

# Census 2020 & Older Adults: Reaching the Hard to Reach

February 27, 2020



*Improving the lives of 40 million older adults by 2030*



## Speakers

**Jenny Hatran Aramony, National Partnership Program, U.S. Census Bureau, Department of Commerce**

**Rosemary Rodriguez, Executive Director, Together We Count**

**Daniel Castro, District Staffer, Congressman Marc Veasey, TX 33**

**Lindsey Linzer, Senior Director of Programs and Grants Administration, The Miami Foundation for a Greater Miami**



# Vivian Nava-Schellinger

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**Associate Director, Strategic Partnerships & External Affairs**

**National Council on Aging**



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United States®  
**Census  
2020**



# The 2020 Census + NCOA

**Jenny H. Aramony**

National Partnership Portfolio Manager, U.S. Census Bureau

**February 27, 2020**

# 2020 Census highlights

- Mandated by Article 1, Section 2 of the U.S. Constitution, the census determines congressional representation and is used for state and local redistricting
- Census Day is April 1, 2020
- The census is the nation's largest peacetime mobilization
- Respondent information is strictly confidential by law
- Respondents will have the option to complete the form online, by phone, or by mail
- Helps direct more than \$675 billion annually in federal funding
- Census data used by businesses, governments, and civic organizations to inform decision-making



# Programs that use Census Bureau statistics to inform funding

- Medicare health insurance (Medicaid) for people with low income, including people with disabilities
- Supplemental Nutrition Assistance Program (SNAP) for low-income people, including disabled and low-income people over 65
- Medicare Part B insurance for all people over 65
- Social Services Block Grants
- Highway planning and construction grants
- Pell Grants for college tuition
- Housing assistance
- Head Start and other education grants

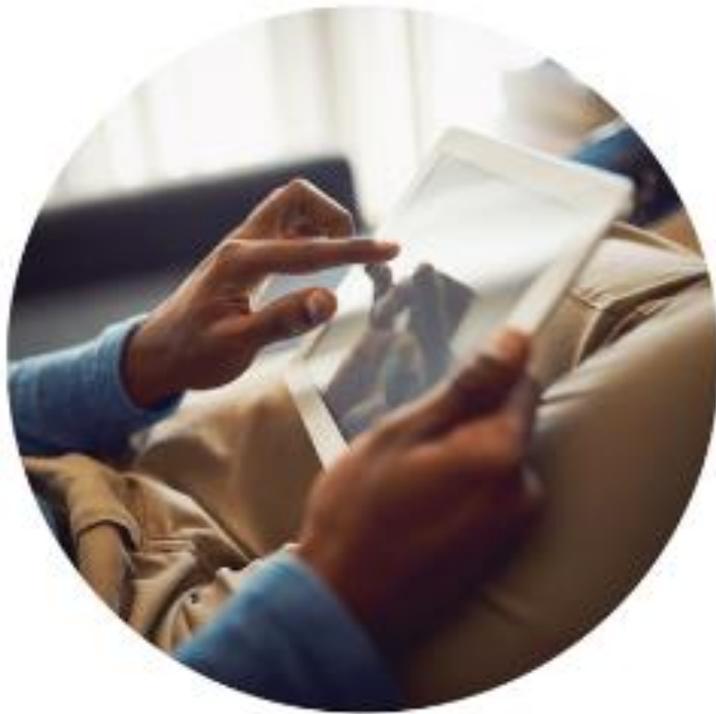
# Safety and Security

- **Responses to the 2020 Census are safe, secure, and protected by federal law.** Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies (including ICE, FBI).
- **By law, responses cannot be used against you.**
- **Every Census Bureau employee takes an oath to protect your personal information for life.** The penalty for sharing information is 5 years in prison and/or a \$250,000 fine.
- **Online responses are safe from hacking and other cyber threats.**

