

# 2020 Census Toolkit



## ▶ ABOUT THE TOOLKIT:

This toolkit contains resources for anyone conducting census outreach and awareness efforts in the state. These materials are intended for community organizers, complete count committees, nonprofits, engaged businesses, and others to use to activate their community to complete their census.

## ▶ TABLE OF CONTENTS:

- **iCountNM Resources**  
Includes links to find ready-to-use census outreach materials as well as a contact list of iCountNM team members.
- **2020 Census Talking Points**  
A multi-page document with more detail on the reason, importance and context of filling out the census.
- **2020 Census 101**  
A 1-page document explaining the What, Who, Where, When and How questions of the 2020 Census. Its a universal handout for any type of community. .
- **Sample Employee Email Message**  
An example of an email message for companies to send out to their employees about the importance of filling out the census with instructions on how to fill it out.
- **Sample Text Messages**  
Samples of text messages encouraging people to fill out the census with instructions on how to create your own.
- **Social Media Guide for a Complete Count**  
A guide for creating social media content to promote the census with examples and tips on how to shoot your own videos.
- **Radio Scripts**  
Sample English and Spanish radio scrips that are ready to record using local, community voices.
- **Hard-to-Count (HTC) Census Outreach Best Practices Guide**  
Best practices for census outreach to HTC communities compiled by the Minority, Vulnerable and Underrepresented Communities Subcommittee.
- **Outreach Alternative during COVID-19**  
In response to COVID-19, we've put together some ideas on how to pivot your census outreach tactics.

## ▶ FOR MORE RESOURCES:

iCountNM resources and materials are created on a rolling basis. To view all of the materials available, visit [iCountNM/resources](https://iCountNM/resources).



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Census  
2020

2020census.gov  
(844) 330-2020

# iCountNM Resources



## ▶ NEW MEXICO CENSUS MATERIALS

There are ready-to-use materials available at [iCountNM.gov/resources](https://iCountNM.gov/resources). You are welcome to use these as-is or, if you need something more specific to your community, give us a call and we can work with you to make it your own.

## ▶ CENSUS OUTREACH HOTLINE: (505) 331-8836

We are relying on hyper-local outreach in all of New Mexico's communities. That means that each community needs different outreach materials for different audiences. If you need any iCountNM material that is unique to your community, we can help! Just call (505) 331-8836 or email [census@mediadesknm.com](mailto:census@mediadesknm.com).

## ▶ CENSUS OUTREACH RESOURCE NEWSLETTER

iCountNM curates outreach newsletters that are released every week. The newsletter covers the latest updates with the census, shares new iCountNM materials, and pulls together related resources that will help people who are conducting census outreach.

### SIGN UP FOR THE NEWSLETTER:

Scan the QR code to the right with your phone to sign up, or visit: [eepurl.com/gL72zn](https://eepurl.com/gL72zn).



Scan this QR code!

## ▶ CENSUS COORDINATION WEBINAR MEETINGS

These meetings are virtual informational convenings to share ideas, insights, and best practices between complete count committees and anyone else conducting census outreach. Dates and times will be released in the weekly iCountNM Newsletter.

## ▶ STATEWIDE PAID MEDIA

iCountNM is spearheading a statewide paid media plan that includes tv, print, radio outlets, and more that focus on hard-to-count populations. Media buys will be coordinated with input from Local Complete Count Committees to ensure the advertisements resonate with local communities. In addition to the statewide paid media placements, the ads created will be available to anyone conducting outreach to use.

# iCountNM Resources



## ► RESOURCES FOR NONPROFITS

There are funds available for nonprofits and community-based organizations who can provide census outreach to community members. For more information, please contact Center for Civic Policy or NM Counts 2020 (contact information below).

## ► ICOUNTNM CENSUS CONTACTS

We have a growing team to support a complete count. Feel free to contact any of these individuals with census related questions.

### FOR GENERAL INFORMATION & COORDINATION, CONTACT:

Department of Finance and Administration (DFA)

Email: [nm2020.census@state.nm.us](mailto:nm2020.census@state.nm.us)

### FOR MATERIALS, MESSAGING & MEDIA SUPPORT, CONTACT:

MediaDesk

Email: [census@mediadesknm.com](mailto:census@mediadesknm.com)

NM Census Outreach Hotline: (505)331-8836

### FOR SOCIAL MEDIA & ICOUNTNM.GOV WEBSITE SUPPORT, CONTACT:

Real Time Solutions

Email: [chris@rtsolutions.com](mailto:chris@rtsolutions.com)

### FOR NONPROFIT GRANT OPPORTUNITIES, CONTACT:

Center for Civic Policy

Phone: (505) 842-5539

NM Counts 2020

Email: [cathyfrey@nmag.org](mailto:cathyfrey@nmag.org)

### FOR NEW MEXICO CENSUS OPERATIONAL QUESTIONS CONTACT:

UNM Geospatial and Population Studies

Email: [oflores221@unm.edu](mailto:oflores221@unm.edu)

Phone: 505.277.3064

### FOR ALL OTHER CENSUS QUESTIONS, CONTACT:

U.S. Census Bureau

Phone: (844)330-2020

Website: [2020census.gov](https://2020census.gov)



# 2020 Census Talking Points



## WHAT IS IT? AND HOW DOES IT IMPACT NEW MEXICO?

### ▶ WHAT IS THE 2020 CENSUS?

The decennial census is mandated by the U.S. Constitution and happens once every 10 years. It serves as a count of everyone living in the United States. The 2020 Census will take place from March 12th through July 2020.

