- ONLINE
- BY PHONE
- BY MAIL

Q & A

VISIT
[2020CENSUS.GOV](https://2020census.gov)
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INFORMATION

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IT'S CENSUS TIME!

ONLY 1 WEEK
TO GO!

GOT 10 MINUTES?

VISIT 2020CENSUS.GOV AND
COMPLETE THE CENSUS!

COUNT US IN
2020
That's how a strong community
thrives.

DEADLINE TO RESPOND:
SEPTEMBER 30, 2020.

COMPLETION 90%

9:20 AM · 9/23/20 · Hootsuite Inc.

2 Retweets 3 Likes



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FOR MORE
INFORMATION VISIT
2020CENSUS.GOV

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Asian Americans Advancing Justice - Los Angeles

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It is important that Congress acts swiftly and puts this into law to ensure that we have a complete and accurate Census.



NPR.ORG

Court Orders Census Counting To Continue Through Oct. 31; Appeal Expected

17

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Q&A Time! Ever wondered what's the easiest way to complete the [#Census](#)? Check it out!

For more information visit www.2020census.gov. [#BeSeenBeCounted](#)



WHAT'S THE

Q & A


ONLINE

Q & A

VISIT

5

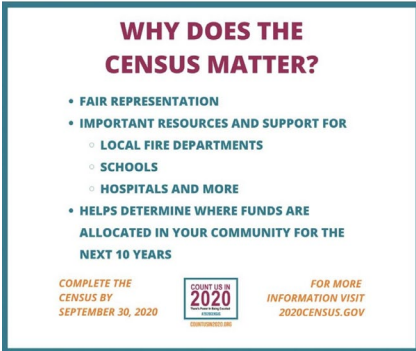
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3

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4

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ENUMERATORS POSTS

POST 1 FB: If you have not completed the #2020Census, Census takers will visit homes starting August 11. Census takers are hired from your area, and their goal is to help you and everyone in your home be counted in the Census. Check out the slides above to see what Census takers will have when they arrive at your door. #BeSeenBeCounted #ShapeYourFuture #CountUsIn

https://www.dropbox.com/sh/fs0axafaiak5p1o/AACbsbn26p-2U9QfGU4n_v82a?dl=0

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<https://www.dropbox.com/sh/1h6v87n6mlvf1yw/AABinb9EQAYiTFpliJCIVirza?dl=0>

TEMPLATE LINK:

https://www.canva.com/design/DAEB5fSonps/oheAC29eBh7wm1XP4kvV9A/view?utm_content=DAEB5fSonps&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

POST 2 FB: Census takers will visit homes that haven't yet responded to the #2020Census to help you and your household to #BeCounted. We've mapped out what to expect starting August 11. #ShapeYourFuture

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POST 3 FB: Have you ever wondered what is a Census taker or what one looks like? We've got you covered! #BeSeenBeCounted #ShapeYourFuture #CountUsIn

<https://www.dropbox.com/s/0lxpxb2kdzu7241/Post%203%20FB.png?dl=0>

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<https://www.dropbox.com/s/xy91uqe8vrrvd71/Post%203%20IG.png?dl=0>

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REGULAR POSTS

POST 4 FB: Everyone counts! Complete the #2020Census today and #BeSeenBeCounted #ShapeYourFuture

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POST 4 IG: Everyone counts! Complete the #2020Census today and #BeSeenBeCounted #ShapeYourFuture

<https://www.dropbox.com/s/7qslldro7y7tuyrx/Post%204%20IG.png?dl=0>

POST 4 TW: Everyone counts! Complete the #2020Census today and #BeSeenBeCounted #ShapeYourFuture

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IG STORY: <https://www.dropbox.com/s/o6ozzzsgmilxx6m/Post%204%20IG%20Story.png?dl=0>

POST 5 FB: A few quick facts about the #2020Census #BeSeenBeCounted #ShapeYourFuture

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POST 5 IG: A few quick facts about the #2020Census #BeSeenBeCounted #ShapeYourFuture

<https://www.dropbox.com/s/1lupzwp03sdusvx/Post%205%20IG.png?dl=0>

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FB STORY: <https://www.dropbox.com/s/e80mgzfl49lkaiy/Post%205%20FB%20Story.png?dl=0>

IG STORY: <https://www.dropbox.com/s/1apds2k0s6udv8d/Post%205%20IG%20Story.png?dl=0>

POST 6 FB: Question: Does the #2020Census ask about citizenship status? Answer: No. The #2020Census doesn't ask whether you or anyone in your home is a U.S. Citizen.

#BeSeenBeCounted #ShapeYourFuture

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IG STORY: <https://www.dropbox.com/s/wnel2y9mph07ict/Post%206%20IG%20Story.png?dl=0>

VISIT [MY2020CENSUS.GOV](https://my2020census.gov)

SETTING THE RECORD STRAIGHT

WHEN COMPLETING THE CENSUS, YOU WON'T BE ASKED
WHETHER YOU OR ANYONE IN YOUR HOME IS A U.S.
CITIZEN.



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

WE'RE ALL COUNTED 

THE CENSUS TAKER WILL **NOT** ASK YOU FOR YOUR:

- ☒ Citizenship status
- ☒ Drivers license
- ☒ Social security number
- ☒ Credit card, bank, or other financial information
- ☒ Money or donation
- ☒ PIN codes or passwords



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







THE CENSUS TAKER WILL **NOT** ASK YOU FOR YOUR:

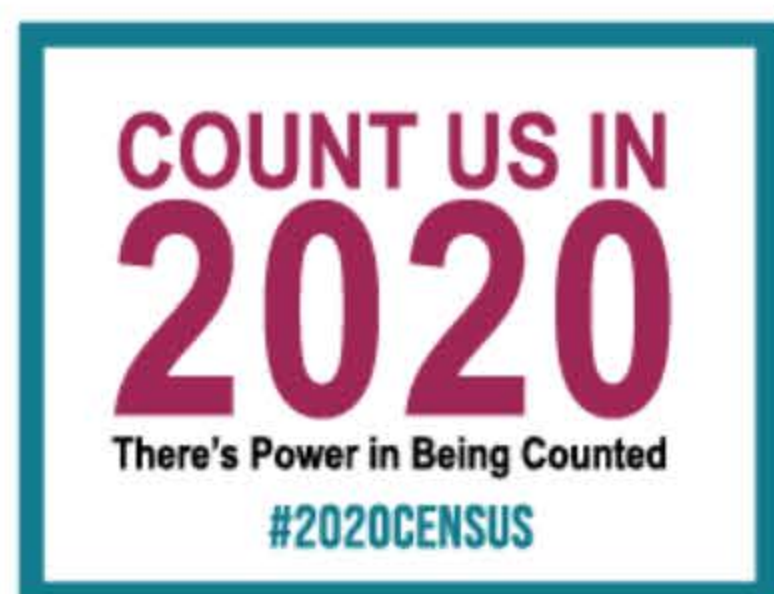
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[COUNTUSIN2020.ORG](https://countusin2020.org)

**IF YOU HAVE NOT COMPLETED
THE CENSUS, CENSUS TAKERS
WILL VISIT HOMES STARTING
AUGUST 11**



All Census takers will have...

