

NATIONAL
HEALTH CARE
for the
HOMELESS
COUNCIL

Everyone Counts and Everyone Should Be Counted: The 2020 Census and Why It Matters

March 18, 2020

Housekeeping

- For Technical Assistance call Caroline – 615-226-2292 ext.
- This is a 60 minute webinar – 15 minutes for Q&A
- The webinar is being recorded and will be archived 3 days and will be available on the Council's website “ Webinars”

Presenter – Lindsay Marsh



Senior Associate
National Community Action Partnership

Learning Objectives

- Increase attendees understanding on why the census is conducted and the importance of participating in the census.
- Explain the various methods people experiencing homelessness may participate in the census.
- Discuss solutions to challenges and barriers that may impede people who are unstably housed from participating in the 2020 Census.

#CountMeIn: Homeless Populations, Health, and the 2020 Census



Lindsay Marsh
Community Action Partnership



Agenda

- What is the Census
- Why does it matter to us?
- Why health and housing programs?
- Get out the Count - what can you do?
- Next Steps and Questions

What is the Census?

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective numbers, counting the whole number of persons in each State.

The actual enumeration shall be made...within every subsequent term of ten years, in such manner as they shall by law direct”

- US Constitution, Article 1, Section 2*

*Language adjusted to reflect Amendment XIV, Article II to US Constitution, July 9, 1868

The 2020 Census Questions

- **Age** – in years, month, day and year of birth for each household member
- **Hispanic Origin** – is this person Hispanic; if yes, which country of origin
- **Race** – mark one or more boxes and print origins
- **Relationship** – How is this person related to Person 1
- **Sex** – gender: male or female
- **Tenure (owner/renter)** – Is this house, apartment, or mobile home
- **Operational Questions:**
 - How many people lived here on April 1, 2020?
 - Were additional people staying here on April 1?
 - Telephone number, name of person filling out the census.

What the Census Won't Ask For:

- Social Security Numbers
- Bank or Credit Card Information
- Citizenship Status
- Anything Political
- Donations
- Household Income

Census Data is Used To...

- **Apportion** representation among states – Congressional Members
- **Draw** congressional and state legislative districts, school districts, and voting precincts
- **Distribute** federal dollars to states
- **Inform government planning** decisions at the federal, tribal, state and local level
- **Inform organizational decisions** (e.g., where to locate, size of market, etc.) of businesses and non-profits
- **Enforce** voting rights and civil rights legislation

2020 Census

Counting The Population – Key Dates

- **March 12-20:** Invitations sent to respond online
- **March 16-April 3:** Reminder letters and postcards sent
- **April 1: Census Day**
- **April 8-16:** Reminder letters sent with paper questionnaire
- **April 20-27:** Final postcard sent before in person follow up
- **May 4-July 24:** Non-Response follow up visit

2020 Census Economics

- The Census hires 100,000s of people a cycle, and will spend over **\$15 BILLION*** to complete the count
- The average cost for counting a household has gone up dramatically due to a changing political climate, increase in immigration, the rise of technology and a variety of other factors:

1970: \$16

2020: \$107

- Every person counted is equal to ~\$2,000 in funding to your community a year – each year, for ten years!

*-https://www.gao.gov/highrisk/2020_decennial_census/why_did_study#t=1,
<https://www.census.gov/fieldjobs>