In 2020, participation in the census will be more convenient than ever. For most of New Mexico's residents, the census can be completed online, over the phone, or on paper – all in the privacy of your own home.

### ▶ WHY IS IT IMPORTANT?

From Gallup to Carlsbad, Las Cruces to Raton, and everywhere in between, **the census impacts all communities across New Mexico.**

The census determines how more than \$800 billion in federal funds are distributed to communities across the U.S., **including over \$7 billion per year right here in New Mexico.**

The census helps determine the distribution of funds for things like Medicaid, Supplemental Nutrition Assistance Program (SNAP), education grants, transportation projects, and nutrition programs for school children.

Census data is also used to determine representation in government. Census data helps determine the distribution of seats in the U.S. House of Representatives and district lines at all levels of government.

### ▶ WHY DOES THE 2020 CENSUS MATTER TO NEW MEXICO?

When it comes to the census, a little goes a long way – **just a 1% undercount in New Mexico means a loss of \$780 million dollars over the next ten years.**

New Mexico receives \$3,745 per person per year in federal funding. This goes to essential programs. For example, our state benefits from federal dollars for SNAP more than any other state

#### PROGRAMS IMPACTED BY THE CENSUS TOUCH EVERYONE. FOR EXAMPLE:

- Medicaid – \$4.3 billion
- Supplemental Nutrition Assistance Program (SNAP) – \$693 million
- Highway Planning and Construction – \$400 million
- Federal Student Loans – \$280 million

2020 Census Talking Points — Page 1



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# 2020 Census Talking Points

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## PROGRAMS IMPACTED BY THE CENSUS (CONTINUED)

- Medicare Part B – \$265 million
- Special Education Grants – \$200 million
- Pell Grants – \$171 million
- Title I Grants to LEAs – \$127 million
- Temporary Assistance for Needy Families (TANF) – \$123 million
- State Children's Health Insurance Program (SCHIP) – \$122.5 million
- National School Lunch Program – \$101 million
- Head Start – \$83 million
- and more

## CONFIDENTIALITY + CITIZENSHIP

### IS INFORMATION CONFIDENTIAL?

All information collected during the census is protected by federal law. There are strong protections and safeguards against disclosure and misuse of census data.

Under Title 13 of the U.S. Code:

- Census data can only be used for statistical purposes. Personal information cannot be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (this includes names, addresses, and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality and are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.

The census is designed for you to participate in the privacy of your own home. Fill out your census form right away, send it in (online, via mail, or over the phone) and there won't be a reason for anyone to knock on your door to follow-up.

### WHAT ABOUT "CITIZENSHIP"?

There is no citizenship question on the 2020 Census. Organizations fought and won in the US Supreme Court to ensure this. These organizations will continue to challenge any other illegal attempts to obtain or misuse confidential information.

All individuals residing in the U.S. need to fill out the census, regardless of citizenship status. The census is simply a headcount of people living in the U.S.

# 2020 Census Talking Points



## ► WHAT IS NEW MEXICO DOING?

We know we need to do everything possible to make sure that everyone completes their census form. New Mexico has much to gain and much to lose. People across the state and from all walks of life are standing up for New Mexico to be fully counted.

Governor Lujan Grisham established the Statewide Complete Count Commission (SCCC) to help promote and advertise the census, focus resources on hard-to-count areas and populations, support and coordinate with local complete count committees, and direct resources to communities across the state – all to ensure the highest participation rate.

All 33 counties, 23 Tribal governments, and 30 + community groups also stepped-up and are actively working to promote the census.

The Department of Finance & Administration has been appropriated \$11.5 million (\$3.5 million in 2019 and \$8 million in 2020) to support complete count efforts in the 2020 Census. These funds are used for grants to New Mexico County Complete Count Committees, Tribal Complete Count Committees, media and advertising of New Mexico's iCountNM campaign, direct outreach through community-based organizations, and a Census in Schools campaign, among other areas.

For more information, contact [nm2020.census@state.nm.us](mailto:nm2020.census@state.nm.us).

## ► WHAT CAN YOU DO?

All New Mexican's have a small role to play to make sure your community is counted and receives the resources we deserve.

First of all, complete your census. In the amount of time it takes to order fast food, you can fill out your census form for your entire household.

Secondly, be an ambassador for New Mexico. Help your friends, neighbors and family members understand why they should complete their census. Remind them how easy and how important it is.

Lastly, learn more and stay informed by visiting the [ICountNM.gov](http://ICountNM.gov) website or follow us on Facebook (@ICountNM2020) and Instagram (@icountnm).

