

Let's learn together about the 2020 census



Because together we all count!
Get yourself counted this April 1st.

Facilitator's manual created by:

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For the use of:



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Introduction

This manual was created by Marisela Ruiz Sinaloa for the use of Partnership for Community Action with the purpose of informing the Latin community about the importance of being counted in the Census of the year 2020, as well as to clarify and/or eliminate any doubt, concern or fear our community could have regarding being counted in the Census.

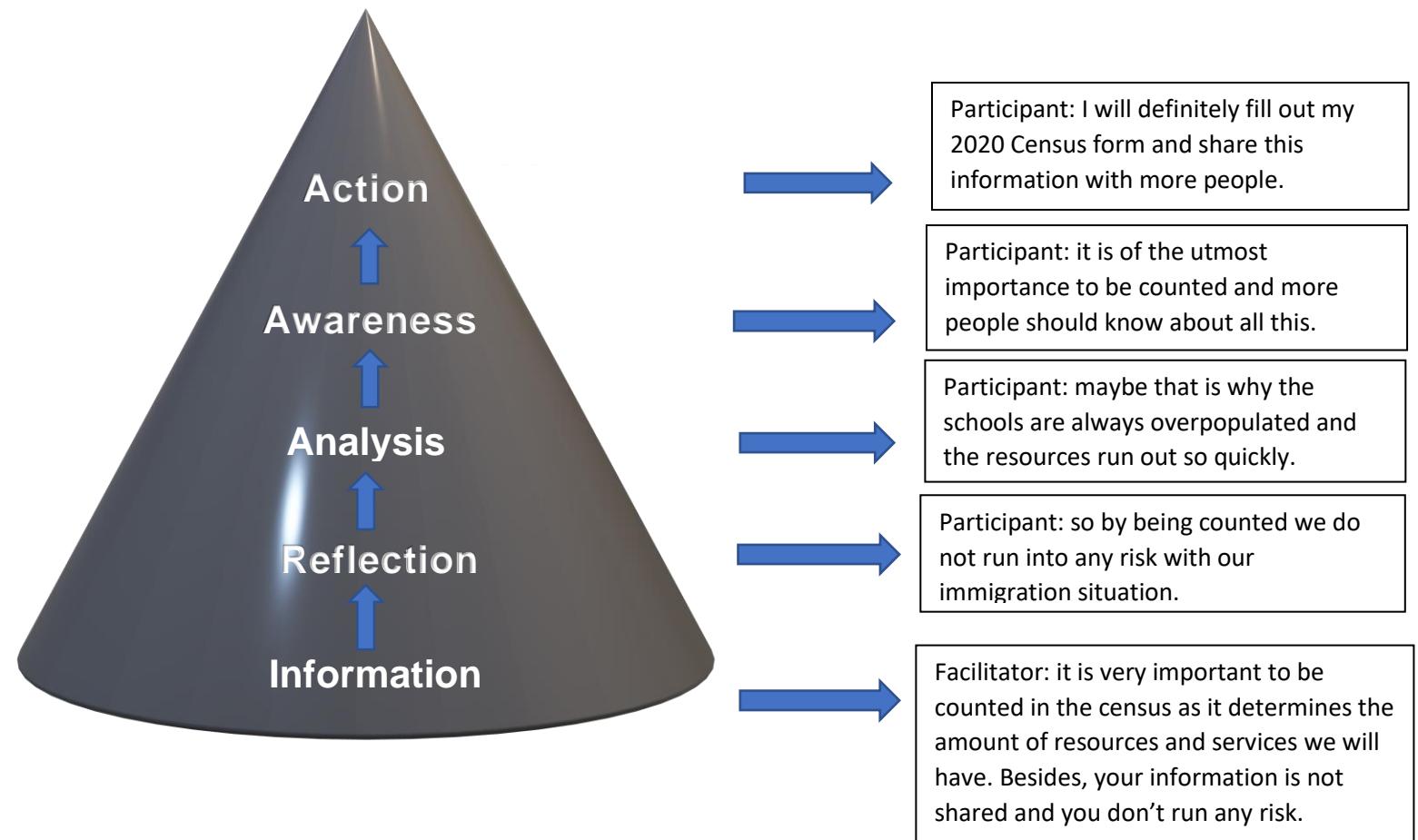
The mission of Partnership for Community Action is to create Strong and Healthy communities in New Mexico, therefore, it is of the utmost importance for us to make sure that our community is counted so that it is able to receive the resources and services it needs to be strengthened.