The 2020 Census- The Environment

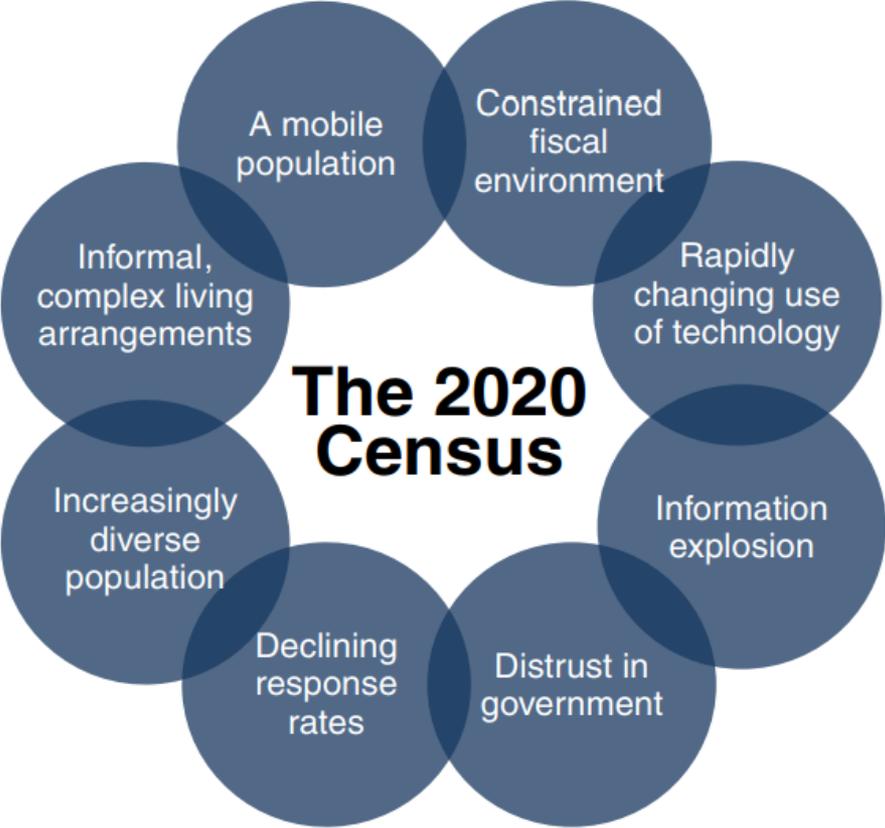
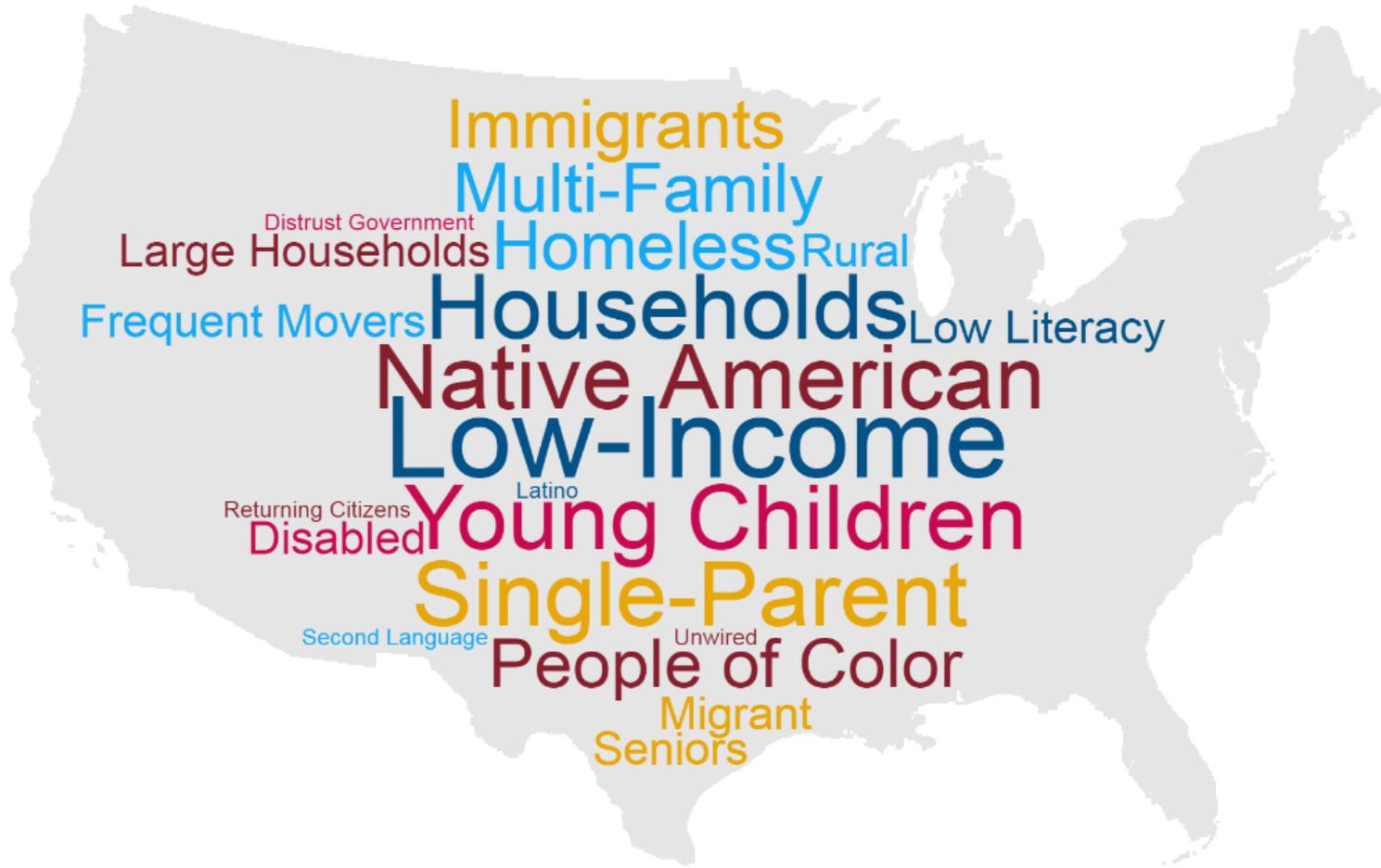