# 2020 Census: A population count

## Easy

Respond online, by phone, or by mail



## Safe

Your information is protected by law



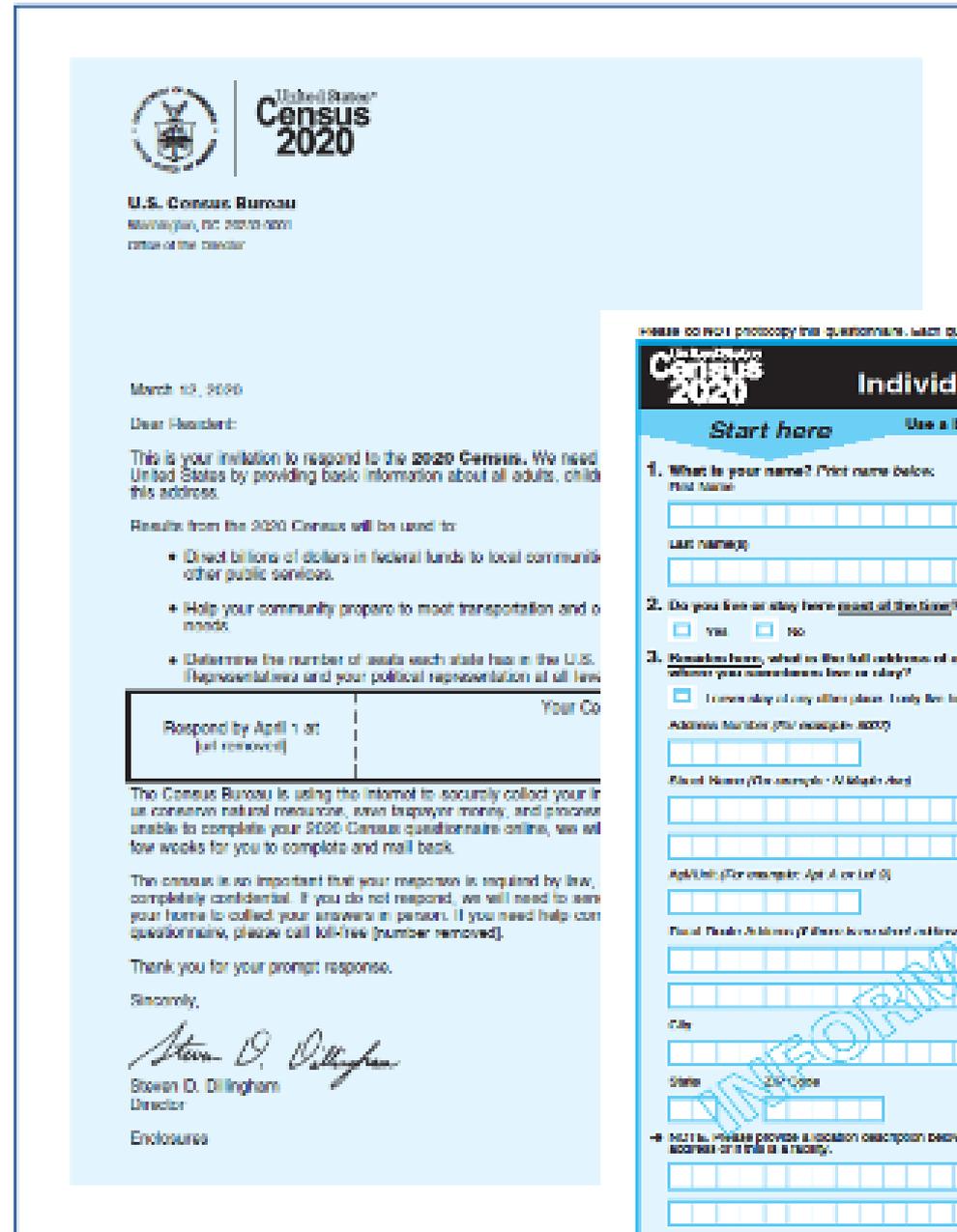
## Important

Responses help determine community funding and congressional representation



# Questionnaire

- How many people are living or staying in your home on April 1, 2020
- If there are any additional people staying in your home on April 1, 2020 that you did not already include
- Whether the home is owned or rented
- The name, sex, age, date of birth, race of each person in the household
- About the relationship of each person in the household to one central person



# 2020 Census Language Support

Internet Self-Response and  
Census Questionnaire  
Assistance

Language Guides (Video and Print)  
Language Glossaries  
Language Identification Card

## 12 Non-English Languages

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

## 59 Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American
Japanese	Gujarati	Bosnian	Dutch	Sign Language

<https://2020census.gov/en/languages.html>

# Internet Self-Response

An official website of the United States government. Here's how you know.