- **A valid ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.**
- **A Census Bureau bag or other equipment with the Census Bureau logo.**
- **Personal Protective Equipment (masks, gloves, etc.)**

THIS IS WHAT YOU CAN EXPECT A CENSUS TAKER WILL LOOK LIKE



IMAGE: CENSUS.GOV



Census takers may carry a laptop, laptop bag, confidentiality notices, and an "Official Business" notice for their vehicle.



Census takers may also deliver a paper questionnaire by hanging it on the front door in a water-resistant plastic bag.



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COUNTUSIN2020.ORG

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**STARTING AUGUST 11,
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HERE'S WHAT TO EXPECT



COUNTUSIN2020.ORG





IMAGE: 2020CENSUS.GOV

- **Census takers will wear masks & follow local public health guidelines when they visit your home.**
- **Census takers will complete a virtual COVID-19 training on social distancing and other health and safety protocols before beginning their work in neighborhoods.**



- **If the Census taker who visits your home does not speak your language, you may request a return visit from a Census taker who does speak your language.**
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WHAT IS A CENSUS TAKER?

Someone hired from your local community by the Census Bureau to knock on doors and collect responses to the Census for households that have not yet responded.

Starting August 11, Census takers will visit homes that haven't yet responded to the 2020 Census.



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

TAKE THE CENSUS NOW AT [2020CENSUS.GOV](https://2020census.gov)

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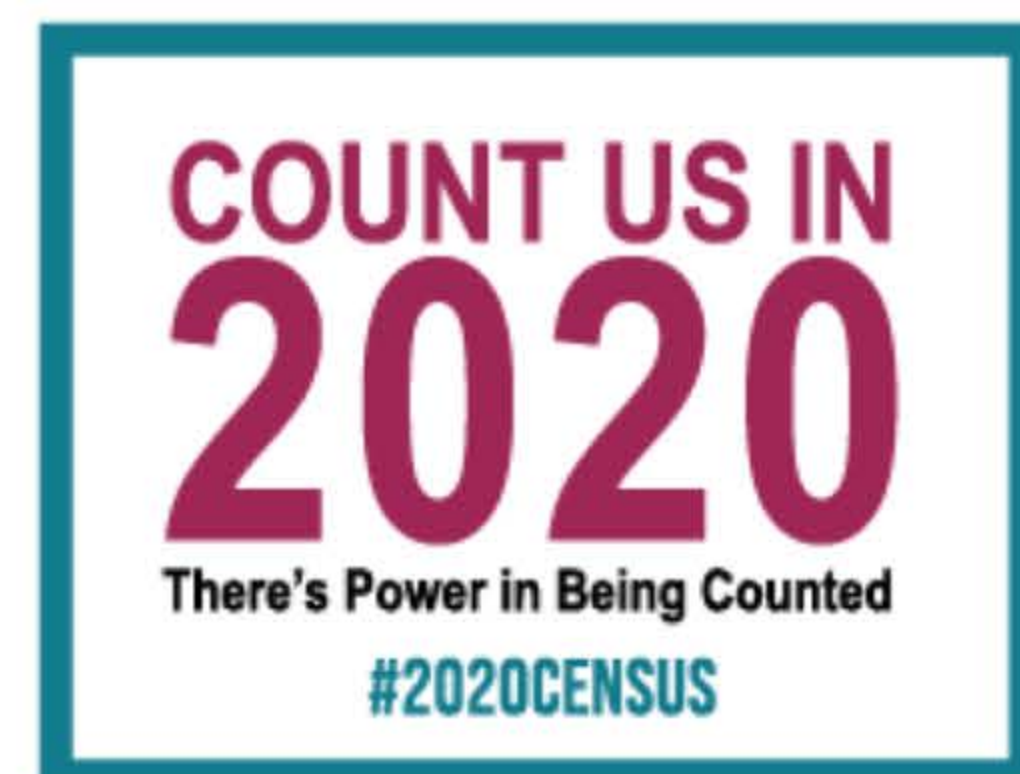
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TAKE THE CENSUS NOW AT [2020CENSUS.GOV](https://2020census.gov)

EVERYONE COUNTS



COMPLETE THE CENSUS TODAY



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

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



➡ EVERYBODY COUNTS

➡ 9 QUESTIONS

➡ SAFE & SECURE

➡ RESPOND TODAY



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

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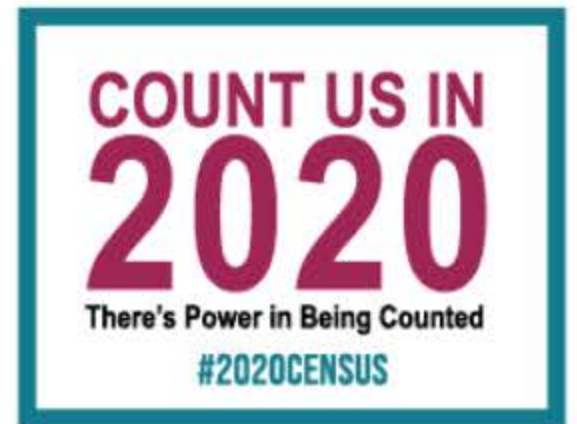
**DOES THE 2020
CENSUS ASK
ABOUT
CITIZENSHIP
STATUS?**