Figure 4: 2020 Census Environment

The Hard-To-Count Are:



What Does the Census have to do with Health and Homeless populations?

Why Health Care for the Homeless?

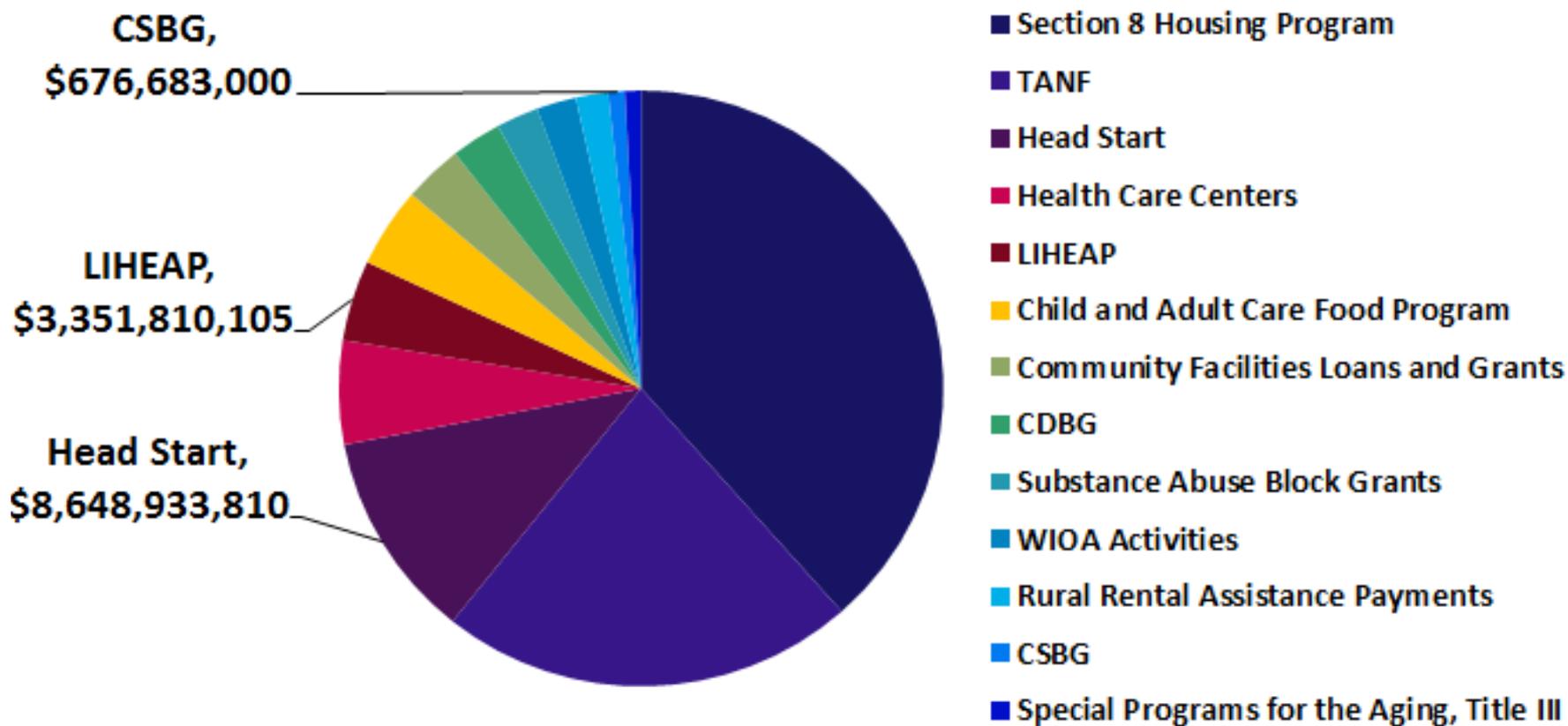
Populations that are the hardest to count or are the *least likely to fill out the census* happen to be the customers we work with every day.