United States Census 2020

FAQ INSTRUCTIONS ENGLISH

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS KREYÒL AYISYEN PORTUGUÊS 日本語

## Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

### Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable pop-ups and cookies.

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2020

Start Questionnaire

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## WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

When it's time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

**Every household will have the option of responding online, by phone, or by mail.**

# Campaign phases and timeline

1

## Phase 1: Awareness\*

*January 12 through March 12, 2020\*\**

Bring attention that the 2020 Census is approaching and educate.

Keep the 2020 Census top of mind.

2

## Phase 2: Motivation

*March 13 through May 12, 2020  
(Census Day is April 1, 2020)*

Drive participation and action to encourage 2020 Census survey completes.

3

## Phase 3: Reminder

*May 13 through July 31, 2020*

Remind people of the deadlines to drive non-responder survey completes.

Inform people of enumerators for cooperation prior to when they will come to their door.

4

## Phase 4: Thank You

*September 2020 - Beyond*

Inform the public that the 2020 Census is now complete and educate where census results can be found (private information will not be shared).

*\*Timing for each phase may be subject to change \*\*Alaska (remote campaigns) to launch Phase 1 in January 1, 2020 due to early enumeration*

# We're hiring!

- Recruiting 2 million individuals to work in their communities.
- Pay rates vary according to location.
- Schedules are flexible – work 10 hours/week or full time!
- Applicants stay in the pool for the entire census.
- Hourly rate changes from \$15 to \$30 depending on location
- Language capabilities are beneficial!



[www.2020census.gov/jobs](http://www.2020census.gov/jobs)

# Landscape of Partnership

- Diverse Elders Coalition (<https://www.diverseelders.org/>)
  - Webinars
  - Publishing 7 blogs before 2020 Census ends
- AARP (<https://states.aarp.org/tag/2020-census>)
  - Promoted hiring by including a video on why and how to be a 2020 Census worker
  - Publishing numerous of blogs on the importance of the 2020 Census and how to combat misinformation on the census
  - Working on in-language Public Service Announcements
- Current national partners and supporters are listed at <https://www.2020census.gov/en/partners/directory.html>

# Join the conversation online

## #2020Census



facebook.com/  
uscensusbureau



twitter.com/  
uscensusbureau



youtube.com/us  
er/  
uscensusbureau



instagram.com/  
uscensusbureau



linkedin.com  
/company/  
us-census-  
bureau

Become a partner!

<https://www.2020census.gov/en/partners>

Regional Census Centers

<https://2020census.gov/en/contact-us/rcc.html>



Ensuring hard-to-count communities across Colorado are counted in the 2020 Census

# Together We Count

Building Partnerships

Working statewide

Communications and Census Expertise

Through national partners and research

Mini-grants to nonprofits

To supplement much needed resources

Census Trainings

Utilizing train the trainer method

Final Report

Lessons learned and best practices for 2030 Census

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2020

## Census Bureau

Officially Conducting the Census Count.

Utilizes Partnership Specialists in the community across Colorado



## Together We Count

501c3 organization supporting non-profits and ensuring hard-to-count communities are counted

EVERYONE  
**COUNTS** *Census 2020*

## Everyone Counts

Colorado Department of Local Affairs. Runs the state Complete Count Committee and allocated the state census grant money



## Denver Regional Council of Governments

Received State grant money in 2019 and are leading the older adult outreach space with toolkits and resources for AAA.