# 2020 Census 101



## ▶ WHAT IS THE 2020 CENSUS?

The census is a simple 10 question form that happens once every decade in an attempt to count everyone who lives in the U.S. It helps determine how federal funding is given to important things like roads, schools, healthcare, business development, public safety, and other social service programs. It also ensures that our state receives equal representation in Congress, the State Legislature, and in our city government.

## ▶ WHO GETS COUNTED?

Count every person living in your household on April 1st; this includes babies, children, grandparents, other relatives, roommates, and any other person living in your home who may not be related to you.

## ▶ WHERE SHOULD YOU BE COUNTED?

Count yourself or be counted in the place where you live and sleep most of the time. If you are unsure, just count yourself where you are on April 1st.

## ▶ WHEN SHOULD YOU RESPOND?

**March 12 - 30:** Households will begin receiving official mail from the Census Bureau with detailed information on how to respond online, by phone, or by mail.

**April 1:** Census Day is observed nationwide. Once the invitation arrives at your home, you should respond for your household online, by phone, or by mail. You do not need to wait for Census Day to respond.

**April:** Census Takers will begin visiting group quarters such as college campus' and senior centers.

**May - July:** Census Takers will begin visiting households that haven't responded to the 2020 Census.

## ▶ HOW CAN YOU RESPOND?

Respond online, by phone, or by mail. It can be completed over the phone in 13 different languages. It can also be completed by mail in English or Spanish. For more information, visit **2020Census.gov**.

The census is 10 simple questions that are easy for everyone to answer. All responses are confidential and protected by law.



**2020census.gov**  
**(844) 330-2020**

# Sample Employee Email Message



Hello [insert company name] Team,

The census is a simple 10 question form that happens once every decade in an attempt to count everyone who lives in the U.S. It determines how more than \$800 billion in federal funds are distributed to communities across the U.S., **including over \$7 billion per year right here in New Mexico.**

This funding supports important things like roads, schools, healthcare, public safety, and other essential service programs. It also ensures that our state receives equal representation in Congress, the State Legislature, and in our city government.

**It is extremely important for you to fill out the census.** Just a 1% undercount in New Mexico means a loss of \$780 million dollars over the next ten years.

Here's what you need to do:

1. Complete your census form online, by phone, or in person. Fill it out today at **2020Census.gov**.
2. Count everyone in your household. This includes babies, children, and anyone who is living and sleeping there most of the time.
3. Encourage friends, family, neighbors, and colleagues to do the same.

**Option 1:** [We have computers available in the office for your use to complete your census. You should bring the code that was mailed to your house or your address. You can still fill out your census if you don't have your code, it will just be a little quicker if you have your code available. Please come to the office during your break.]

**Option 2:** [If you would like to use the computers in the office to complete your census, please come during your break or before/after work.]

**Option 3:** [If you would like to use your work computer or laptop to fill out the census, please do so during your break or before/after work hours.]

Thank you for all your work and for filling out the census.

If you have additional questions about the census, please visit [2020census.gov](https://2020census.gov).

Best,  
[Name of person sending email]

# Sample Text Messages



Text messages are a great tool to use to encourage people to fill out the census if you've corresponded with your community via text before and if you have a pre-tested and pre-existing program to send them out. Below are some sample text messages:

## ▶ **SAMPLE 1:**

Hey [name],

Have you filled out the 2020 Census?

We know, sounds like a boring form. But the census does a lot for us. With a complete count of every person living in New Mexico, our state receives federal funding for a 10 year period. That money goes towards our roads, schools, public safety, healthcare and so much more! And we all rely on these things every day.

Have 10 minutes to spare? Fill out the census now at [2020census.gov](https://2020census.gov)

## ▶ **SAMPLE 2:**

Hey [name],

Have you filled out the 2020 Census?

When you think of the census, you probably think of a knock at your door, right?

Well this year, it's easier than ever to fill out the census! And we need everyone to do it in order for New Mexico to receive the federal funding we all rely on for the next 10 years.

Fill it out online, by phone, or by mail. Learn more at [2020census.gov](https://2020census.gov).

## ▶ **SAMPLE 3:**

Hi [name]!

It's time to fill out the 2020 Census! And it only takes 10 minutes!

What does the census do for you? It ensures that New Mexico receives federal funding for the next decade—funding that supports our roads, schools, public safety, and more. We all rely on these things every day, so make sure you're counted.

Fill out your census online, by phone, or by mail today at [2020census.gov](https://2020census.gov)

Remember: 10 minutes, 10 years of funding.

## ▶ **WANT TO MAKE YOUR OWN? IT'S EASY!**

Messages that are more local and personal are always better. Use the scripts above as samples or make your own! Follow the simple structure below to make sure your message is simple, concise, and covers everything you need to.

**Sentence 1:** Explain what the 2020 Census is.

**Sentence 2:** Talk about how it impacts your community.

**Sentence 3:** Add your call to action! Direct people to [2020census.gov](https://2020census.gov).

# Social Media Guide for a Complete Count



## GET YOUR CONTENT OUT THERE!

### ► SOCIAL MEDIA VIDEO

You don't need a film degree to make an excellent social media these days. You can create great social video content with little more than a smartphone. And people are watching!