This is why we are involved; we are trusted messengers who can raise the issue of the Census with our customers and explain why it's **safe, easy, and important.**

The populations we serve are often the most undercounted, which means our communities lose their *fair share of dollars and representation*

Census Data Drives Dollars

In 2016, 15 federal programs most used by CAAs relied on Census data to distribute **\$77 billion** or **9%** of **\$864 billion** total federal program spending



Health Care and Housing

- **Census funding directly affects health care industry AND housing formulas** – your staff and customers have the most to lose if your community doesn't get a complete count
- **Health professionals and caseworkers frequently interact with people and families experiencing homelessness**
 - Kids from 0-5 are one of the most undercounted groups in the country
 - Missing kids means less federal funding for programs like childcare, Section 8 housing, and WIC, plus education.
- If they just finished a health screening or intake form, it's an easy ask to fill out on more government form that's only 10 questions.
 - **The Census form is far less invasive than any health care screening/intake form!**

One reason people don't fill out the Census:

The Government doesn't need to know about me.

Counting the Homeless

- The Census has a plan! - [Factsheet](#)
- **Transitory Locations Enumeration** – Scheduled for March 30- April 1; due to COVID-19 there will be changes
- **Enumerators can use geolocation** – people on the street, encampments, underpasses, etc.
- **Mobile Questionnaire Assistance MQA**
 - If you know of common areas that people congregate, contact your Regional Partnership Specialist with that location so they know (contact info in later slide)
- The Census is behind on hiring and **COVID 19 will affect how in-person enumeration plays out**



Apply for a Job!

The Census has temporary, part time positions available at reasonable pay

COVID 19 aka Coronavirus

We know a lot of people are concerned about the spread of this novel corona virus. The Census has plans to continue the count, even during a pandemic.

This is an opportunity to bring up the Census to customers and encourage them to go online (www.my2020census.gov) or call the phone lines to fill out their Census form early and completely.

This will reduce the number of people who will need Census Bureau employee follow up at their doors.

The best way to handle fears about COVID 19 and the Census is to encourage people to do the form *online, over the phones*, or if they must wait, on *the paper forms* when they are sent out in late April.

Articles on the Census and Coronavirus:

- [The US Census Has Built In Resistance To Coronavirus](#)
- [Possible positive coronavirus side effect? More people may fill out the 2020 Census online.](#)
- [Census Bureau site goes live as counting begins in earnest](#)

Get Out The Count – What Is Being Done?

US Census Bureau: Partner Efforts



WHY PARTNER?