The manual is based on the popular education methodology, which through a process called Praxis, seeks to move participants to critically examine their own lives and communities to develop the ability to create positive personal, family and community changes. It implies a dialectical process that involves reflection, analysis, awareness and action (as we see in the image below) that leads them to improve their own lives.



Through this process we seek to have a pleasant talk with the participants. The purpose of this project is that the participant does NOT feel that he is taking a boring workshop but instead, we want him to feel that he is being part of an interactive conversation which will lead him through the Praxis process so that he himself can take action, which in this case will be, once any doubt or fear that he may have is dispelled and eliminated, to fill out the 2020 Census form as well as share the acquired information, for the participant will be aware of the importance of their participation both for their own well-being as the well-being of their family and community.

Below is an example of how the Praxis process will work around the 2020 Census subject.



This manual is designed to guide the facilitator so that he can take the participant through the Praxis process mentioned above. You will find clear and specific instructions about what you need to do in each activity. Always remember that you'll be using the popular education methodology, therefore, the main actors will always be the participants. Your task will be to provide the information contained in this manual but be aware that the opinions, experiences, reflections and reactions of the participants will always be the most important part of your presentation. The ideal situation is that during the time of your session you speak 50% of the time and the participants speak the other 50%. Your task will be to guide them so that everything they share, together with the information you'll be providing them, will raise their awareness of the importance of being counted in the 2020 Census and will eliminate any doubt or concern they may have about it or that in some way stopped their participation in the past.

You will notice in the manual that the entire agenda is written in the font with which I am writing this introduction. The manual is designed so that from the part where it says **The facilitator presents** you can read and have an idea of what you may be telling the participants (everything is written with the type of font that I have used so far), this other kind of font will be used for giving specific instructions to the facilitator, in other words, this should not be read to the participant as it is only for clarifying or to instruct the facilitator.

You will find icons (which will be described below) that will help you navigate the manual more easily. Finally, remember that your presentation should feel like a pleasant and interactive talk, so don't forget to enjoy and have fun facilitating this session. Remember, if you enjoy it, so will the participants.

Description of the icons

As mentioned earlier, below, you will find a description of each icon that will be used in the sessions.



Total time

This hourglass icon will be the guide to know how much time you should use in each agenda of the session.



Materials

This check mark icon refers to the fact of checking that all the necessary materials are ready for the session.



Key concepts

This icon represents the key so that your presentation is successful. If you study the concepts described here, it will be a lot easier for you to guide the session and be prepared for any question that may arise.



Popular Education tips

This icon of the golden pot represents the incalculable value of raising our community's awareness of the importance of being counted in the 2020 Census. Therefore, it will be used to provide some popular education tips to achieve it.



Purpose of the agenda

The lightbulb icon represents the purpose of each agenda and it will remind us of what we wish to accomplish in each one of them.



Resources for the participant

This page represents a resource which will have to be shared with the participants.



Activity

This icon will indicate that there is an activity that we will have to present in order to learn from each other.

1. Welcome and presentations



Total agenda time 10 minutes.

Materials

- ✚ 1 soft ball
- ✚ Flipchart
- ✚ Markers
- ✚ Before starting the class, have the welcome flipchart ready for the participants with the following title: Let's learn together about the Census and have the following information written on the flipchart: Name, Country of origin, and how many children do you have? And what do you know about the census?



Popular Education tips

Remember that a welcoming environment is of utmost importance in popular education, so greet all the participants with a huge smile and enthusiasm. Remember to facilitate sitting down and in a circle, which is one of the characteristics of popular education. Invite people to participate with a smile on your face and never force anyone who doesn't want to do so. Start off by introducing yourself and answering to the icebreaker questions first to model and give participants confidence.



Purpose of the agenda

The purpose of this agenda is to “break the ice with the participants” so that everyone gets to know each other and to create a warm welcoming atmosphere, as well as opening the topic of the Census and getting to know how informed the participants are about this topic.

Welcome and presentations (icebreaker)

The facilitator presents

Good morning everyone, my name is _____ and my partner is _____. We are very happy to be here today because we would like to share with you some very important information for yourselves and for your families. We come from Partnership for Community Action which is a non-profit organization located in the South Valley, and our mission is to create strong and healthy communities around New Mexico. When we talk about a healthy community, we are not only referring to the absence of conditions or diseases, without a doubt this topic is of utmost importance and is part of the integral well-being, but we are referring to being well both physically, mentally and emotionally. Our mission is to see our community reach this general well-being that involves the six facets of the human being, physical, mental, spiritual, family, social and economic. We firmly believe that for our communities to be strong and healthy it is very important for everyone to have access to the services and resources they need. This is why we want to talk to you today about a topic which is very important for all of us: the 2020 census.