### ► CONTENT CREATION & STORY GUIDELINES

#### BE AUTHENTIC, SPECIFIC, AND CALL YOUR VIEWERS TO ACTION

The census will affect nearly every aspect of our lives here in New Mexico. You can see how the census funds programs that are important to our communities at:

[www.icountnm.gov/why-is-the-census-important](http://www.icountnm.gov/why-is-the-census-important)

Speak to the issues that you are passionate about and connect them to your community and the 2020 Census. Use your own voice and speak authentically. The more real you are, the more impactful the message will be.

#### BE HONEST

It should go without saying that nothing is more important than trust in a campaign like this. The entire point of a Community Voice Video is to deliver the census message from members of the community that have a trusted voice. Please ensure everything you are saying (program funding, statistics, etc.) is true and verifiable.

#### AVOID POLITICS

The census is NOT political. Do not polarize the message. For New Mexico, the 2020 Census will provide a snapshot of our state — our population, where we live, and so much more. The results are critically important because this once-a-decade census data helps businesses, researchers, and communities make decisions. The data can help inform where your community needs a new fire department and provide more funding for school lunches or new roads. As such, it is incredibly important that EVERYONE in our state should be counted regardless of political affiliation, citizenship status, or the language they speak.

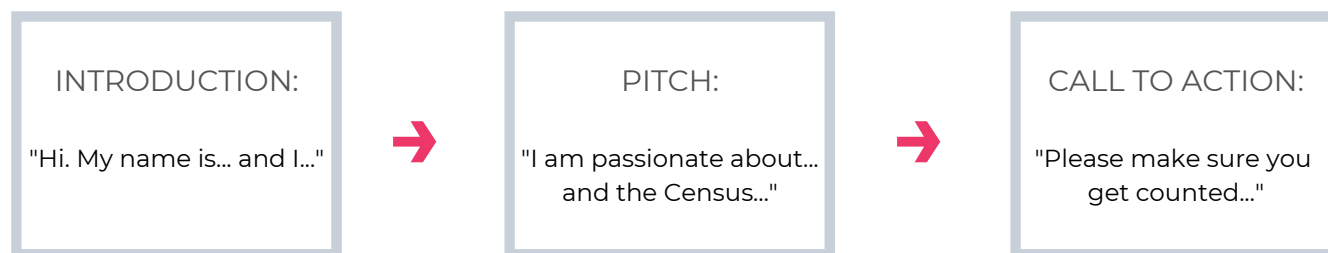
EVERYONE needs to get counted.

# Social Media Guide for a Complete Count



## ▶ SAMPLE STORYBOARD GUIDELINES

To create the best video, quickly brainstorm what you will say in your video through a storyboard. A video should always have an introduction, pitch, and call to action.



## ▶ EXAMPLES

[www.facebook.com/watch/?v=1051635288501581](https://www.facebook.com/watch/?v=1051635288501581)  
[www.facebook.com/watch/?v=560601798072029](https://www.facebook.com/watch/?v=560601798072029)  
[www.facebook.com/watch/?v=742388662941305](https://www.facebook.com/watch/?v=742388662941305)

## ▶ SHOOTING INSTRUCTIONS AND HELPFUL TIPS

### KEEP THE CAMERA STEADY

Do your best to keep the camera as steady as possible.

### POSITIONING AND LOCATION

Position the individual off center left with an identifiable backdrop from the community. Also shoot horizontally— it looks better this way on Facebook and Instagram.

### AVOID ZOOM

Shoot your video at a comfortable distance without zooming. The person in the video should take up 75% of the screen with a space at the top.

### AUDIO

Make sure you are in a location where the message will not be distorted by background noise.

### KEEP IT SHORT

Try to keep your videos to 30 seconds or less.



# Social Media Guide for a Complete Count



## ► AFTER FILMING

### EDITS

Send your video to Chris at Real Time Solutions at [chris@rtsolutions.com](mailto:chris@rtsolutions.com) to add the official iCount NM filter and edit your video. He will send it back to you and also post the video on iCount NM social media.

### POSTING YOUR VIDEO

Post your video on your social media page! Make sure your caption is catchy and you use hashtags, such as #2020Census, and tag where you are at, such as @BernalilloCounty or @UNMGrants.

### SHARING YOUR VIDEO

Also share your video with the iCount NM team so we can post on the official social media pages. Email them to [chris@rtsolutions.com](mailto:chris@rtsolutions.com) and he will post the content and tag you in it.

## ► SHOOTING INSTRUCTIONS AND HELPFUL TIPS

You know your community the best, and know what topics/programs/services are the most important. We need your help to create posts that are specific to different communities across New Mexico.

iCount NM has a budget to help boost posts in your community. Please send your topics and pictures, if relevant, to [chris@rtsolutions.com](mailto:chris@rtsolutions.com). We will design, schedule, and post the content and tag you in it.