**THE 2020
CENSUS DOES NOT
ASK WHETHER YOU
OR ANYONE IN
YOUR HOME IS A
U.S. CITIZEN.**

***Spread the word to make sure everyone
has the right information about the
2020 Census.***

**FOR MORE INFORMATION
VISIT: 2020CENSUS.GOV**



COUNTUSIN2020.ORG

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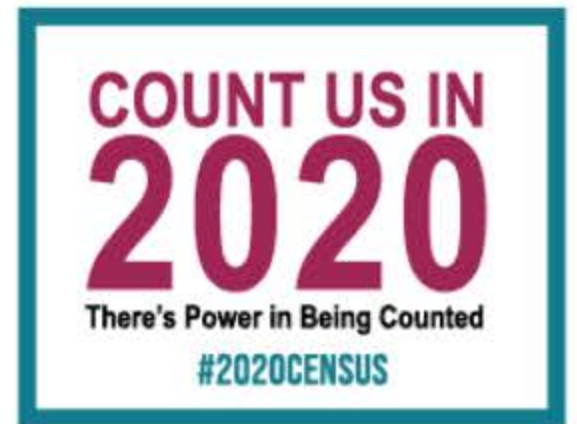
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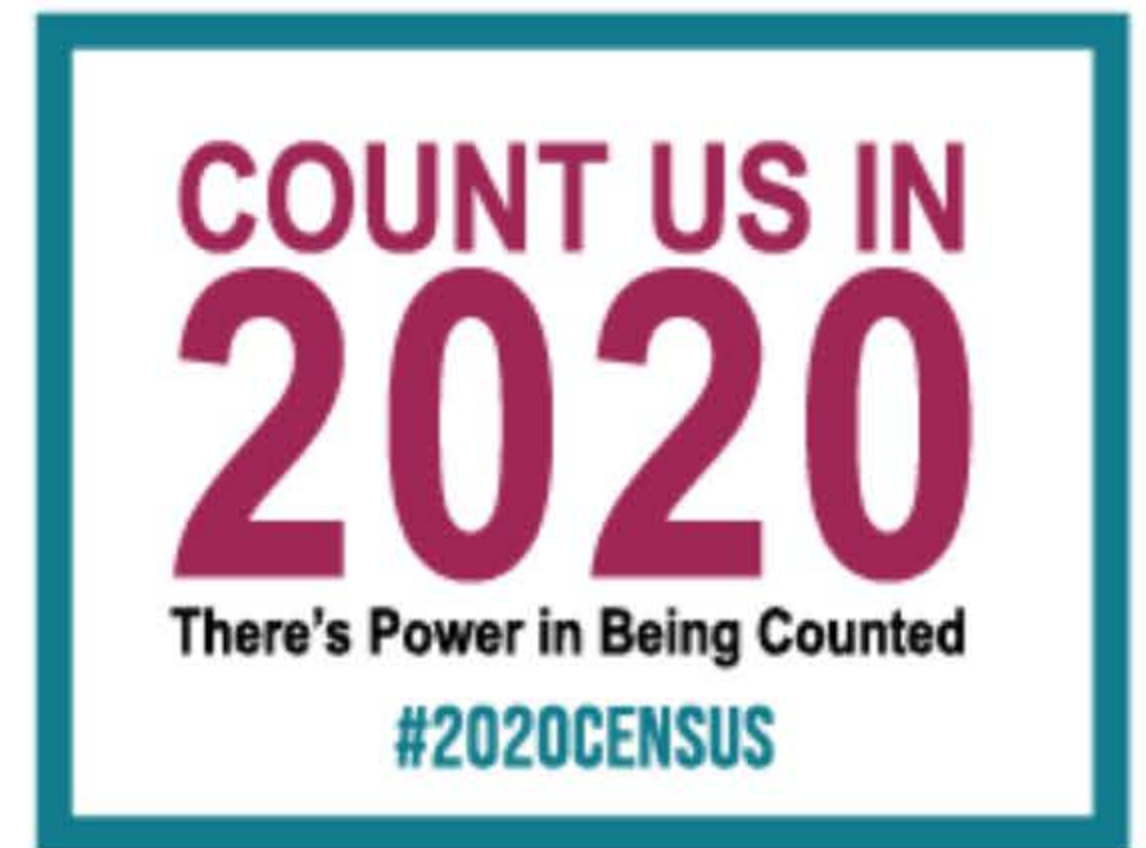
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2020 Census.***

**FOR MORE INFORMATION
VISIT: [2020CENSUS.GOV](https://2020census.gov)**

인구 조사
 ជំរឿន
 国勢調査
 जन-गणना
 การทำสำมะโน
 人口普查

COUNT US IN 2020
 There's Power in Being Counted

जनगणना
 senso
 مردم شماری
 Thống kê dân số
 ਜਨ-ਗਣਨਾ

Kev Txheeb Xyuas Pej Xeem
 ການສຳຫຼວດພົນລະເມືອງ

CountUsIn2020.org

LTSC
 Monterey Park
 East Los Angeles
 Bell
 Cudahy
 Bell Gardens
 Inglewood
 Lennox
 Westmont
 West Athens
 Harbor

Product posted by AllOver Media. Please call 1-800-285-1301 with any questions or concerns.

TRUNG TÂM CỘNG ĐỒNG
 NHÀ Ở
 TRƯỜNG HỌC
 ĐẠI DIỆN DÂN
 TRUNG TÂM CHĂM SÓC SỨC KHỎE

Hoàn thành thống kê dân số, định hướng cho cộng đồng của bạn.

Cứ sau mỗi 10 năm, Thống kê Dân số Hoa Kỳ kiểm tra mọi người sống trên đất nước này. Với việc hoàn thành Thống kê Dân số, bạn góp phần ấn định cách ngân sách liên bang được phân phối cho cộng đồng của bạn. **Thống kê Dân số định hướng các dịch vụ và nguồn tài trợ cho gia đình và cộng đồng của bạn.** Việc thống kê này an toàn và quan trọng cho mỗi người.

10 năm, Thống kê Dân số kiểm tra mọi người sống trên đất nước này. Với việc hoàn thành Thống kê Dân số, bạn góp phần ấn định cách ngân sách liên bang được phân phối cho cộng đồng của bạn. **Thống kê Dân số định hướng các dịch vụ và nguồn tài trợ cho gia đình và cộng đồng của bạn.** Việc thống kê này an toàn và quan trọng cho mỗi người.

TRUNG TÂM CỘNG ĐỒNG
 NHÀ Ở
 TRƯỜNG HỌC
 ĐẠI DIỆN DÂN
 TRUNG TÂM CHĂM SÓC SỨC KHỎE

Quý vị vẫn có thể hỏi đáp trực tuyến hoặc qua điện thoại cho đến tháng 9 năm 2020.
844-461-2020

ASIAN AMERICANS
 ADVANCING JUSTICE
 LOS ANGELES

A3PCON
 ASIAN PACIFIC POLICY & PLANNING COUNCIL

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

COMPLETE YOUR CENSUS BY
 SEPTEMBER 30, 2020
my2020census.gov

LA_V

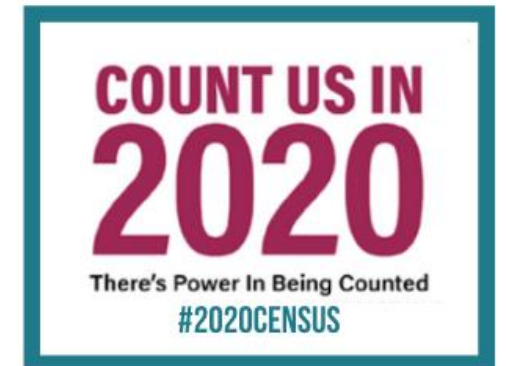
Campaign Outreach & Highlights

2020 Census Season Recap



ASIAN AMERICANS
**ADVANCING
JUSTICE**

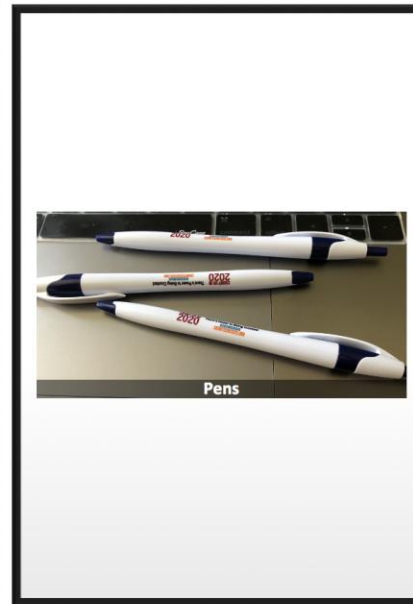
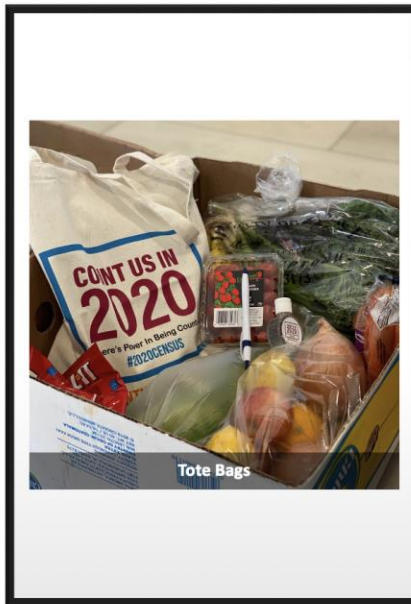
LOS ANGELES



