



A Virtual Gallery Walk
Through the HTC Breakout Sessions
From the 9/19/19 Census Expo

Disclaimer

Please Note:

The information compiled in this deck was culled on September 19, 2019 at the Second Quarterly Census Expo during a design-thinking workshop.

Expo attendees broke out into small groups based on Hard-to-Count populations and, with two facilitators at the helm, discussed:

- 1). The strongest messages to reach that particular HTC population
- 2). The best outreach strategies to connect with that HTC population
- 3). Ways to best align Census outreach work

The suggestions on the following pages are not definitive nor exhaustive, but mark individuals' and organizations' thoughts as of September 2019.



Veterans

Strongest Messages:

- Some vets may not think veterans as a group are HTC. So tell them in the marketing/messaging: “Veterans are HTC”
- Funding: If you aren’t counted, your region/state get less money; your family wants you to be counted
- “Are you a veteran?” Sound off for your sisters and brothers in arms.

Strategies:

- Vets connect with other vets
- Vets come in for services because they are pushed by a loved one
- Take Census information to local: VFS, American Legion, AmVets, OCVMF, senior centers, VRCs in universities and colleges
- How do we market to younger vets?

Ways to Align Efforts:

- Communication, patience, teamwork, friendly reminders, emails, SMS texts, perhaps an afternoon ‘Census 2020’ mixer
- Tap into established OC Veterans and Military Families Collaborative example
- PR working group – Collab 10
- Engage Chase Wickersham, veteran and OC community leader
- Soft skills when communicating with stakeholders
- Engage veteran groups: AmVets, VFW, American Legion



Seniors

Strongest Messages:

- Specifics on benefits for being counted; how it impacts funding for programs like Meals on Wheels/lunch programs
- Speak with respect; don't talk down; encourage participation by citing how it will help others (not just self)
- Appeal to civic duty since seniors vote in high percentages
- Online ease – “it's easiest to be counted online”

Strategies:

- Reach out to senior apartments, ACF, SNF to send a Census rep to count
- Host Census events at senior centers, libraries
- Place Census letter in Meals on Wheels deliveries; work with medical companies like CalOptima and Kaiser; flyers in food bank boxes targeted toward seniors
- Engage other seniors in helping with message – like volunteers who are seniors
- Reach out to adult children to enlist their help in counting seniors

Ways to Align Efforts:

- Census reps at senior centers; dedicate center's computer lab to Census online responding
- Adult Day Services Coalition and centers
- OC Strategic Plan for Aging (members include Alz Assoc and cities)



People With Disabilities

Strongest Messages:

- Owning your own narrative of what it means to be civically engaged: You matter, you count.
- Talk about funding for programs that people with disabilities rely on (SSI, medical, etc) – but know that not everyone with a disability relies on these government funded programs.
- Acknowledging disability is a part of the human experience. The disability community isn't a siloed experience or identity.
- Taking pride in your community; helping determine funding not only for you, but everyone in your community

Strategies:

- Utilize professionals from/of the disability community with lived experience, to be able to give the peer-based technical assistance to local CCCs and QACs/QAKs. For example: Disability etiquette, disability rights history, language, etc.

Ways to Align Efforts:

- Acknowledge disability is intersectional; it's already within your HTC community. Start with accessibility from the beginning. For ex: Offering reasonable accommodations at your events, offices, etc.



Homeless

Strongest Messages:

- Assure confidentiality with immigration/criminal status
- Sync and tailor messaging for two (or more) different sub-populations, e.g.: sheltered vs. non-sheltered, motel populations, youth homelessness vs. older adult
- Needs to be from a trusted messenger. For instance, TAY would respond better from other youth Census workers.

Strategies:

- COC Board Shelter Committee has mapped the emergency shelter locations were overlaid with the PIT
- Would be helpful to get that information to reach out to shelters/motels
- Schools/Districts/HeadStarts

Ways to Align Efforts:

- Homeless providers meet separately to coordinate efforts

Questions

- How do we not alienate homeless with the question “what type of residency?”
- If homeless haven’t filled the full form, how do we assure enumerators won’t come back out to them?
- Jails?
- What is the Census Bureau’s process? Federal Census Representative stated that street homeless would be counted by enumerators and wouldn’t necessarily be asked to fill out the form
- What funds have been provided to homeless service providers to do Census work?
- Incentives? Incentives work with homeless population, Starbucks gift cards, etc. (legality?)
- Duplicate homeless-count possible?
- Will there be volunteer or outreach opportunities to count homeless?