Please send the following information so that we can build creative posts. However, do not feel the need to create the full post. If you point us in the right direction, we can create the copy for you.

### POST CONTENT

First Name:

Last Name:

Organization:

City:

County:

Suggested Post Topic:

Suggested Post Content:

Suggested Imagery:

# Radio Scripts



## ► ENGLISH:

### SCRIPT ONE: 1 MINUTE

The 2020 Census is coming up! Starting March 12th, you can complete your census form online, by phone, or by mail. Why is it important? It helps make sure our community receives the funding it needs for the next 10 years — funding for things like schools, roads, and health care.

The census includes 10 simple questions that are safe for everyone to answer. Your responses are private and protected by law. Your responses help your community, and your family receive the support they deserve.

So remember, complete your census and make sure you count!

For more information, visit [2020census.gov](https://2020census.gov).

### SCRIPT TWO: 30-SECOND

The census impacts us all for the next 10 years. It helps our communities across New Mexico get funding for important things like roads, schools, and health care. This is our one chance in a decade to get it right. We're all counting on you to include everyone living in your household on your census form. The 2020 Census starts March 12th.

For more information, visit [2020census.gov](https://2020census.gov).

### SCRIPT THREE: 15-SECOND

New Mexico's children are counting on us in the 2020 Census. Make sure everyone living in your home, including children, are counted on your census form.

For more information, visit [2020census.gov](https://2020census.gov).

### SCRIPT FOUR: 15-SECOND

The 2020 Census is 10 simple questions that are safe for everyone to answer. Responses are confidential and protected by law. It can be completed online or over the phone in 13 different languages or be completed by mail in English or Spanish.

For more information, visit [2020census.gov](https://2020census.gov).

# Radio Scripts



## ▶ SPANISH:

### SCRIPT ONE: 1 MINUTE

¡El censo 2020 se aproxima! A partir del 12 de marzo, usted podrá llenar su cuestionario del censo en internet, por teléfono o por correo postal. ¿Por qué es importante participar en el Censo? Tu participación ayudará a asegurar que nuestra comunidad reciba los fondos necesarios para los próximos 10 años— fondos para asuntos, como: escuelas, carreteras y atención médica.

El Censo incluye 10 preguntas sencillas que no representarán un riesgo para usted o su familia. Sus respuestas son privadas y protegidas por la ley. Su participación ayudará a su comunidad y a su familia a recibir el apoyo que merecen.

¡No olvide de llenar su cuestionario del censo y asegura que esté contado!

Para obtener más información, visite [2020census.gov](https://2020census.gov).

### SCRIPT TWO: 30-SECOND

El censo nos impacta a todos para los próximos 10 años. El censo ayuda a nuestras comunidades en todo Nuevo México a que obtengan fondos para asuntos importantes, como: carreteras, escuelas, y atención médica. Esta es nuestra oportunidad en una década de que lo hagamos correcto. Contamos contigo para que incluyas a todos los que viven en su hogar en el cuestionario del censo. El censo de 2020 empieza el 12 de marzo.

Para obtener más información, visite a [2020census.gov](https://2020census.gov)

### SCRIPT THREE: 15-SECOND

Los niños de Nuevo México cuentan con nosotros en el censo de 2020. Asegúrense de que todos los que vivan en tu casa, incluyendo los niños, sean contados en su cuestionario del censo.

Para obtener más información, visite a [2020census.gov](https://2020census.gov)

### SCRIPT FOUR: 15-SECOND

El Censo 2020 contiene 10 preguntas simples y seguras para todos. Las respuestas son confidenciales y protegidas por la ley. El censo puede ser llenado en internet o por teléfono en 13 idiomas diferentes o ser llenado al recibir y reenviar el cues por correo en inglés o español.

Para obtener más información, visite a [2020census.gov](https://2020census.gov)

# 2020 Census



## Best Practices for Census Outreach to Hard-to-Count (HTC) Minority, Vulnerable and Underrepresented Communities

### COMPILED BY:

New Mexico 2020 Statewide Complete Count Commission  
Minority, Vulnerable and Underrepresented  
Communities Subcommittee

### Subcommittee Members:

- Kay Bounkeua, New Mexico Asian Family Center
- Victoria Cruz, New Mexico Coalition to End Homelessness
- Beverly Jordan, NM Office of African American Affairs
- Cabinet Secretary Judy Griego, Department of Veterans Services
- Dolores Gonzales, NM Aging and Long-Term Services Department (Cabinet Secretary designate Katrina Hotrum-Lopez designee)
- Oriana Sandoval, Center for Civic Policy
- Marcela Díaz, Somos Un Pueblo Unido



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# General Best Practices for Outreach to Hard-to-Count (HTC) Communities

## Overcoming Barriers and Improving Response Rates

To overcome barriers and improve response rates for hard to locate, hard to interview, hard to persuade and hard to contact minority, and vulnerable and underrepresented communities, the following are best practices for get-out-the-count (GOTC) programs:

1. **Trusted messengers:** Use trusted messengers, such as first responders and firefighters, medical providers, leaders/members from community-based organizations, and educators for direct outreach and communications.
2. **Community-based organizations:** Work with community and service-based nonprofit organizations to deliver accurate census information to HTC populations. Delivery should include in-person canvassing and phone banking that use high quality conversations, as well as targeted mailings and texting. In-person outreach by those with longstanding and established trust in historically undercounted communities is ideal.
3. **Hard-to-Count maps and tracts:** Target neighborhoods utilizing HTC maps and tracts (City University of New York (CUNY), Voter Action Network) that identify where households most at risk for missing the census are located. The CUNY HTC map provides regular updates on self-response rates in real time.
4. **Nonpartisan civic participation activities:** Create integrated plans for GOTC programs nested with other nonpartisan civic participation activities, such as voter registration and community education campaigns.
5. **Community members:** Train community members to disseminate accurate census information and empower them to become census ambassadors.
6. **Early self-response:** Encourage early self-response in all digital and in-person outreach.
7. **Community specific digital content and digital organizing tools:** Utilize digital tools and tested messages that are community-specific. Work with community-based groups to create digital content and digital organizing tools and to receive ongoing feedback about which messages are working best with HTC populations.



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## Best Practices for Latino Immigrants and Spanish Speakers

1. **Early self-response:** Encourage early and thorough self-response to avoid the need for U.S. Census workers to knock on residents' doors.
2. **Computer and Internet Access:** Recruit institutions, organizations, nonprofits and other community partners where immigrants can access a computer with internet access to self-respond with bilingual helpers. Local libraries, schools, and community centers are all great places to consider.
3. **Sensitive personal information.** Ensure that immigrants' personal information is kept confidential and private. It's the law. Responses cannot be shared and cannot be used against anyone by any government agency or court in any way.
4. **Trusted messengers:** Rely more heavily on trusted messengers and community partners/leaders. A level of distrust exists within the immigrant community with all levels of government and is a big barrier to census participation.
5. **Utilize tested messages to clear confusion:** There is still significant confusion in immigrant communities about the security of information, who gets counted, and whether the citizenship question will still be included. Utilize tested messages:
  - a. **Confidentiality:** "It is a crime for U.S. Census workers to share information about respondents."
    - i. While it is crucial to emphasize this message, it is important to recognize that immigrant families have reasonable fears as is evidenced by multiple legal challenges to past policies and practices regarding immigrants.
  - b. **Citizenship:** "There is no citizenship question. Pro-immigrant organizations fought and won to ensure this. These organizations will continue to challenge any other illegal attempts to obtain or misuse confidential information."
  - c. **Funding:** Messages about funding or political representation linked to an accurate census count should be personalized and community-specific. Some communities have identified needs that others may not have. Local organizations can help fine tune messaging
6. **Spanish outreach:** Ensure digital and social media outreach, radio advertisement, direct mail, church bulletins, etc. are available in Spanish and have community-specific messaging.
7. **Community partners:** Recruit community partners such as churches, English as a Second Language (ESL) and citizenship classes, credit unions, local businesses, schools, and mobile consulates to help deliver information.



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Combine census outreach with other nonpartisan outreach and community education activities such as know-your-rights, citizenship and financial literacy workshops, etc.

## Best Practices for Veterans

1. **Veteran organization and partners:** Engage veteran organizations and community partners to get the word/message out.
2. **Market specific marketing:** Advertising and marketing should represent the veteran community; i.e use local veterans on all products to include age, gender and diversity.
3. **Field services departments:** Utilize field services departments in rural areas to encourage participation and share communications flyers.
4. **Coordinate activities:** Leverage resources by coordinating activities with other state agencies. For example, create census messages for the NM Department of Veterans services to include in their newsletter or print materials to place in field centers.

## Best Practices for Persons Experiencing Homelessness or Persons Not Living in Traditional Housing

The New Mexico Coalition to End Homelessness (NMCEH) leads a statewide Point-in-Time Count of persons experiencing unsheltered homelessness every two years. That count is similar to the census' planned count of homeless persons from March 30 through April 1, 2020 in that both involve service-based enumeration and enumeration at transitory locations.

The following list describes several best practices NMCEH has identified for ensuring a successful count of persons experiencing unsheltered homelessness:

1. **Count urban and rural areas:** Count everywhere, not just in urban areas -- we often focus on dense, urban areas, but the reality is people experience unsheltered homelessness all across New Mexico, in communities large and small. Plans to count unsheltered homeless persons should include as many communities as possible, not just urban areas.
2. **Rely on local knowledge:** It is difficult to identify the most important service-based and transitory count locations as an outsider. Planning should involve input from local providers and community members with deep knowledge of the local homeless population. They are in the best position to provide guidance about the locations and times most likely to lead to successful engagement with the census.
3. **Include a diversity of perspectives:** It can be tempting to turn to only one or



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two local homeless providers for guidance on when and where to conduct surveys. However, local homeless populations are often composed of sub-populations that are not always visible to a single provider or person. Whenever possible, planning should involve input from providers and community members with different perspectives, including those with personal experience of homelessness in that community. Reach out to those who will have special knowledge of homeless veterans, youth, families with children, single adults, and victims of domestic violence, among others.