COUNTUSIN2020.ORG

JANUARY

- Developed Marketing Outreach timeline to guide Census campaign planning
- Planned materials + campaign update for launching kickoff calls with partners
- Managed production of Census-branded totes, hand sanitizers, and pens



FEBRUARY

- Led bi-weekly Regional Partner calls to track campaign process
- Conceptualized messaging and visuals for public service announcement videos
- Designed and produced in-language flyers, posters, and postcards for partners
- Developed and distributed a template press release for Regional Partner events*

**Press Release developed at a time when events were still occurring, and before stay-at-home orders were announced.*

PSA Storyboard



Multilingual Posters / Flyers / Postcards

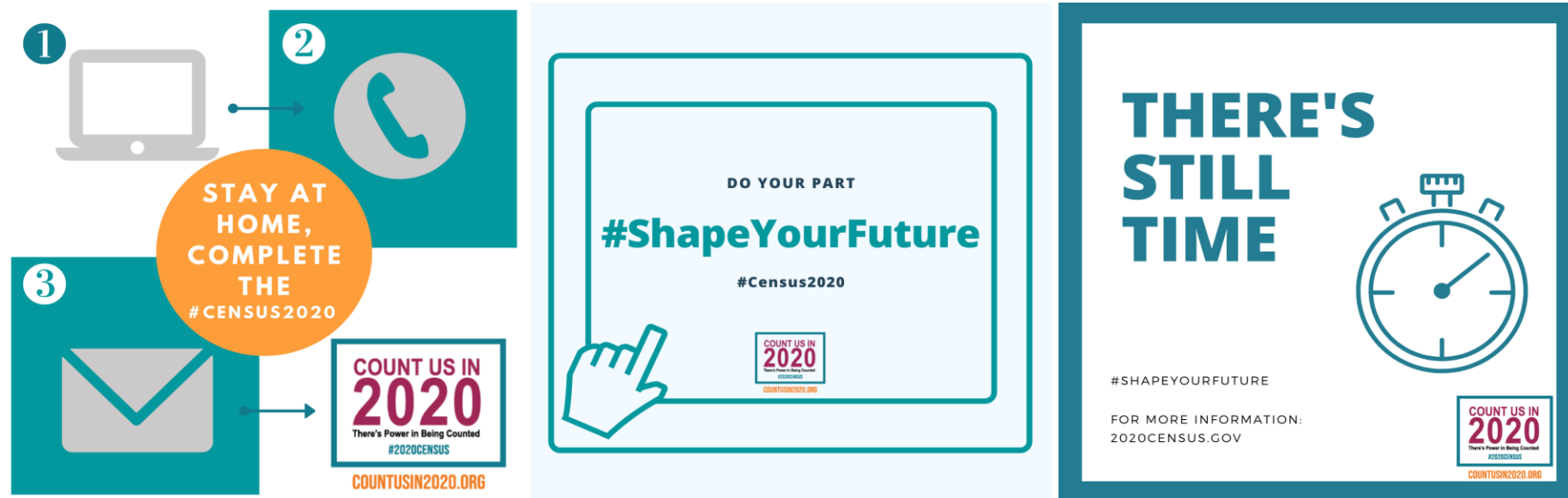


MARCH

- Led bi-weekly Regional Partner calls to track campaign process
- Developed Census API Collaboration Press Release
- Developed Social & Digital Marketing Tip Sheet for Regional Partners
- Developed PSA Voice Over 'How To' Tip Sheet for Regional Partners
- Developed messaging for Census scams + fraud

APRIL

- Outreached to influencers to drive Census messaging for APA Heritage Month
- Developed social posts and images for the month of April
- Developed Facebook and Twitter cover images for Regional Partner use



#BeSeenBeCounted APA Social Campaign



douamoua



148 views · Liked by mpinla
douamoua #BeSeenBeCounted

#census2020 #2020 #census #2020census

2 days ago

Social Images + Posts



FB & TW Cover Images

MAY

- Produced public service announcements in 16 languages (samples on next slide)
- Developed social posts and images for the month of May



PUNJABI

ਸਾਡੇ ਨਾਲ ਜੁੜੋ ਅਤੇ ਗਿਣਤੀ ਕਰਵਾਓ - ਆਪਣੇ ਪਰਿਵਾਰ
ਅਤੇ ਆਪਣੀ ਭਾਈਚਾਰੇ ਲਈ!

BURMESE

အနာဂတ်ကိုပုံဆောင်ဖို့ ကျွန်ုပ်တို့ကို ကူညီပါ။

HMONG

Koom tes nrog peb thiab kom raug suav,
no yog rau koj tsev neeg thiab lub zej zog.

MANDARIN

为您的家庭，为您的社区作出贡献！

KHMER

ដោយចូលរួមក្នុងការវាស់បញ្ហាសង្គមជនប្រជាជន
នេះ- គិតប្រាប់អនាគតគ្រួសារ
និងសហគមន៍របស់អ្នក!

VIETNAMESE

HÃY THAM GIA CÙNG CHÚNG TÔI VÀ ĐỂ ĐƯỢC
ĐẾM – VÌ GIA ĐÌNH VÀ CỘNG ĐỒNG CỦA QUÝ VỊ!

CANTONESE

為您的家庭，為您的社區作出貢獻！

KOREAN

가족과 지역사회를 위해 인구조사에
참여해 주세요.

THAI

ร่วมมือกับเรา สร้างความสำคัญกับ
ครอบครัว และชุมชนตนเอง!

JUNE

- Month-long disruption with Black Lives Matter and social justice protests
- Developed racial equity content to make Census messaging relevant and inspire action to participate and be counted

**4 THINGS THE CENSUS BUREAU
WILL NEVER ASK YOU FOR:**

**YOUR SOCIAL
SECURITY NUMBER.**

**YOUR BANK ACCOUNT OR
CREDIT CARD NUMBERS.**

**YOUR POLITICAL
PARTY AFFILIATION.**

MONEY OR DONATIONS.

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

JUNE

**LGBTQ PRIDE
MONTH**



TELL OTHERS TO RESPOND

NEWBORNS COUNT

YOUR KIDS COUNT

ROOMMATES COUNT

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

Racial Equity Posts



Rapper and activist Killer Mike

**"FILL OUT YOUR CENSUS SO
THAT PEOPLE KNOW WHO YOU
ARE AND WHERE YOU ARE."**

**ASIANS
FOR
BLACK
LIVES**

HOW CAN YOU BE AN ALLY?

How To Advocate For Racial Justice



WE STAND

IN SOLIDARITY

LET'S LEARN TO BE ALLIES



Image: CNN

**YOUR VOICE MATTERS
YOUR REPRESENTATION MATTERS**



WE CAN. WE ARE.

**IN THIS
TOGETHER**

Find out more 2020census.gov

#SHAPEYOURFUTURE

**STOP HATE
&
SPREAD**



2020CENSUS.GOV

JULY

- Developed social posts for the month of July
- Developed milestone posts touting the arrival of the enumerators

WHAT IS A CENSUS TAKER?

Someone hired from your local community by the Census Bureau to knock on doors and collect responses to the Census for households that have not yet responded.

