NJHI Upstream Action Acceleration Learning Collaborative Session

Community Representation in the Census 2020

December 18, 2019
Presenter and Support Team

Peter Chen
Policy Counsel
Advocates for Children of New Jersey

Diane Hagerman
New Jersey Health Initiatives

Joanne Lee
Healthy Places by Design
NJHI Upstream Action Acceleration Learning Collaborative Session

Community Representation in the Census 2020

December 18, 2019
## Learning Outcomes

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Description</th>
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<tbody>
<tr>
<td>Connect NJHI coalition partners with learning and networking opportunities.</td>
<td>Learn current information and guidance about Census 2020 efforts and outreach in New Jersey.</td>
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<tr>
<td>Learn current information and guidance about Census 2020 efforts and</td>
<td>Explore ways to ensure that your community is accurately represented in the 2020 Census.</td>
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<tr>
<td>outreach in New Jersey.</td>
<td>Share information about the next Learning Collaborative events.</td>
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<tr>
<td>Explore ways to ensure that your community is accurately represented in</td>
<td></td>
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<td>the 2020 Census.</td>
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New Jersey Counts 2020
YOU can be a Census Ambassador!

Download and print this toolkit to share with the families you serve.

Spread the word on why the Census matters.

www.census2020nj.org
Topics for Today:

- Census 101
- Census Operations
- Challenges to a Complete Count in NJ
- Young Child Undercount
- How to Get Involved
- Wrap-Up

www.census2020nj.org
What is the census?

Why is it important?
What is the Census?

• The U.S. Census is a national survey conducted every ten years by the U.S. Census Bureau to count EVERY living person in the United States

  o People of all ages, races, and ethnic groups including citizens and non-citizens must be counted

www.census2020nj.org
Why is the Census Important?

The Census is so much more than just a head count. Its results will impact New Jersey for the next ten years.

- Distribution of more than $22.7 billion in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads, and more.
- Helps determine New Jersey’s number of seats in the house of representatives, its number of votes in the electoral college, and our voting district boundaries.

www.census2020nj.org
Annual Federal Funding Received by NJ

NJ Family Care* – $9.6 B
SNAP – $1.2 B
Section 8 Housing Vouchers – $741 M
Special Education Grants – $370 M
National School Lunch Program – $261 M
Head Start – $164 M
WIC – $151 M
Child Care – $120 M

+$22.7 Billion

*Includes Medicaid and State Children’s Health Insurance Program (SCHIP)
What questions will be asked?

When will I receive my questionnaire?
How Do I Complete My Questionnaire?

There will be three ways to complete the Census:

1. Online (including with a mobile device)
2. Over the phone
3. By mail

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
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<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
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</table>
April 1st, 2020 is Census Day. Households should complete their questionnaires by the end of this month.

The Census Bureau begins visiting homes in person that haven’t responded online, over the phone or by mail.

The Census Bureau continues to visit homes who haven’t responded.

July 31, 2020 concludes Census field operations.

Encourage households to respond before the end of April 2020 to lessen the changes of a Census worker following up in person.

This period is known as self-response.

www.census2020nj.org
Door-to-Door Census Enumerators

Beginning in May, Census takers might be in your neighborhoods in order to follow up with households that have not responded.

How can you recognize a Census worker?

• Census workers will wear a photo ID with:
  o a U.S. Dept. of Commerce watermark
  o an expiration date.

• If you are ever unsure, contact the Census Bureau NY Regional Office at 1-800-991-2520.

www.census2020nj.org
What Will the Census Ask?

*Filling out the census will be fast and easy!*

The survey will take about **10 minutes** to complete, and will collect basic information about you and your household:

**For each household member:**
- Name
- Age/Date of birth
- Gender
- Racial/ethnic background
- Relationship to head of household

**Other questions:**
- Owner/Renter questions

[www.census2020nj.org](http://www.census2020nj.org)
What WON’T the Census Ask?

• U.S. Census Bureau will NEVER ask for your:
  o Social security number
  o Money
  o Donations
  o Bank and credit card information

Beware of scams!
If you suspect a scam, contact your local Census Regional Office.
The New York Region can be reached at: 1-800-991-2520
Language Support

In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.

www.census2020nj.org
Questions?

What we have covered so far:

- Census 101
- Census Operations
Challenges to a Complete Count in NJ

What is a hard-to-count (HTC) group?

Where are HTC groups concentrated?
Specific Challenges for the 2020 Census

• First Census to be primarily filled out **online** or **on the phone**
• Distrust of government
• Fewer staff than 2010 for in-person follow-up/coordination
• Concentrations of hard-to-count populations throughout NJ

www.census2020nj.org
NJ Hard-to-Count Groups

• A Hard-To-Count (HTC) population refers to areas where a low percentage of households returned their 2010 Census forms.

• Some populations are harder to count than others...
  o Children under 5
  o People of color (African Americans, Latinx, Asian Americans)
  o Non-English speakers
  o Immigrants
  o Renters

www.census2020nj.org
What Are Barriers to a Complete Count?

Some reasons people are missed in the count are:

- They speak a language other than English
- They mistrust or are fearful of the government
- They live in a “complex household”
- Their address wasn’t listed (think: multi-unit buildings)
- They were not included on their household form

www.census2020nj.org
Hard-to-Count Populations in Your Area

- ROAM Mapping Tool: https://www.census.gov/roam
- Think local!
In New Jersey, 27,000 children (5.2%) under the age of 5 were undercounted in 2010.

www.census2020nj.org
What is a Complex Household?

This is a fancy way of referring to any household that isn’t solely composed of parent(s) and related children.