4. **Train towards sensitivity in the survey experience:** Persons experiencing unsheltered homelessness will often have had unwelcome interactions with law enforcement or ill-meaning strangers. Census enumerators should receive training in how to engage unsheltered homeless persons in a spirit of sensitivity and respect.
5. **Consider incentives:** If resources allow, a small incentive to express gratitude for participation could improve participation rates. If incentives are being considered, NMCEH recommends items that are regularly distributed by street outreach teams such as water, socks, or sack lunches.
6. **Prevent duplicate surveys:** Unsheltered homelessness creates special challenges for efforts to avoid counting the same person more than once. One basic safeguard is to ask before administering a survey whether the person has already been surveyed. If resources allow and the survey questions makes deduplication possible, surveys can also be de-duplicated after the fact.

## Best Practices for Asian & Pacific Islander (API) Communities

1. **Consider access for limited English proficiency:** Support language access for groups with the highest rates of limited English proficiency (e.g. Vietnamese, Chinese, Afghan, Korean, Japanese, etc.)
2. **Utilizing ethnic media:** Consider ethnic media outside of traditional formats: e.g. advertising in ethnic media that is API focused; utilizing platforms used by community members such as Line, WeChat, WhatsApp.
3. **Partner with culturally tailored institutions:** Include religious institutions as well as grocery stores that cater to API groups for outreach and buy in. Within the New Mexico context, grocery stores have been the main sources of support for API groups due to a lack of culturally tailored programs and services for these communities.
4. **Partner with schools:** Work through schools with higher API populations to support census outreach and awareness.
5. **Recognize the barriers for API populations:** Language, citizenship status, distrust in government, lack of overall access, high level of new immigrants,



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mixed status family households all play a role in barriers towards a complete count for API communities.

6. **Utilize interpreters and translated materials:** Support census workshops that include a number of different interpreters and translated materials. Many community members need support registering for an email and other basic technology needs.
7. **Messaging specific to API populations:** Focus on messaging that includes how the census supports all children, but also ensure that messaging is specific to API populations and the visibility of our communities within New Mexico and how the funding goes to support services and resources that API communities utilize.
8. **Stay away from mainstream messages:** Mainstream media messages do NOT support the hard to reach communities in this population.
9. **Trusted messengers:** Utilize trusted community members as spokespeople targeted to these groups. Even better, community members need to represent the various API communities (e.g. Thai, Lao, Vietnamese, etc.).
10. **Recognizing homeless populations:** API groups do not typically utilize homeless services but do experience homelessness via couch surfing, temporary housing in relatives homes, etc. There needs to be stronger education to these communities on how to fill out the census forms and to make sure they receive them.

## Best Practices for Aging Adults Living Independently at Home or in Long-Term Care or Rural Communities

1. **Relying on caregivers and family members:** Provide caregivers and family members with training and/or information regarding the 2020 Census, with a commitment to protect older adults from exploitation and abuse by scammers.
2. **Training for senior center staff:** Provide training to all senior center staff on the 2020 Census Data, as they serve many home delivered meals and services to some of the HTC rural areas.
3. **Providing interpreters:** Support any senior language barriers in rural New Mexico whose population is primarily Hispanic by providing interpreters.
4. **Supporting volunteers:** Work with AARP to help support volunteers to reach out to the senior center sites to help complete census forms.
5. **Information at community feeding sites:** Provide census information at community feeding sites in rural New Mexico which not only includes seniors, but children and families.
6. **Support for grandparents:** Provide support to grandparents raising



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grandchildren, especially in HTC communities.

7. **Flyers at senior centers:** Provide flyers and place in 250 senior centers statewide regarding the 2020 Census.
8. **Flyers for Ombudsman staff:** Provide flyers to Ombudsman Staff to disseminate to residents of Long-Term Care Facilities and Adult Daycare Centers.

## Best Practices for Residents with Mental and Physical Disabilities

All stakeholders should ensure that census outreach activities are fully accessible. They must have physical accessibility and auditory accessibility. Videos should have open captions. Print materials should have visual accessibility including braille, large size fonts, etc. Websites must be easy to navigate by suggested use of a screen reader, and include language that is preferred for the disabled.

## Best practices for African American, African & Caribbean Immigrant Communities

1. **Target communities:** Target communities should include: Black/African American individuals living in New Mexico of ALL ages, especially HTC groups like 0-19 years old and the elderly. More specifically: Elderly, LGBTQ, Parents, Students, Institutionalized individuals to include prisons and mental health facilities, Active Duty Military and Veterans, Black Businesses Owners, Black Churches, Colleges, Fraternities and Sororities.
2. **Best messaging:** “You can fill out your 2020 Census today.....Will YOU Count?”
3. **Utilize trusted messengers:** Use trusted messengers to engage with the community. For example, use youth to reach their families; connect with the NM Office of African American Affairs; Westland foundation, state and local NAACP chapters; African American faith based communities, black businesses, institutions, and community volunteers.
4. **Outreach methods:**
  - a. Table with US Census Bureau at as many events in the African American community as possible
  - b. SMS Text and email updates to community members who sign up during various events
  - c. Connect through radio / podcast interviews & TV interviews
  - d. Partner with the Department of Sr. Affairs and other state departments
  - e. Engage with student groups through video contests (Pre-K–Adult education)