Starting August 11, Census takers will visit homes that haven't yet responded to the 2020 Census.



TAKE THE CENSUS NOW AT 2020CENSUS.GOV

THIS IS WHAT YOU CAN EXPECT A CENSUS TAKER WILL LOOK LIKE



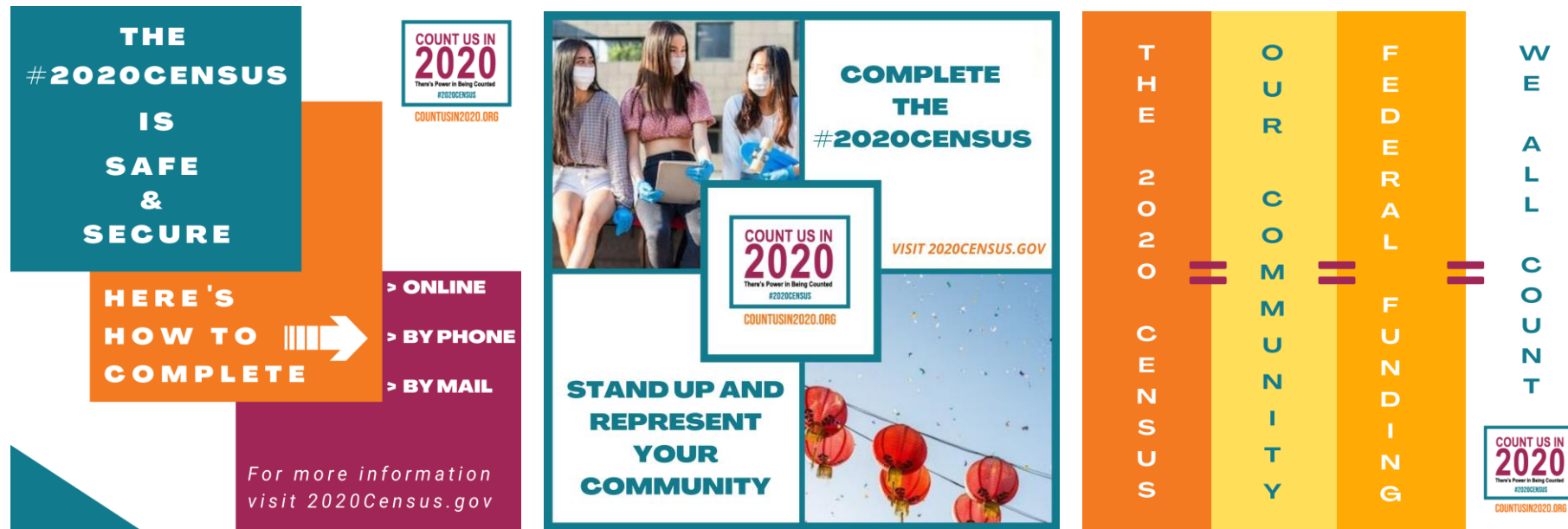
IMAGE: CENSUS.GOV

Scheduled to arrive between July 22 and July 28.

The U.S. Census Bureau will send an additional reminder postcard to households that have not yet responded to the 2020 Census.

AUGUST

- Launched August 3rd Census social influencer campaign; [see full recap here](#)
- Developed social posts and images for the month of August



Summary of Participating Influencers

Name	Social Media Handle	Followers
XiXi Yang*	@xixiyang	240 K
An Dyer*	@HautePinkPretty	189 K
Loreen Hwang*	CoucoulJolieBlog	181K
Tommy Lei*	@MyBelonging	97.9 K
Mina	@ChicagoFoodGirl	61.6K
Jennifer Yu	@MissPiggieEats	55.2 K
Kaila Yu	@KailaYu	39.7 K
Asia Ellington	@asiadraws	29.4 K

Name	Social Media Handle	Followers
Chris Auyong	@chrisauyong	18.7 K
MoogleFett	@MoogleFett	15.2K
Ada Trinh	@TrangAdaTrinh	14.9 K
Jennifer Chan	@JennChanGlam	14.1 K
Niza Ounnguyen	@NizaOunnguyen	7.4 K
Marie Tran	@magicandmarie	5,130 K
Alisa B. Wong	@abitwong	4,126 K
Trang Dong	@tranganhdong	3,143 K

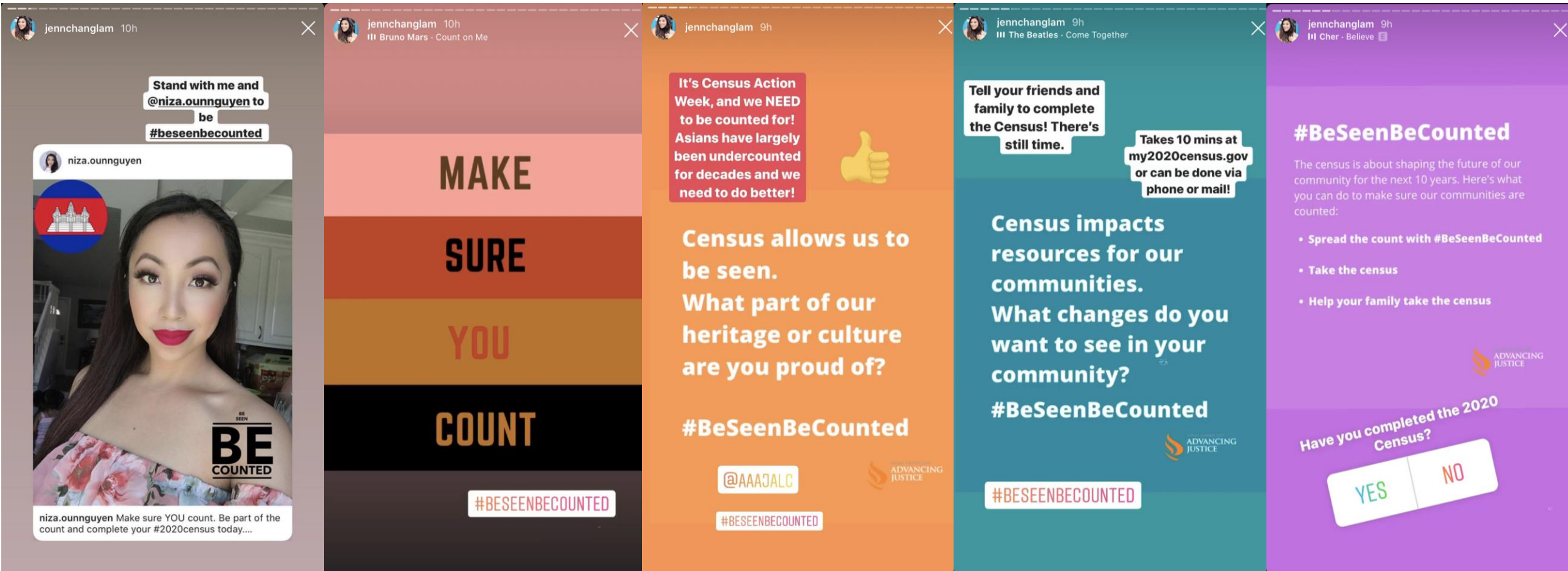
**indicates paid influencer*

Highlights:

- 67 social mentions
- Leading social platform: IG
- Monday's 8/3 kickoff inspired greater engagement + posts on Tuesday and through the week

@JENNCHANGLAM

IG STORIES



POST



863 likes

misspiggieeats Have you completed your Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it's so important:

The census benefits your community & Supports community initiatives involving legislation, quality-of-

CAPTION



863 likes

misspiggieeats Have you completed your Census yet? Today kicks off Census Action Week and I've partnered with @aaajalc & @advancingjustice_la to encourage my fellow Asians to #BeSeenBeCounted and complete the 2020 Census! Here are some reasons why it's so important:

The census benefits your community & Supports community initiatives involving legislation, quality-of-life and consumer advocacy.