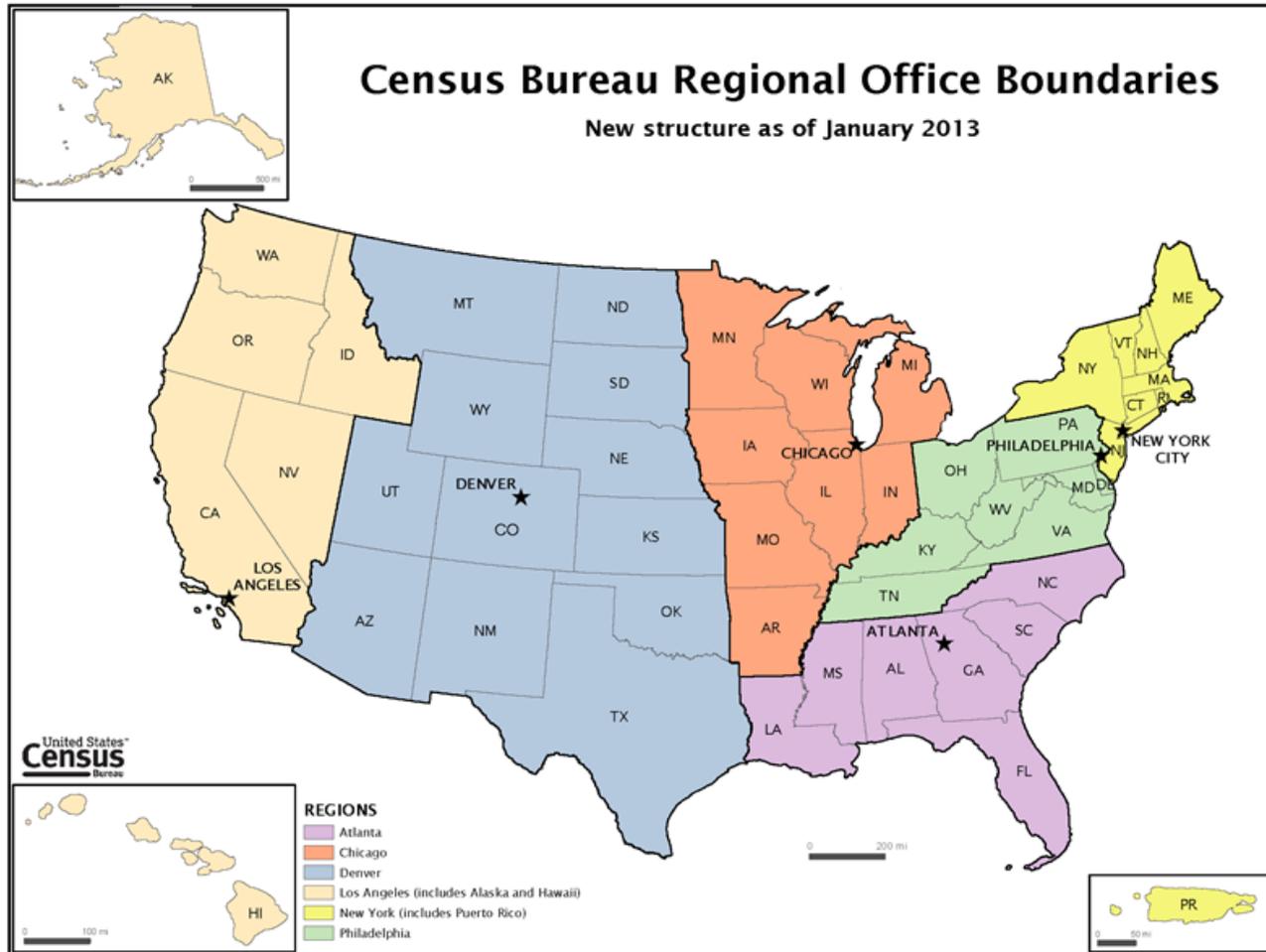
Increase participation



Make the Census Bureau work for you

US Census Bureau: Partner Efforts

Your Regional Office



Complete Count Committees (CCCs):



- Utilize local knowledge and resources to promote the Census through locally based outreach efforts
- Provide a vehicle for coordinating efforts between tribal, state, and local governments; communities; and the Census Bureau
- Help the Census Bureau get a complete count through partnerships with local governments and community organizations
- Find existing Complete Count Committees on the [Census website](#)

Census Counts 2020



Visit www.CensusCounts.org - take the pledge to be counted and educate your community about the Census!