0-5

Strongest Messages:

- Debunk fears; addressing immigrant concerns; also informational – some parents may not be HTC but still need to be aware that their babies count
- Welcoming message
- All at table rhetoric
- Give parents the long-term perspective, long-term benefit
- Make it personal to the family, and help them understand how
- Stress confidentiality, stress “you matter”
- Impact and consequences if data isn’t collected

Strategies:

- Social media, outreach, events
- 1:1 during enrollment, health visits
- Collaborate with early childhood care providers
- In-home visits – educate families

Ways to Align Efforts:

- Confirmed messages
- Flyers for providers
- Geographical footprint
- Communication tool



LGBTQ

Strongest Messages:

- History on LGBTQ visibility: Visibility, representation, founding
- Participation is completely safe and cannot be used against you
- Re-channel energy: Complete the Census as an act of resistance

Strategies:

- Meet where the populations are located
- Outreach events, religious institutions, corporate affinity groups
- Find out who the trusted voices are as a strategy to elevate their relationship in the community
- Utilize the Census Bureau's LGBTQ info, which is coming soon

Ways to Align Efforts:

- Join existing CCCs
- Events with earned media
- Show solidarity and unity
- Tweet/share data that's been published by the Census Bureau so more people participate
- Launch an LGBTQ sub-committee



Latinx

Strongest Messages:

- NALEO research shows trusted messengers are: Family members, health service providers, teachers, Latinx CBOs. Least trusted are elected officials.
- The Census is convenient, safe and required, and important for funding for schools and community programs ← most positive/effective messages
- From CHIRLA: Talk about how close we came to immigration reform (DREAM Act); talk about chance to gain a few more votes/representation
- Offer localized messaging; what's best for the local community? Example: Some cities are dealing with a lot of crime – tie it to emergency response.

Strategies:

- Promotora model – hosted at someone's house; invite neighbors, family; intimate setting to talk about fears; honest, safe environment
- Door-knocking, canvassing, phone banking
- Kiosk with promotores – not just laptop but providing a connection; foster trust to ask questions

Ways to Align Efforts:

- Space to share ideas/asset mapping; find out what partners are/aren't doing; breaking it down to Census tract for effective coordination
- Meetings by region. For ex: In South County, ensure communication is happening.
- WAVE: Student engagement in middle and high school – liaisons with families
- Put together Google Doc with list of orgs, geographies, strategies
- Oct 15 – next Latinx sub-committee meeting



African American & Native American

Strongest Messages:

- Address myths like mistrust; focus on transparency and authenticity
- Highlight simplicity of Census form – only 10 questions
- Talk about the benefits of completing the form
- Need to integrate the message to make sure efforts aren't duplicated

Strategies:

- Ask churches to have computers available; ask church leaders to promote; make completing the Census a social event following church
- Determine different strategies to address different niches in population in community, such as faith-based orgs, social services, social clubs, fraternities and sororities
- Utilize radio, TV, social media
- Offer incentives (food, gas cards, etc)

Ways to Align Efforts:

- Form a steering committee
- Join local CCCs
- Communication so as to avoid duplication



MENA

Strongest Messages:

- Highlight need for benefits
- Eliminate fears; remove stigma; highlight that we are all Americans
- To have a voice
- Highly educated community vs lower income – should have different messages (gov't vs benefits)
- Encourage community members to apply for Census jobs

Strategies:

- Target youth – they will be translators/encourage their families
- Use ethnic media
- Cultural events, festivals, educational classes, 1:1 education
- Partner with mosques and churches
- Reaching moms, connecting with schools and parent/teacher organizations
- Shared flyer for shared communities, show collaboration so everyone feels confident coming on board

Ways to Align Efforts:

- Shared flyer/co-hosting events
- Coming to each other's events
- Hosting a Census day all together
- Visiting different families to educate groups about the Census; families to host events
- Host job fair to promote Census jobs and info



API

Strongest Messages:

- Notes coming soon

Strategies:

- Notes coming soon

Ways to Align Efforts:

- Notes coming soon