Census data helps decide where to build factories, offices and stores – which creates more jobs for all.

Helps local government officials to ensure resources for the community, such as schools, senior and youth centers, and hospitals! Despite being such a large population in CA, Asians are largely undercounted for (and have been for decades) which puts us at a huge disadvantage. So let's do better. It only takes 10 minutes to complete (online, mail or by phone!) Help me spread the word by telling your friends and family who may have forgotten! 🙏🥰🥰

#2020Census #asianamericans

View all 48 comments

2 hours ago

STORY



#BeSeenBeCounted Video

Celebrities and Social Media Influencers Promote the Census

Social Media Handle	Followers
@typefiend	5,062 K
@danielmartin	138 K
@andreanguyen88	37.3 K
@lisalingstagram	160 K
@nidhiart	18.4 K
@francis_lam	18.4 K
@thisasianamlife	4,100
@douamoua	13.3 K

Click [here](#) to see video.



SEPTEMBER

- Three community doorhanger campaign in six Asian languages on 9/7, 9/14, 9/21
- Produced more branded hand sanitizers and included branded Census masks
- Podcast, online radio and mega influencer celebrity paid media integrations
- Develop social posts and images for the month of September

The image displays four informational graphics for the 2020 Census, arranged in a 2x2 grid. Each graphic features the 'COUNT US IN 2020' logo, which includes the tagline 'There's Power in Being Counted' and the hashtag #2020CENSUS.

- Top Left:** A teal square with the text 'WHAT'S THE EASIEST WAY TO COMPLETE THE CENSUS?' in white, bold, uppercase letters.
- Top Right:** A teal square with the text 'Q & A' in white, bold, uppercase letters, with a white wavy line underneath.
- Bottom Left:** A white square with a teal border. The title 'WHY DOES THE CENSUS MATTER?' is in bold, uppercase letters. Below it are three bullet points: 'FAIR REPRESENTATION', 'IMPORTANT RESOURCES AND SUPPORT FOR' (with sub-bullets for 'LOCAL FIRE DEPARTMENTS', 'SCHOOLS', and 'HOSPITALS AND MORE'), and 'HELPS DETERMINE WHERE FUNDS ARE ALLOCATED IN YOUR COMMUNITY FOR THE NEXT 10 YEARS'. At the bottom, it says 'COMPLETE THE CENSUS BY SEPTEMBER 30, 2020' and 'FOR MORE INFORMATION VISIT 2020CENSUS.GOV'.
- Bottom Right:** A light blue square with a teal border. The title '4 QUICK THINGS TO KNOW ABOUT THE CENSUS:' is in bold, uppercase letters. Below it are four numbered items: '1 NO CITIZENSHIP QUESTION', '2 IT ONLY TAKES 10 MINUTES!', '3 COMPLETE THE CENSUS BY SEPTEMBER 30, 2020', and '4 FOR MORE INFORMATION VISIT: 2020CENSUS.GOV'.

- View doorhangers in Bay Area & LA Drop 1 [here](#)
- View doorhangers in Bay Area & LA Drop 2 [here](#)





oliviamunn

POST

...

MAKE

SURE

YOU

COUNT



4,802 likes

oliviamunn My fellow Asian-American community, there's still time to complete the 2020 Census. We are one of the most underrepresented communities in this country and your response will make a huge difference. The Census can shape many different aspects of your community, critical resources and political representations. It takes less than 10 minutes & you can fill it out online. Link in Bio or go here 🖱️ (www.my2020census.gov)

@aaajalc @advancingjustice_la ❤️

#BeSeenBeCounted

STORY



oliviamunn 11h



MAKE

SURE

YOU

COUNT

There's still time to fill out the 2020 Census! My fellow Asian-American community, I urge you to complete the 2020 Census. It takes less than 10 minutes & you can fill it online.

Swipe 🖱️ to the link to participate.

We are the one of the most underrepresented communities in this country and your response will make a huge difference.

#BeSeenBeCounted

@aaajalc @advancingjustice_la

OLIVIA MUNN// @OLIVIAMUNN // 2.7M FOLLOWERS



oliviamunn



1,724
Posts

2.7M
Followers

1,411
Following

Olivia Munn

Proud Asian American ❤️

shelterpetproject.org/



mingna_wen



22,429 likes

mingna_wen You are worthy. So make yourself count by being counted! 🥰❤️

.....

Everyone should do this. AsianAmericans even more so. AAPI are the most underrepresented in this country. We can changed that by taking only 10 mins to fill out the 2020 census. It's easy. It's important. That's why I've partnered up with @advancingjustice_la and @aaajalc to get the word out! 🙏🙏

.....

Go to my2020censusgov.

Deadline is Sept 30th. Tell all your friends and family to do it.

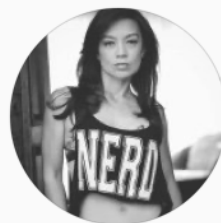
#BeSeenBeCounted #CountUsIn #consensus2020

#representationmatters

MING-NA WEN // @MINGNA_WEN // 987K FOLLOWERS



mingna_wen



2,605
Posts

987K
Followers

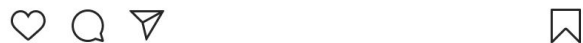
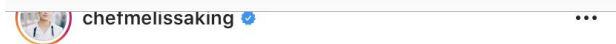
444
Following

Ming-Na Wen

Making a living. Living the dream.

wenever.com

POST



6,256 likes

chefmelissaking Bringing this picture back because representation matters (or is it representasian 🤔). Being seen and counted in the census matters. It directly impacts resources available to our AAPI community and citizens. Visit my2020census.gov to complete the census today. @advancingjustice_la #beseenbecounted #countusin #censuspartner

MELISSA KING// @CHEFMELISSAKING // 152K FOLLOWERS

STORY





chefmelissaking 



3,210
Posts

152K
Followers

968
Following

Melissa King
Chef

- @bravotopchef All-Stars S17 Winner 🏆
- Fan Favorite Winner 🌟
- @wme - Jeff Googel - JAG@wmeagency.com
- Shoutouts @cameo @patreon... more

www.crowdcast.io/e/kimchipeachvinaigrette/register?utm_source



10,727 likes

cherylburke Missing family and friends in the ballroom this year!

Wanted to take a moment as I've partnered with [@aaajalc](#) & [@advancingjustice_la](#) to encourage all of my fellow Asian-Americans to complete the 2020 Census.

You can fill it out online (my2020census.gov), by mail or by phone, which only takes a few minutes!