Engage with Partners

- The Census Partnership Specialists are trained to help non-profits like our agencies engage customers with the Census
 - They can help train your agencies; they also have pamphlets, fliers, and Census branded giveaways
- Our Census Counts 2020 coalition members – there are other entities doing census work in your area.
 - [The lists of state leads and hubs to work with is HERE](#)

Community Action Counts - What the Partnership is Doing:

- Educate & increase awareness
- Mobilize the network to act
- Curate and generate resources specific to Community Action
- Equip agencies to conduct effective local outreach efforts
- 10 member working group



Community Action Counts



Census 2020 is around the corner. This once in a decade event is critical for Community Action and the families and communities we serve across the country. Community Action Partnership is committed to ensuring that the *entire* community is counted, and is joining forces with the Census Counts campaign to guarantee a fair and accurate census count in 2020.

See below to learn more about the Census, the Census Counts campaign, and the work that Community Action Partnership is doing to ensure that *all people* are counted during Census 2020.

CENSUS 2020

CENSUS COUNTS 2020

COMMUNITY ACTION COUNTS

FEATURED RESOURCES

www.CommunityActionPartnership.com/Census-2020

Get Out The Count

What Can You Do?

The Ask

- Our goal is to make it easy for service providers to talk about the Census *as they do their other work*
 - *We have postcards caseworkers/health professionals can pass out and factsheets*
- Knowing the Census basics from one of our **Webinars and/or our videos** is a good starting point.
- Materials like posters, buttons, postcards, one pager fact sheets are all available.

*Need a flyer or postcard that isn't available?
Ask the National Community Action Partnership to create it!*

Talking to the Undercounted

- The Right Messaging is Key
- Incorporate Census into existing contact with customers
 - 7 touches
- Empower staff – As service providers, we are trusted messengers

Training Tools: Videos



We have a ~7 min video highlighting how to talk to our customers about Census concerns. We also have 10 shorter videos coming soon (with two translated into Spanish) that highlight how easy it is to integrate Census into everyday work. Watch them on our website and share it with your agency!

Specific Messaging

The Census Counts 2020 coalition has done focus group/survey research to determine the best messaging for persuading families and households to count their children, and for persuading African Americans, Native Americans, Asian Americans and Hispanic/Latinx to complete their forms.

What messages work best across groups:

- Resources that your community needs depend on counting **everyone**
 - Funding for schools, childcare, housing, transportation, the services they receive from you, their trusted provider
 - Helps your community get their fair share of resources
- Only Census data can be used for funding decisions in funding formulas
- Effect lasts for a decade

Full research is available [online](#).

Common Questions & Answers

- Do I participate if I am not a citizen?
 - ✓ Yes, the US Constitution says that the Census should count every person, whether citizen or not.
 - Federal money and creation of districts are both based on total size of population, not just citizens.
 - There are a number of safeguards in place to protect the privacy of data shared, including citizenship status.

Common Questions & Answers

- Do they come to my house?
 - ✓ If you do not complete the Census form by the end of April, a Census staff member will visit your home to conduct the Census in person. They will not enter your home.
 - You will get a letter in the mail, with instructions on how and when to complete the Census in March.
 - Completing the Decennial Census before the end of April does **not** mean a Census employee won't come to your home for verification or other Census surveys, although it does make it less likely.

Common Concerns and Answers

- Is it safe for me to provide my information?
 - ✓ Yes.
 - Yes. Under the law, Census data can only be used for statistical purposes.
 - Personal Census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers, and citizenship status).
 - Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.

Common Concerns and Answers

- Can I help someone fill out their Census form?
 - ✓ Yes.
 - As a CAA staff member, you **CAN** help a customer get online and pull up the proper form. You can sit with a customer and read the form over with them prior to their completing it.
 - You **CANNOT** fill out the form for them. There are privacy concerns that prohibit you from doing so.
 - You **CAN** help them call the Census hotline and fill out the form over the phone, or you can arrange for a Census Bureau staff member to help them in person.

Common Concerns and Answers

- What if a customer has accessibility issues?
 - ✓ The Census has several ways forms can be returned
 - The Census Bureau has dedicated staff members to assist people who have language or disability barriers.
 - Census forms can be filled out online, on paper, or over the phone.
 - Your local Census Partnership Specialist or Complete Count Committee will have more resources to help you guide customers.