# Services funded by Area Agencies on Aging

- Transportation
- Nutrition
- In-home Care
- In-home Assistance
- Yard Work
- Caregiver Support
- Legal
- Respite
- Grandparent Support
- Benefits Counseling

## Other Services Funded by Federal and State Dollars

- meal preparation
- fall prevention
- chronic disease self-management
- health promotion
- education
- services for the blind and visually impaired
- home repair or modification
- hearing aids and glasses
- mental health services
- Native American services

# Hard-to-Count Populations

## Hard-to-Count Communities Defined by the State of Colorado

- Children under 5
- Racial and ethnic minorities
- Communities of color
- American Indians and Alaskan Natives
- People with disabilities
- People with low incomes
- Immigrants
- Limited English proficiency
- People living in rural areas
- People without sufficient internet access
- **Adults 60 +**
- Transient or homeless
- Ute Mountain Ute and Ute Indian Tribes

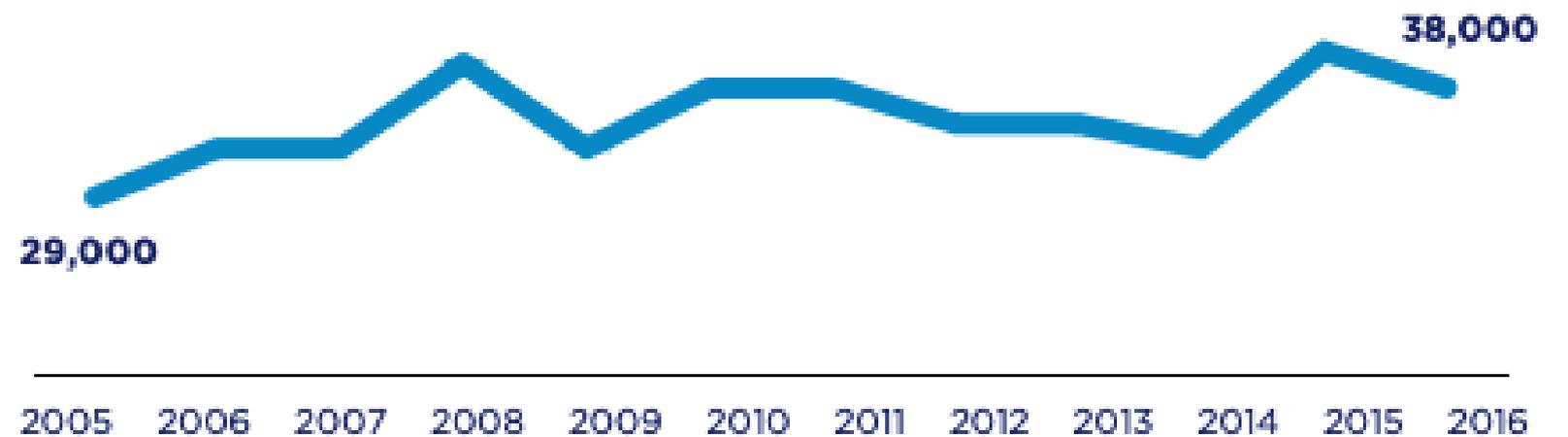
# Hard-to-Count Older Adults

- Barriers
  - Transitional, institutional, health issues
  - Online option – will older adults trust it?
- Incomplete census means fewer federal dollars for health care, transportation and services for older adults
- Rapidly growing older adult population across Colorado with existing population and recent arrivals

# Increasing Complex Households

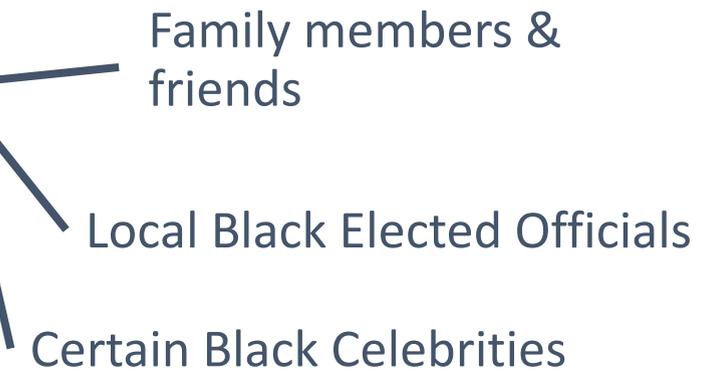
- The 2020 Census is a household count and we know that many families are living in more complex households with multi-generational and grandparents raising grandchildren