We are the one of the most underrepresented communities in this country and your response will make a huge difference. The Census can shape many different aspects of your community, critical resources and political representations. [#BeSeenBeCounted](#)

CHERYL BURKE // @CHERYLBURKE // 579K FOLLOWERS



cherylburke



2,880
Posts

579K
Followers

588
Following

Cheryl Burke

Pro Dancer on [@dancingabc](#)

Inquiries: susan@guttmanpr.com

YouTube.com/CherylBurke

CHERYL BURKE X [@baileyblueclothing](#) Masks
baileyblueclothing.com

#BESEENBECOUNTED STORIES

#beseenbecounted · jennchanglam · 6h
ABBA · Dancing Queen

Thank you for your support
@cherylburke
@aaajalc

#BESEENBECOUNTED

cherylburke



cherylburke Missing family and friends in the ballroom this year!...

#beseenbecounted · jennchanglam · 6h

Thank you
@kimikoglenn!!!

my2020census.gov

@AAAJALC #BESEENBECOUNTED

kimikoglenn




kimikoglenn Remember to fill out your census!! Go to My2020Census.gov or click the link in my bio to get...

#beseenbecounted · jennchanglam · 6h
Bruno Mars · Count on Me

Ahhh I love you
@themamamai!!!! ❤️
❤️❤️ thank you!!!

#BESEENBECOUNTED

themamamai



themamamai Mama Mai want the Asian Community to TAKE ACTION to help America become the best plac...

#beseenbecounted · jennchanglam · 5h
Usher · Yeah! (feat. Lil Jon, Ludacris)

Thank you
@oliviamunn ❤️❤️❤️

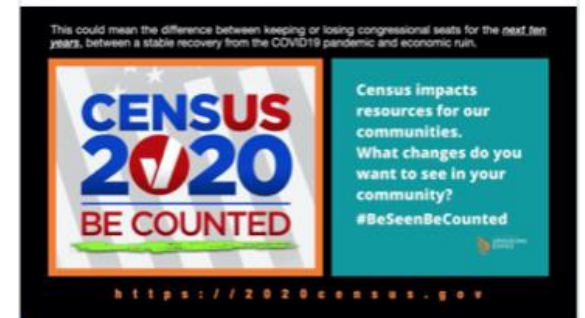
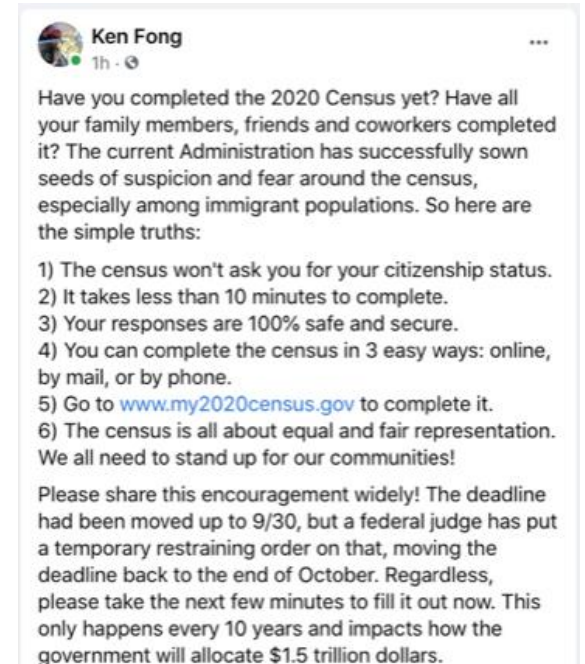
❤️ #BESEENBECOUNTED

oliviamunn

MAKE
SURE
YOU
COUNT

oliviamunn My fellow Asian-American community, there's still time to complete the 2020 Census. We ar...

ASIAN AMERICA: THE KEN FONG PODCAST



ASIAN NOT ASIAN @ASIANNOTASIANPROD // 11.2K FOLLOWERS



asiannotasianpod @thefumiabe and @nicepantsbro don't live together (because our romantic partners vetoed it) but we're still filling out our census forms. The census helps inform budgeting and resource allocation. FILL IT OUT!

#CountUsIn #Census2020

#BeSeenBeCounted #sponsored

@advancingjustice_la

@aaajalc

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IMPORTANT INFO

- [] Complete the census by September 30, 2020
- [] The census will NOT ask you for your citizenship status
- [] The census takes less than 10 minutes to complete
- [] Your responses are safe and secure
- [] You can complete the census in 3 easy ways: online, by mail or by phone
- [] Complete your census today at my2020census.gov
- [] The census is all about equal and fair representation. Stand up for your community.

Three ways how the census benefits your community:

- [] 1. Ensures resources for our families and our community, such as schools, senior and youth centers, libraries and hospitals.
- [] 2. Supports community initiatives involving legislation, quality-of-life and consumer advocacy.
- [] 3. Helps plan for business development and determine where to build factories, offices and stores – which creates more jobs for all.

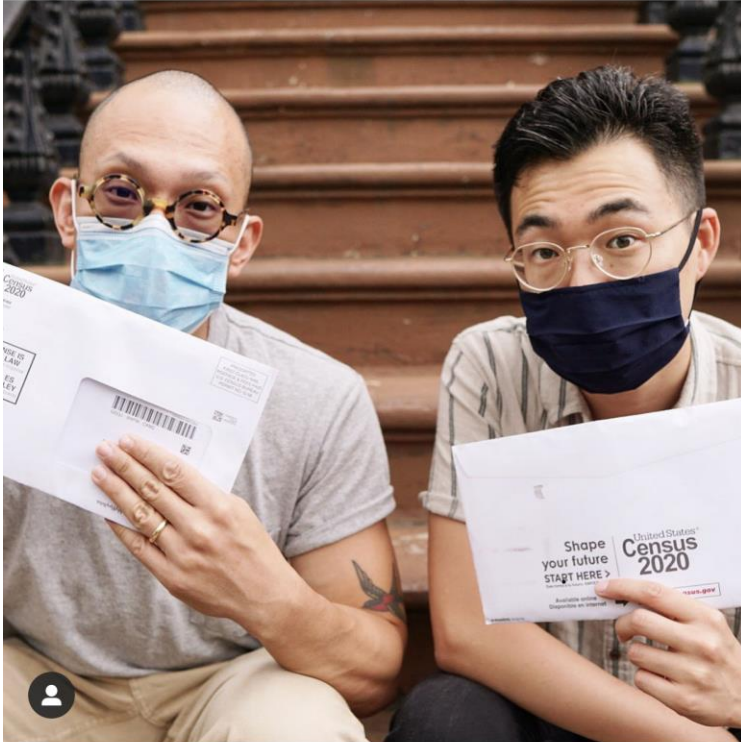
[View all 11 comments](#)

September 14

ASIAN NOT ASIAN



asiannotasianpod
Brooklyn, New York



723 likes

asiannotasianpod @thefumiabe and @nicepantsbro don't live together (because our romantic partners vetoed it) but we're still filling out our census forms. The census helps inform budgeting and resource allocation. FILL IT OUT! #CountUsIn #Census2020 #BeSeenBeCounted #sponsored



asiannotasianpod
Brooklyn, New York



#BeSeenBeCounted

The census is about shaping the future of our community for the next 10 years. Here's what you can do to make sure our communities are counted:

- Spread the count with #BeSeenBeCounted
- Take the census
- Help your family take the census



723 likes

asiannotasianpod @thefumiabe and @nicepantsbro don't live together (because our romantic partners vetoed it) but we're still filling out our census forms. The census helps inform budgeting and resource allocation. FILL IT OUT! #CountUsIn #Census2020 #BeSeenBeCounted #sponsored



asiannotasianpod
Brooklyn, New York



723 likes

asiannotasianpod @thefumiabe and @nicepantsbro don't live together (because our romantic partners vetoed it) but we're still filling out our census forms. The census helps inform budgeting and resource allocation. FILL IT OUT! #CountUsIn #Census2020 #BeSeenBeCounted #sponsored

ASIANBOSSGIRL // @ASIANBOSSGIRL // 42.7K FOLLOWERS

AsianBossGir)



[Listen to PSA](#)

#BeSeenBeCounted appears at approximately 44:24

ASIANBOSSGIRL – POST #1



asianbossgirl

...