Engage With Social Media

#CENSUS2020

Community Action Counts

WE CARE ABOUT THE ENTIRE COMMUNITY
WE COUNT THE ENTIRE COMMUNITY

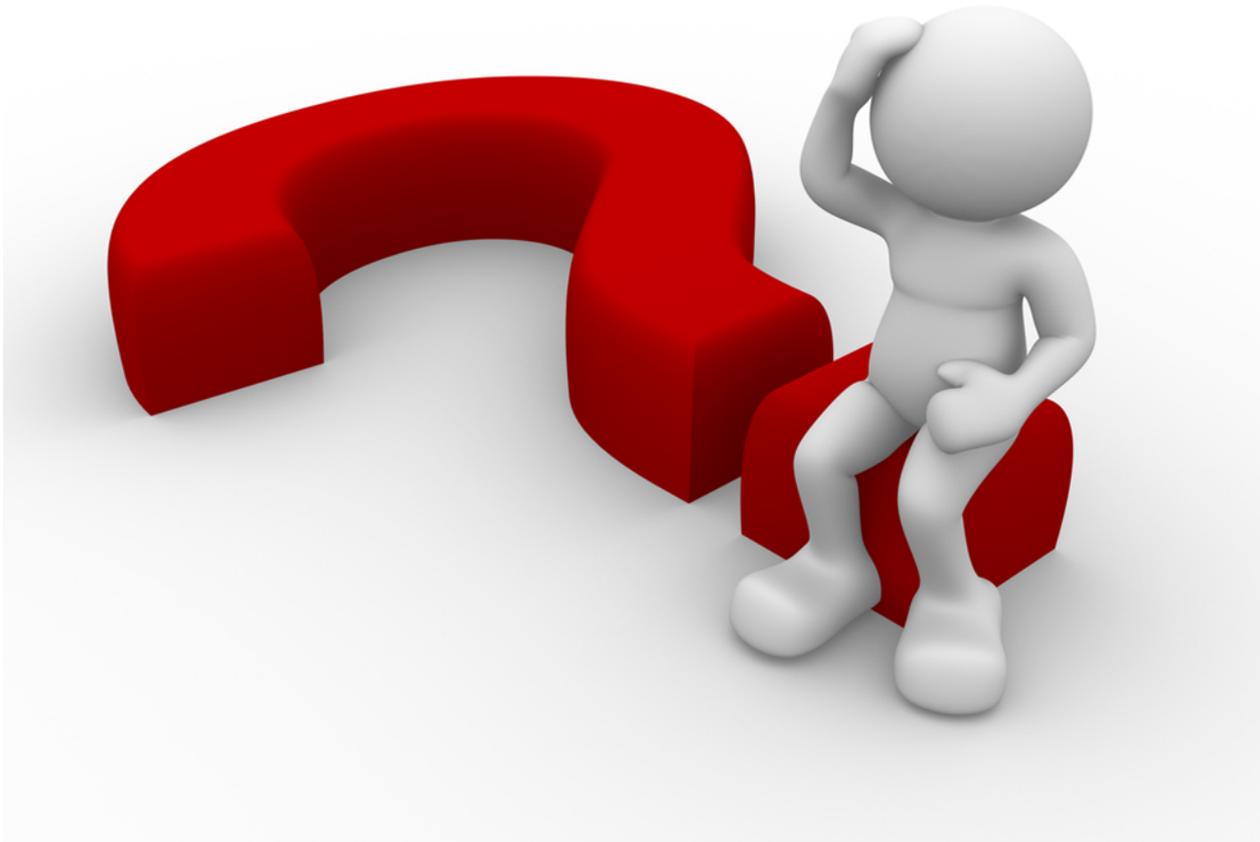


- Follow us on Twitter and Instagram: @CAPartnership
- Sign-up for our Census newsletter for resources and trainings, and Census news
- Join our Facebook group to engage with CAA staff across the network

Resources

- Find handouts, flyers, posters, fact sheets and more on our website: www.CommunityActionPartnership.com/Census-2020
- Find the latest news, tips and tricks to helping get people counted on our blog: <https://CommunityActionPartnership.com/census-blog/>
- Find our Census Count 2020 Coalition Partners' toolkits, fact sheets and more: <https://CensusCounts.org/Resources/>

Questions



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