Before we start talking to you about this topic, I would like us to get to know each other a little better, and to do so, I would like for us all to stand up and make a circle.

As you can see, I have a ball in my hands which will be thrown between all of us and whoever catches it will share the following information with the rest of the group, turn the Welcome flipchart and show them the one with the following information: Your name, where are you from? (Country of origin), how many kids do you have? And, what's one thing you know about the census? Please don't stress out over this question, if someone doesn't know what it is, you can just say what you imagine it could be or simply say "I pass" and throw the ball to the next participant. I will start with myself although in my case I will skip the answer to the last question. Introduce yourself answering all the questions except for the last one since this could cause everyone to take the same answer as you. Throw the ball at any participant and ask them to do the same until everyone has had the opportunity to participate. Don't forget to have the flipchart with the instructions close to the circle so that everyone can turn and see it when they need to. Once you are done with the activity, ask the participants to return to their seats and continue.

We will return to our seats please.

Transition: Now that we know each other a little better and have shared our opinion about what we believe the census is, we are going to learn why the census is so important for us and our families.



2. Information about the Census



Total agenda time 25 minutes.



Materials

- ✚ Resource for participant #1 and #2
- ✚ Flipchart with the date of the next census (April 1, 2020)
- ✚ Flipchart titled: ¿Why is it important to be counted in the 2020 Census? (Brainstorming)
- ✚ Flipchart with the needs of the residents who depend on the Census count (include the picture or drawing of new roads, schools, hospitals, child care centers and emergency services).
- ✚ Flipchart of the distribution of districts in Albuquerque NM
- ✚ Flipchart titled: “Programs that are affected by a bad count in the Census” (Brainstorming).
- ✚ Flipchart with pictures or drawings of the programs that are affected by a bad count in the Census”.
- ✚ Markers



Popular Education tips

Don't forget that, even though you are there to offer very valuable information, you are not a Census expert and there may be questions you cannot answer, but don't feel bad about it, just tell the participants politely and with a smile that you were trained to provide the information you are sharing but that you are NOT an expert in the topic though you will gladly find that information for them and send it to them. Remember to make a note of it so you remember to send them the information.



Key concepts

The U.S. Census Bureau is the largest federal government statistics agency. They are dedicated to providing current data and figures on the economy, places and people of America. Federal law protects the confidentiality of the individual responses collected by the Census Bureau. The U.S. Constitution requires that we take a count or census every decade of America's population.

The Census provides information that is vital for you and your community.

- It determines how many representatives each state will have in Congress and is used to redraw the boundaries of the districts. The redistricting count will be sent to the states by March 31, 2021.
- The communities depend on census statistics to plan a variety of resident's needs, including new roads, schools, and emergency services.
- Companies use census information to determine where to open business locations.

Every year the federal government distributes over \$675 billion dollars to states and communities based on information from the Census Bureau.

In 2020 new technology will be implemented to make it easier to respond to the Census. For the first time, you'll be able to respond online, by telephone or by mail. Information that the public provided will be used to reduce follow-up visits. In addition, a more accurate list of addresses will be put together and field operations will be automated, all while keeping your information confidential and secure.

(Information obtained from the United States Census Bureau).

Some of the services that depend on the Census and are more popular translated into Spanish (this list can help make up the flipchart on which they are shown).

Medical assistance programs, food assistance programs, Medicare, school lunch programs, temporary assistance for families in need, section 8 housing, special education programs, Head Start, WIC, Foster care, insurance for the unemployed, assistance for crime victims, assistance for adult programs and youth programs, preschool education funding, assistance for homeless people, assistance for rural areas.



Purpose of the agenda

The purpose of this agenda is to learn more in depth about the Census, to make sure the participants understand clearly what the Census is, but above all, how it affects us all not to be counted. Our main purpose is to completely eradicate any concern or fear the participants could have which may be depriving them from filling out the Census next year. Our main purpose is to make sure the participants are aware of the importance of their participation and the rest of the people's participation in the 2020 Census.

Information about the Census

The facilitator presents



Before I get started, I would like to share the following resource with you (Distribute the resource for participant #1 and #2) which was taken from the United States Census Department and which will explain to us briefly what the census is. Please keep this information and we shall talk a little about this topic.