1,580 likes

asianbossgirl I'm sure you all have seen people mention the 2020 Census over social media. But why does it matter to you? [more](#)



asianbossgirl I'm sure you all have seen people mention the 2020 Census over social media. But why does it matter to you?

The census counts everyone living in the USA to help our government determine the allocation of funds that can help our state & local communities.

We know a lot of our listeners are ABGs & ABBs out there, and all of us collectively cast a wide net in terms of our social impact on the Asian and API communities. This census only happens once a DECADE. And in order for us to be SEEN, HEARD, and COUNTED by our local governments, we need to fill out our census and help and encourage our parents, grandparents, and family members to fill out theirs too.

The deadline for the 2020 census is September 30th, which is coming up in less than TWO weeks. If you, your friends, or your family members have NOT filled out your census yet, please make sure to do so before then.

It takes 10 minutes to complete, and they will NOT ask you for citizenship status if that is of any concern. You can complete the census in 3 easy ways: online, by mail or by phone.

Complete your census today at my2020census.gov/
[#CountUsIn](#) [#Census2020](#) [#BeSeenBeCounted](#)

5w

ASIANBOSSGIRL – POST #2



asianbossgirl



2,535 likes

asianbossgirl Be Seen. Be Counted.



2,535 likes

asianbossgirl Be Seen. Be Counted.

The deadline to fill out the census is approaching fast.

Filling out the 2020 Census was probably one of the easiest forms we've ever filled out (we were done in less than 10 min) & we were able to call our parents and made sure they filled it out as well. We need to make sure we do our part, especially as Asian Americans, to ensure our voices are seen & heard. The census directly impacts the funding & resources available to our community.

Complete your census today at my2020census.gov!

#CountUsIn #Census2020 #beseenbecounted

View all 9 comments

September 29

SAVAGE ISLAND RADIO



Place cursor over each icon to listen.

PSA #1



PSA #2



PSA #3



ISLAND BLOCK RADIO



Place cursor over each icon to listen.

PSA #1 English



PSA #2 Samoan



PSA #3 Samoan



PSA #4 Tongan



PSA #5 Chamoru



PSA #6 Wontak



RADIO TONGA VAKE TALI FOLAU

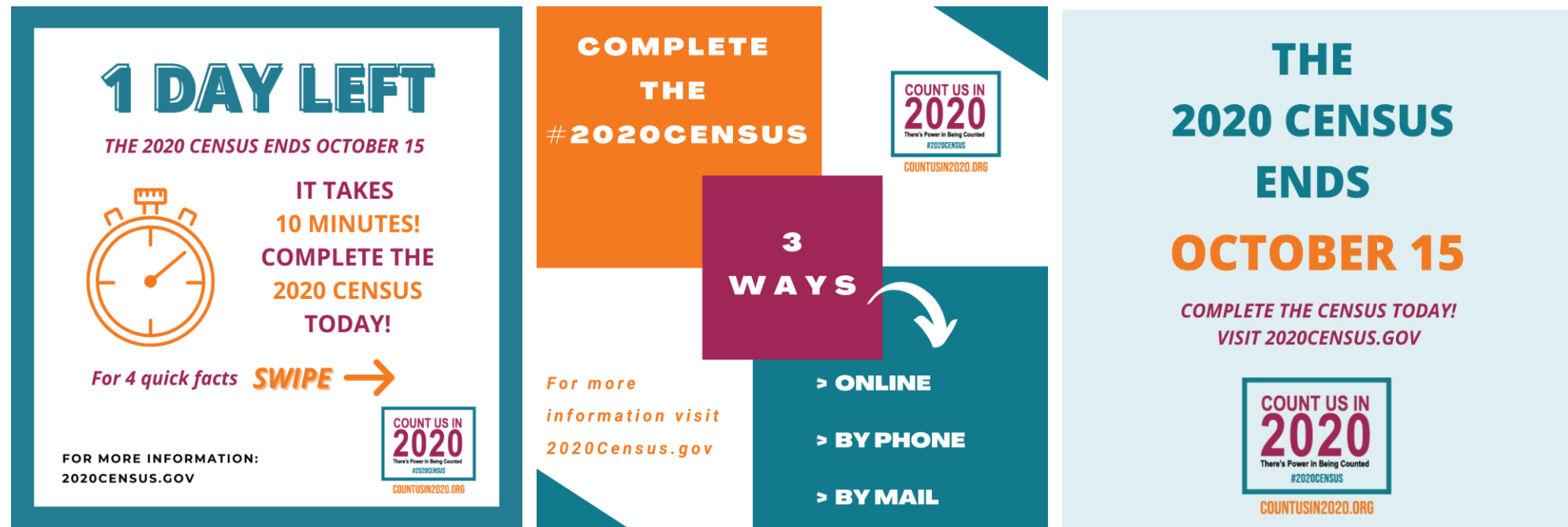


1-hour program on the Census

[Listen here](#)

OCTOBER

- Developed social posts and images for final census reminders

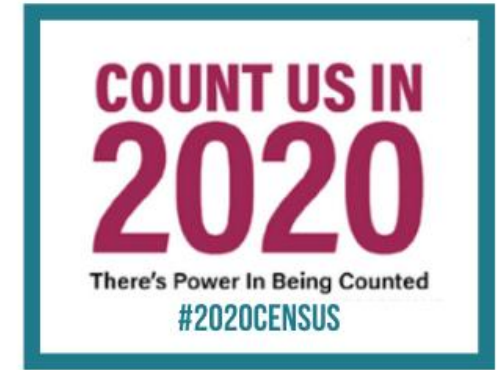


2020 Census Season Recap

Contact:

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

(213) 241-0246
jlim@advancingjustice-la.org



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



ASIAN AMERICANS
**ADVANCING
JUSTICE**

LOS ANGELES



Charlotte Mafutuna

CERTIFIED MEDICAL ASSISTANT
Sunnyvale, CA

**Honor an essential worker by
filling out your census.**



Visit my2020census.gov and fill out the 2020 Census!

THE 2020 U.S. CENSUS



ਨਵਜਨਮੇ ਬੱਚੇ ਤੋਂ ਲੈ ਕੇ ਬਜ਼ੁਰਗਾਂ ਤਕ
ਮਰਦਮਸ਼ੁਮਾਰੀ ਸਾਰਿਆਂ ਨੇ ਭਰਨੀ ਹੈ।

The Census is For Everyone.

BE COUNTED. - 2020census.gov



LAMAR