**In 2016, nearly 40,000 Colorado kids had a grandparent as their primary caregiver.**



# Who are Trusted Messengers

Research by National Census Partners

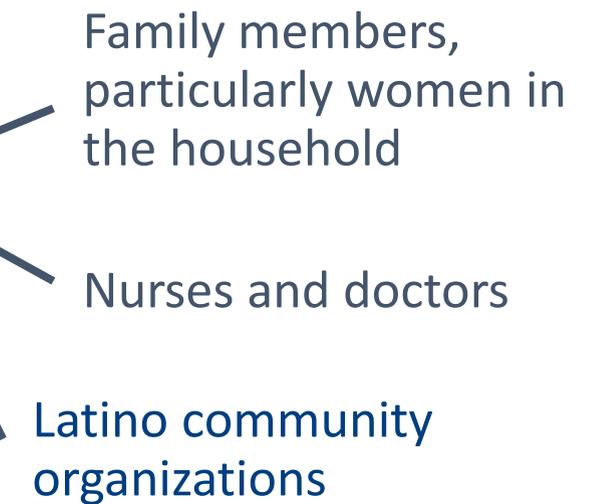


National Congress of American Indians

Indian Health Center workers

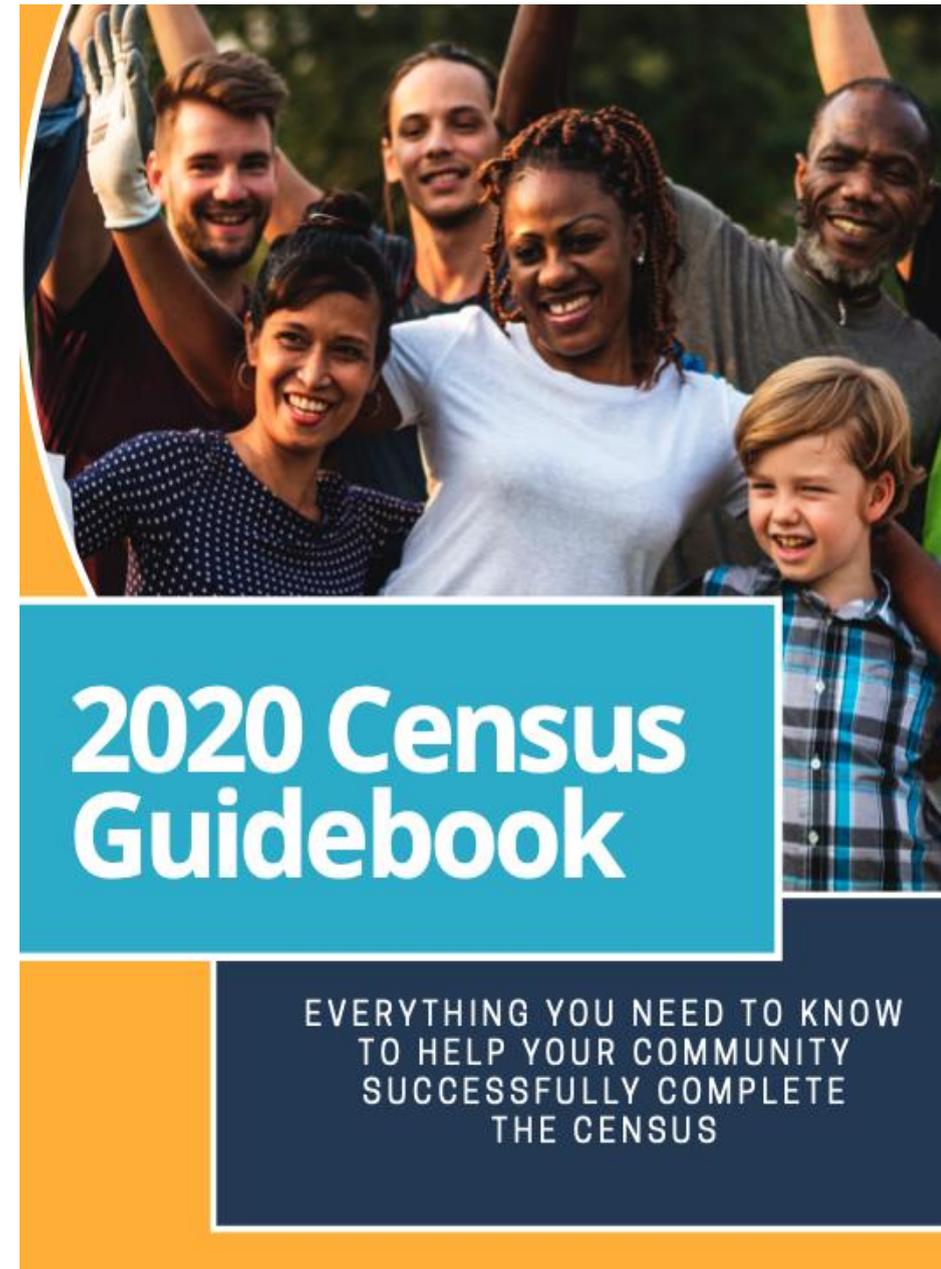
Teachers

Two lines radiate from the bottom of the National Congress of American Indians logo to two text labels: 'Indian Health Center workers' and 'Teachers'.



For community partners to provide a resource for operations, best Practices and timeline

# Together We Count Guidebook



# Denver Regional Council of Government (DRCOG) Toolkit

- Print
  - posters
  - flyers
  - table tents
- Digital
  - social media
  - newsletter text
  - website images
  - download print materials

TAKE THE 2020 CENSUS.



Your family is **happier** because of you.

Our country is **stronger** because of you.

Keep making us better,  
together. **Take the census.**

Sharing information about your  
household ensures your community  
gets what it needs to **thrive.**

**be  
counted.**

For your loved ones, your community, your nation.



CENSUS-PC-BE-COUNTED-Ver11x18

United States  
**Census  
2020**

# Flyers: Tailored Audiences

Design options and text will be tailored for different audiences:

- General older adult
- Older adults with visual impairments
- Latino older adults
- Older veterans
- American Indian older adults

# Toolkit Material Messaging

- Importance of responding to the census
- Inform families and professionals about how they assist others in filling out forms, what not to do
- Fraud/scam prevention
- Mailing timeline; what to expect
- How to respond to the census

## **DRCOG's Strategy:**

## **AAA Staff Outreach**

- Information and assistance line
- Medicare beneficiaries
- Case management client packets
- Client satisfaction surveys
- Skilled nursing and assisted living facilities
- County councils on aging
- Community events/resource fairs