- The first thing we must know is that the U.S. Census Bureau is the largest federal government statistics agency. They are dedicated to provide current data and figures about the economy, places and people of America. This is the reason why the government knows how many people there are in a state and then they can classify how many people are low income, middle and upper class, as well as the age ranges of the population amongst other things.

- The U.S. Constitution requires that we take a count or census every decade of America's population and that's why the next Census will be (Change the page on the flipchart and show the date of the next Census) **on April 1, 2020.**



Have the next flipchart ready titled ¿Why is it important to be counted in the 2020 Census? Ask the question and start writing the participant's answers whether they are correct or incorrect. Now that we know that what the Census does is to count us to know how many people live in America, about the economy, etc., certain questions arise that I would like you to help me answer: Why do you think they want to count us? Why do they want to know about our economic status? Why do you think it's important for them to have this information? Why is it important to be counted in the 2020 Census? Motivate the group to participate, remind them that there is no right or wrong answers, that we are learning from each other and that their participation is of the utmost importance to us. Try to inquire into their comments and allow them to express both their point of view and concerns. If questions start arising, write them on the flipchart where you are brainstorming and ask the group those questions to know what their opinion is and tell them that those questions will be answered during the presentation and that if towards the end they realize that their question went unanswered, they should ask it again.

Thank you very much for your participation and for all of your contributions; we have some very good answers here (point to the flipchart). Now I would like to continue sharing the following information about why it is important to be counted in the 2020 Census:

The census provides information that is vital for you and your community.

- It determines how many representatives each state will have in Congress and is used to redraw the boundaries of the districts. The redistricting count will be sent to the states by March 31, 2021. (Show on the flipchart where it indicates how the districts are distributed in Albuquerque and explain that the way they are drawn depends on the population, as well as the distribution of the money each district needs to cover its needs).
- The communities depend on census statistics to plan a variety of resident's needs including, (Show the flipchart with the needs that depend on the Census count) **schools and day care centers, new roads, hospitals, and emergency services.** (Stop at each of the needs and show examples of how they are affected. Then, I give them examples they can use for each one of them. **Schools:** ¿How many times have we taken our children to school and realized that they are overpopulated? As parents, we are outraged to know that our children cannot receive the necessary care and guidance because we know that it is humanly impossible for their teacher to be able to focus on so many kids, which obviously bothers us, but we don't stop to think that we are the ones to propitiate this situation when the census comes around

and we don't count ourselves nor our children. So basically, both them and I are invisible to our government and just like me, maybe my neighbors didn't count themselves either which is how we get to where we are right now, as NM is one of the states where fewer people are counted in the censuses. So when they plan to meet the needs of the schools that each district will have, it turns out that fewer schools are built than are really needed, due to all the people that weren't counted but who nevertheless will take their children to school. **New roads:** How many areas do we see in which people are living but where there are no roads? We can think about the Pajarito area, for example, which is also related to the Census. Remember, if we don't count ourselves we don't exist for the government, so when the funds are distributed for building roads, the areas with less people will be given less money, hence, what we are living through happens, we run out of funds to build roads in places where people are living and there is nothing that can be done about it. **Hospitals and emergency services:** How many times have we felt that we really need to go to the emergency room but we don't go because we know that we'll have to wait for hours and hours? That is also directly related to the fact that hospitals and emergency services are built according to the population and the same thing happens as with the schools, the hospitals end up being overpopulated by all the people who were not counted in the Census but who also obviously need these services. So in reality, most of the things we complain about because they affect our families, are caused without realizing it by ourselves and if we look at it that way, we see that we are the ones who are telling our government not to worry about us or our children by not having ourselves counted. Therefore, always be aware that if we are not all counted, our state will receive less funds as funds are given according to the population, so if LESS of us are counted, the funds we receive will also be LESS than we need.



Census statistics help to distribute over 800 billion dollars per year for over 130 programs for our families, that is, over 130 programs for the community are affected when the count is incorrect. As you listen to this, what programs, services or resources come to your mind? Take out your flipchart entitled: "Programs that are affected by a bad Census count" and start writing all the ideas the participants mention, remembering never to judge any comment and to accept them all. If you notice the participants aren't too sure about what to respond, encourage them by asking them further questions, for example: think about a resource you use for your families or maybe a resource you know about because someone close to you utilizes it.

Now we are going to look at some of these services. Show the flipchart where these services are mentioned.