Complex Households:

- Multi-generational households
- Households with multiple unrelated families.
- Children living in foster care placements.

www.census2020nj.org
Reassure Parents

• The Census can be completed **on your own schedule** and should take about 10 minutes.

• The Census is:
  o **Safe**
  o **Confidential**
  o **Protected by federal law**
Important Messages for Parents

• Infants and young children must be counted no matter their age or living arrangement.

• Count children if they live and sleep at your home most of the time, even if the living arrangement is temporary (children in placement) or the child is unrelated to you (multi-family dwellings).

• A newborn baby should be included on your questionnaire, even if they are still in the hospital on April 1.
Can I Assist with Questionnaire Responses?

- Yes, but…

- You should not enter responses for individuals.

- Only Census Bureau employees can offer confidentiality that is protected by federal law.

Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual’s responses for them or watch them enter their responses. In other words, devices should not be “staffed.”

- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone’s responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual’s responses confidential.

- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.

- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.
What we have covered so far:

• Challenges to a Complete Count in NJ
• Young Child Undercount
How to Get Involved

Timeline
Outreach Activities
Groups to Engage

www.census2020nj.org
Timeline

• Time is of the essence…

• ...so we’ve created a schedule of events for you!

Each month, select one (or all!) of the Census outreach activities. We will be sending reminders along the way.

www.census2020nj.org
<table>
<thead>
<tr>
<th>Community</th>
<th>NJHI Upstream Lead</th>
<th>Contact CCC (Contact person)</th>
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<tbody>
<tr>
<td>Atlantic City</td>
<td>AtlantiCare Foundation</td>
<td>Atlantic City CCC (Christina Bevilacqua)</td>
</tr>
<tr>
<td>Camden</td>
<td>NJ Conservation Fdn.</td>
<td>Camden CCC (Carmen Rodriguez)</td>
</tr>
<tr>
<td>Cape May County</td>
<td>Cape Regional Medical</td>
<td>(none formed – contact Cape May county govt.)</td>
</tr>
<tr>
<td>Elizabeth</td>
<td>Gateway Family YMCA</td>
<td>Elizabeth CCC (Darren Bryden)</td>
</tr>
<tr>
<td>Hammonton</td>
<td>Allies in Caring</td>
<td>Atlantic County CCC (Robert Lindlaw)</td>
</tr>
<tr>
<td>Middlesex County</td>
<td>RWJ Univ. Hosp. Fdn.</td>
<td>Middlesex County CCC (Yvonne Lopez)</td>
</tr>
<tr>
<td>Millville</td>
<td>Holly City Dev’t .Corp.</td>
<td>Cumberland County CCC (Sharon Mollick)</td>
</tr>
<tr>
<td>North Bergen</td>
<td>NCADD Hudson County</td>
<td>Hudson County CCC (Francesca Giarratana)</td>
</tr>
<tr>
<td>Newark</td>
<td>Ironbound Comm. Corp.</td>
<td>Newark CCC (Jacqueline Quiles)</td>
</tr>
<tr>
<td>Paterson</td>
<td>UW of Passaic County</td>
<td>Paterson CCC (Inge Spungen)</td>
</tr>
<tr>
<td>Perth Amboy</td>
<td>Raritan Bay YMCA</td>
<td>Perth Amboy CCC (Dianne Roman)</td>
</tr>
<tr>
<td>Trenton</td>
<td>Trenton Health Team</td>
<td>Trenton CCC (Ed Gittens)</td>
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www.census2020nj.org
Materials for Handouts

• ACNJ general fact sheet English (Spanish also available): [https://acnj.org/downloads/2019_09_20_the_census_2020_is_coming_what_you_need_to_know.pdf](https://acnj.org/downloads/2019_09_20_the_census_2020_is_coming_what_you_need_to_know.pdf)

www.census2020nj.org
Getting to Action for Healthcare

• **General model: health insurance enrollment**

• **Hospitals:**
  - send information in mailings to homes of new parents,
  - attach information to patient surveys,
  - flyers, posters, etc.

• **Health clinics/primary care providers:**
  - Arrange for office staff to be trained by Census Bureau
  - Set up Census day for people to fill out Census on site
  - Video or information in waiting room

• **Community groups:**
  - Hold community education sessions
  - Participate in local complete count committees
  - Conduct Census Action Day events in March-April 2020

www.census2020nj.org
Snapshot of Outreach Activities

December 2019
- Circulate information on Census jobs or host job fair
- Get involved with local CCC

January 2020
- Share Census messaging on social media and email or mailing lists

February 2020
- Host Census educational meetings with service groups

March 2020
- Host fill-out-your-Census day at key locations where hard-to-count people congregate

Check ACNJ toolkit for more month to month activities from November 2019 through April 2020...
10 years...

...is a long time. A two-year-old child missed in 2020 won’t have another chance at being counted until they are 12!
Q & A

Peter Chen
Policy Counsel
Advocates for Children of New Jersey

Diane Hagerman
New Jersey Health Initiatives

Joanne Lee
Healthy Places by Design
Upstream Action Acceleration

Upcoming Events

In-Person Convenings
• February 12 at the Robert Wood Johnson Foundation
• June 2020
• November 2020

Next Webinar
• Friday, January 24, 12:00-1:00 pm
Chat-in your feedback:

+ liked, helpful

− not helpful, suggestion for improvement

Thank you!

Presenter, Peter Chen, Advocates for Children of New Jersey
pchen@acnj.org

New Jersey Health Initiatives
hagerman@njhi.org

Community Health Strategist (1:1 Coaching)
tlewis@njhi.org

Healthy Places by Design
joannel@healthyplacesbydesign.org

Equal Measure
eweiss@Equalmeasure.org

Thank you!