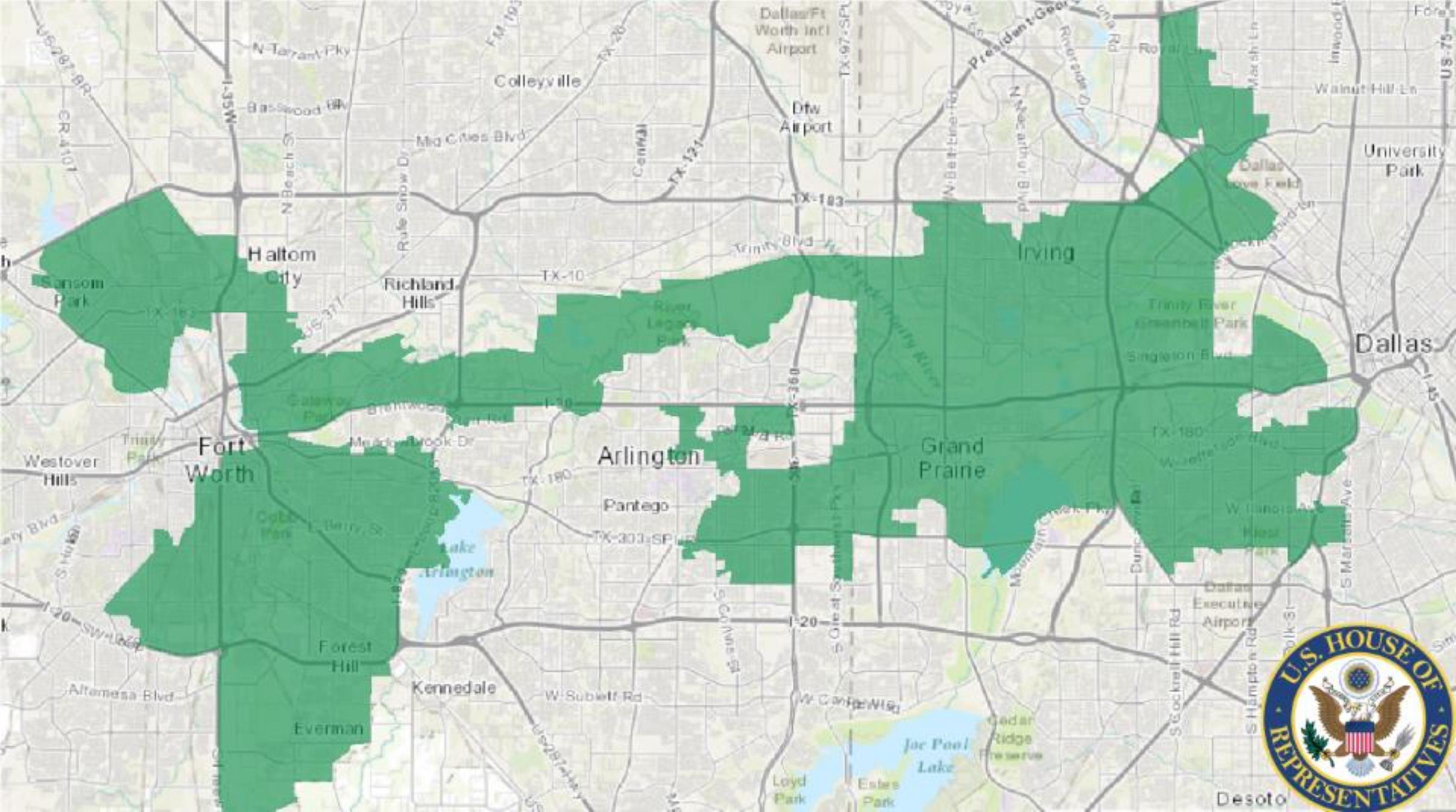
[rosemary@togetherwecount.org](mailto:rosemary@togetherwecount.org)

**Togetherwecount.org**

# CENSUS 2020

The View from Texas Congressional District 33





Desoto

# About TX-33 – Who are We?

- About 777,000 people in Dallas/Fort Worth Metroplex
- Over 100,000 people over the age of 60 – 13%
- Almost 16% African-American
- 67% Hispanic or Latino
- 33% Foreign Born
- Median Household income of \$44,286
- Almost 1/3 of population has no health insurance coverage
- 61% have a high school degree or higher
- 11% have a bachelor's degree or higher



# Challenges Faced by TX33 Seniors

- Affordable Housing/Gentrification
- Transportation/Lack of Public Transportation
- Lack of Affordable Healthcare/Prescription Drug Costs
- They are targets of Scams.



# Congressional Reach-out to TX33 Seniors

- Hosts Senior Forums
- Health and Fitness Activities
- Attending functions with senior groups
- Provide them with Casework assistance in dealing with Federal Agencies



# Challenges Faced in Census

- Lack of State/Local Funding for promotion and education
- Language Barriers
- Aging/Distrustful Population
- Political Environment Creates distrust of Federal Government



# What is Congressman Veasey doing to promote the Census?

- Participating in events like this one
- Will be holding a tele-townhall on the Census in March
- Recorded a PSA
- Talks about the importance of census at every public event
- Coordinating with local Census officials on challenges they're facing





**JOIN IN.  
BE COUNTED.**



Help Miami get its share of resources through the 2020 Census.