Another outstanding thing for which the Census is used is to determine where to open business locations. In this way all communities may access the necessary businesses within a close distance.

Transition: now I have a question for you: now that you know exactly why the Census is important, **do you think it is important for us to fill out our Census form next year?** At this point the participants should be answering “yes”, so go on to the next question: **so, if it is so important, Why do you think our Latin community is afraid to participate in the Census?, Why are we afraid to be counted in the United States of America?** Wait for the participants’ responses which will most likely be: “for fear that their immigration status will be discovered” or something to that effect. Listen carefully to the participants, always nodding to all their answers and continue by saying the following: **we know that there’s a huge lack of information regarding this topic which is preventing our community from being counted and consequently also prevents us from receiving the resources and services we need. This is why we are here today sharing this valuable information with you.**

3. Eradicating fears and concerns of our community regarding the Census.



Total agenda time 10 minutes.



Materials

- Resource for participant #3



Key concepts

Confidentiality

The 2020 Census and data administration.

When you trust us with your information, our goal and – legal duty – is to keep it safe. Our mission is to serve as a leader of the nation by providing quality information about your people and economy. We could not provide this data without you. Employees take a lifetime oath to protect your information. If they break that oath they can be fined up to \$250,000 and imprisoned for up to 5 years. All our employees take a mandatory annual training reminding them of our confidentiality policies.

The law protects your information. Your information is confidential by law. Your answers cannot be used against you by any government agency or court. This law is found in Title 13 of the U.S. Code. Anyone who violates this law faces severe punishment.

Our privacy principles guide our work; our privacy principles guide our actions so we respect your privacy and protect your confidentiality.

- We do not identify individuals in the data.
- We can only publish statistics.
- Our Disclosure Board (information board) verifies that any data product we present complies with our confidentiality regulations.

Secure Technologies: from the beginning of the data collection process to the final data storage, we protect your information following industry best practices and federal requirements. We use encrypted information and two forms of authentication to ensure system access. The security of our systems is our priority and we continually refine our plan to address threats that arise.

In 2020 we will implement new technology to make it easier to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use information that the public provided to reduce follow-up visits. In addition, we are putting together a more accurate address list and automating our field operations, all while keeping your information confidential and secure.

- Information obtained from the U.S. Census Department.

Eradicating fears and concerns of our community regarding the Census

The facilitator presents

We know that a lot of people who do not have a legal status in the country can feel intimidated to fill out a Census form, as they feel exposed to the government of the United States and fear this may be harmful to their families, however, this is not possible since the Census Department has a confidentiality agreement that cannot be broken.



I would like to share with you the following resource entitled: "Confidentiality, the 2020 Census and data administration" (hand out the resource for participant #3). Please take it home and review it, take as many as you need to share the information with someone else. It is very important for us that you have this information so we will briefly review it.

When you entrust your information to the Census, the goal and – **legal duty** – of the Census Department is to keep it secure. The mission of the Census is to serve as a leader of the nation by providing quality information about your people and economy. They would not be able to produce this data without you, this is why they protect your confidentiality.

Employees take a **lifetime** oath to protect your information. If they break that oath they can be fined up to \$250,000 and imprisoned for up to 5 years. All our employees take a mandatory annual training reminding them of our confidentiality policies.

The law protects your information. Your information is confidential by law. Your answers cannot be used against you by any government agency or court. This law is found in Title 13 of the U.S. Code. Anyone who violates this law faces severe punishment.

Now I would like to share what the Census says about confidentiality:

Our privacy principles guide our work.

Our privacy principles guide our work actions so we respect your privacy and protect your confidentiality..

- We do not identify individuals in the data.
- We can only publish statistics.
- Our Disclosure Board (information board) verifies that any data product we present complies with our confidentiality regulations.

We have Secure Technologies. From the beginning of the data collection process to the final data storage, we protect your information following industry best practices and federal requirements. We use encrypted information and two forms of authentication to ensure system access. The security of our systems is our priority and we continually refine our plan to address threats that arise.

So feel free to fill out your Census form as neither you nor your family run absolutely any risk by sharing your information, on the contrary, by filling it out you are ensuring that your family has the resources and services they need, because as we mentioned, the Census will never share your personal information with absolutely anybody; they only show the public statistics.

Transition: now that we know about the importance of being counted and that we don't run a risk by doing so, does anybody know how to fill out those forms or how they will reach us? Wait for some of the participants' responses and then go on to the next agenda.

4. How will you invite everyone to respond to the 2020 Census



Total agenda time 10 minutes



Materials

- + Resources for participant #4
- + Flipchart with the table and the timeline of what will be received by mail.

The facilitator presents

In 2020 new technology will be implemented to make it easier to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. Information that the public provided to reduce follow-up visits will be used. In addition, a more accurate address list is being put together and field operations are being automated, all while keeping your information confidential and secure.



Now I would like to share with you the following resource from the United States Census Department, and just as the previous ones, please take as many as you need to share with other people.

Each household will have the opportunity to respond online, by mail or by phone to the questionnaire.

Almost every household will receive an invitation to participate in the 2020 Census, either through a postman or a census taker (the people that go to your houses on behalf of the Census).

95% of households will receive their census invitation by mail.

Almost 5% of the households will receive their invitation when the census taker goes to hand it to you. In these areas most households may not receive mail at their physical location (such as homes that use PO boxes or areas that have recently been affected by a natural disaster).

Less than 1% of the households will be counted personally by a census taker, instead of being invited to respond on their own behalf. This is done in remote areas such as northern Maine, remote areas of Alaska and in select areas of Native Americans that asked to be counted in person.

Special procedures will be used to count people that don't live in a home, such as students who are living in university housing or homeless people.

What will you receive in the mail?

When the time comes to respond, most households will receive an invitation in the mail. Each household will have the option to respond online, by mail or by phone.

Depending on the likelihood that your area can respond online, you will either receive an invitation encouraging you to respond online or an invitation together with the paper questionnaire.

Invitation by mail

- It is likely that most areas of the country will respond online, so most households will receive a letter requesting that they complete the census questionnaire online.
- The plan is to work with the U.S. Postal Service to deliver these invitations in stages over several days. In this way, you can extend the number of users who respond online and it will make it possible to serve you better if you need help over the phone.

Invitation by mail and paper questionnaire

- Areas which are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

Show the graph with the timeline of those that will be received by mail and explain it.

What happens if you don't see the initial letter that arrives in the mail?

- Each household that has not responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter what initial invitation you receive or how you received it – all households that did not respond will be followed up in person.

5. Closure



Total agenda time 5 minutes.



Materials

- ⊕ Flipchart with the figures of the loss of income of 10 years of an insufficient count of the 2020 Census.

The facilitator presents

We have come to the end of our talk for today. We really enjoyed our time with you and we sincerely hope that the information we shared with you has been beneficial both for you and your families. We hope we were able to resolve any doubts you had about the Census and that you now feel ready and confident to fill out your forms and get counted. Remember that you are the leaders of your family and it is up to you if they receive the resources and services they need to be strong and healthy. Let's not allow our community to go without what it needs because of fears caused by lack of information; share the information you have received with the people you know. Sharing this information with other people is of the utmost importance because if they don't get counted we will all be affected. Please take the fact sheets that you can share by passing this information to other people you know.

- ⊕ Before ending, I would like to share the following figures with you (Show the flipchart entitled: "Loss of income of 10 years of an insufficient count of the 2020 Census"). This is the estimate of what we'd be losing over 10 years if we are not properly counted in the 2020 Census. Read to them both the state figures and the those of the City of Albuquerque and explain that with only 1% of the population that isn't counted in the 2020 Census, just in our City of Albuquerque we'd be losing approximately 201,135,963 dollars and at a state level, for that 1% of people that are not counted, 620,574,404 would be lost. Now, imagine if 10% of the population doesn't fill out the 2020 Census form, that is, they are not counted, in our city alone we'd be losing

2,001,369,356 and the state would lose 6,205,744,040. Now let's see what would happen if even more people are not counted. What would happen if 19% of our population doesn't fill out the Census form? We would lose 3,821,601,776 in our city and 11,790,913,676 in our state (Information obtained from the website https://gps-unm.shinyapps.io/Census_Undercount_Cost/ of the Center for geospatial and population studies of the University of New Mexico. ¿Do you believe that we, that our community doesn't need those funds? Of course we do! That's why it is of utmost importance that you be counted and spread the word with your families and friends.

Before we leave, I would like to go around the circle and for each of you to share something that impacted you or that you learned in this talk and tell us what are you going to do with this new information?

We thank you for your time and for sharing your experiences with us. If you have any questions do not hesitate to contact our organization, Partnership for Community Action at (505) 247-9222 or our organizer Marisela Ruiz at (505) 264-4484.

Remember that together we all count, so be counted next April 1, 2020.

Thank you!