[www.miamicensus.org](http://www.miamicensus.org)



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A Member of Trinity Health

**Census  
Equity  
Fund**



**The  
Children's Trust**



Commissioner  
**Eileen Higgins**  
District 5



**HEALTH  
FOUNDATION**  
of south florida



**KNIGHT  
FOUNDATION**



**The  
Miami  
Foundation**  
For a Greater Miami

**STEARNS WEAVER MILLER**



## With support from:



**Early  
Learning  
Coalition**  
of Miami-Dade County



**FIU**  
Jorge M. Pérez  
Metropolitan Center



**Gordon &  
Breach**

**State  
Voices**



**United  
Way**  
United Way of Miami-Dade

# MIAMI-DADE COUNTS 2020 APPROACH



## GRANTMAKING

Awards to organizations working towards complete count efforts.



## OUTREACH

Develop shared messaging and tools to collectively support full participation in Census 2020.



## PARTNERSHIP

Unite philanthropists, elected officials, influencers, nonprofits and residents around Census 2020 efforts.



# GET INVOLVED

## LEARN MORE

Educate yourself on the history and importance of the census. Visit [www.miamicensus.org](http://www.miamicensus.org).

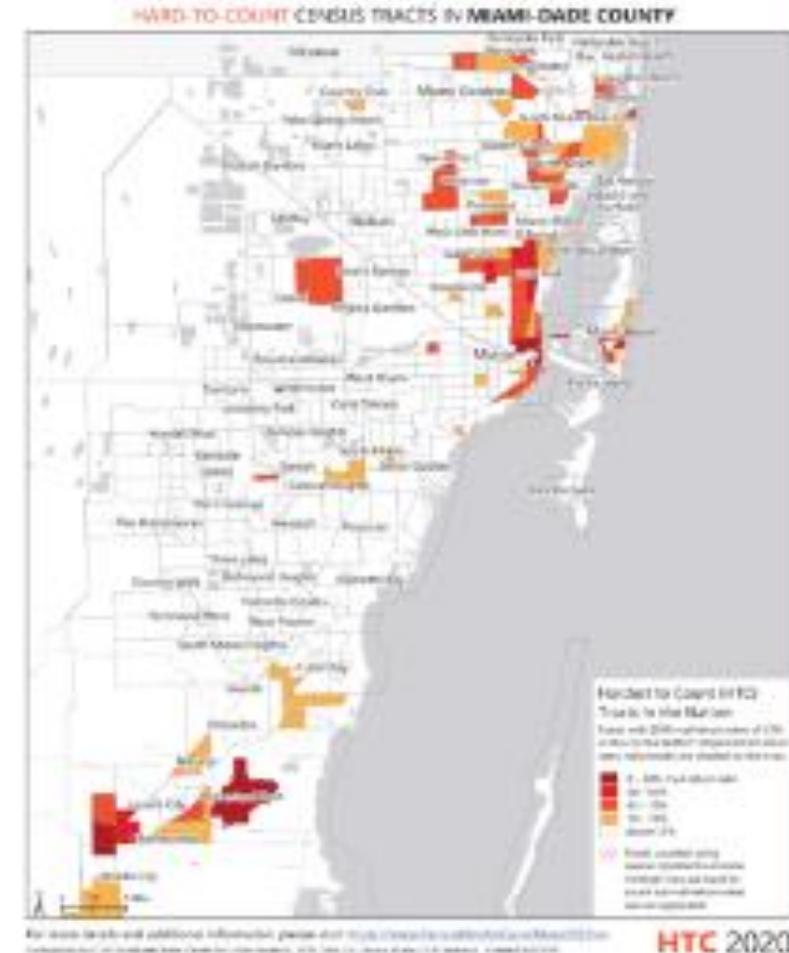
## SPREAD THE WORD

Tell your family, your friends, and your colleagues that the Census is happening in April 2020.

## CONTACT US

Lindsey Linzer, The Miami Foundation  
[LLinzer@miamifoundation.org](mailto:LLinzer@miamifoundation.org)

[WWW.MIAMICENSUS.ORG](http://WWW.MIAMICENSUS.ORG)



# Learn More

## NCOA.ORG



### Get Started



*We can help you meet the challenges of aging*



#### For Professionals



Get programs and best practices to better serve older adults in your community.

Go



#### For Older Adults & Caregivers



Use our online tools and tips to stay healthy and economically secure.

Go



#### For Advocates



Learn the latest in aging policy and see how to speak up for seniors in need.

Go