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- f. Leverage social media: Facebook, SnapChat, Twitter, Instagram, Constant Contact, Tik Tok
- g. Outreach at job fairs, Office of African American Affairs events, ERead Learning Center, UNM, Computer Labs (statewide). Utilize other marketing strategies: flyers, postcards, stickers (I COUNT/ I WAS COUNTED)
- 5. **Working with translators:** Work with translators to ensure that all African Americans can comprehend the 2020 Census and fill it out properly.
- 6. **Collaboration for targeting HTC areas:** Continue collaboration with city and county government entities to ensure that the HTC areas are being addressed.
- 7. **Messaging at schools:** Work with schools, afterschool programs, clubs, and organizations such as Black Student Union to help target young people, students, and families.
- 8. **Community specific messaging:** Ensure that all messages are specific to each community.
- 9. **Educating on the importance of the census:** Train and educate the communities on the 2020 Census and its importance.

## Sources Include:

Aging and Long-Term Services Department  
 Census Counts 2020  
 Center for Civic Policy  
 New Mexico Department of Veterans Services  
 Fair Immigration Reform Movement  
 Latino Decisions  
 National Disability Rights Network  
 New Mexico Asian Family Center  
 New Mexico Coalition to End Homelessness  
 State Voices  
 New Mexico Office of African American Affairs  
 Somos Un Pueblo Unido



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# Census Outreach Alternatives during COVID-19



The health and safety of everyone living in New Mexico is of the utmost importance in the midst of the COVID-19 outbreak. In addition to Governor Michelle Lujan Grisham's mandate to cancel large events, many organizations and individuals are electing to self-quarantine to prevent exposure to the virus.

As proactive decisions are made to reduce the spread of the virus, we need to make sure 2020 Census outreach tactics shift as well.

So, how are we going to effectively reach every person in New Mexico when so many of our strategies rely on connecting with people one-on-one and sharing information at events?

The most important census message you can convey during this time is that the census can still be completed online, over the phone, or by mail—all from the safety of home.

Below, we outline a few alternatives you can do to still reach your audience without putting yourself and your community members at risk.

## OUTREACH ALTERNATIVES

### 1. COMMUNICATE VIA TEXT

An effective tool to reach people, including many of our hardest to count populations, is through text. People are more likely to respond to texts, especially if they come from someone they know.

iCountNM has produced a few sample texts for your use in the attached document. Feel free to adapt for your specific network. Just be sure to include the link to [2020census.gov](https://2020census.gov) and the phone number to respond to the census.

### 2. REMOTE PHONE BANKING

Create phone lists to distribute to your members so that they can phone bank remotely.

iCountNM has produced sample phone banking messages for your use in the attached document. If people don't answer, leave a short, personal voicemail about the importance of the census. .

# Census Outreach Alternatives during COVID-19



## 3. INCREASE SOCIAL MEDIA ACTIVITY

Community members will likely be spending more time on social media over the next few weeks to obtain the most current information on COVID-19 and stay connected with friends and family during social distancing. This is a great opportunity to post about the census on your social channels and show that the census is a positive thing for our communities. Share a brief reminder that, amid COVID-19, the 2020 Census is something they can do right now—and from the comfort of their own home—to benefit their community.

Encourage your members to post about the census on their own social media pages. They have the ability to reach all their friends, which is a great way to spread your message to a wider audience.

Also ask your friends and followers to send you a video of them stating that they completed their census. Then post all of the videos as a story on your Instagram or Facebook account. That's a great way to show momentum and give people the social encouragement to complete their own census.

As always, you are welcome and encouraged to share posts from the iCountNM Facebook (@iCountNM2020) and Instagram (@icountnm) pages.

## 4. LITERATURE DROPS

In the event that your team chooses to venture out, avoid person-to-person contact by dropping census related fliers at people's doors. Use gloves when handling and distributing literature.

iCountNM has produced full-page and half-page fliers for you to use at [icountnm.gov/resources](https://icountnm.gov/resources). If you need documents to be personalized for your community, email [census@mediadesknm.com](mailto:census@mediadesknm.com).

## 5. WORK WITH HOME CARE PROVIDERS

In some cases, home care providers are the main source of information for their patients. Work with care providers and educate them about the census so that they motivate their patients to participate. Offer to print materials that they can deliver to their patients if you or your organization has the budget to do so.

# Census Outreach Alternatives during COVID-19



## EVENT ALTERNATIVES

If your organization's event has been cancelled or postponed, consider the following alternatives:

### 1. WEBINARS AND DIGITAL TOWN HALLS

If you have meetings setup, we recommend transitioning them into webinars rather than canceling them. Consider doing a webinar through Zoom or another conference call software. This eliminates the need to meet in person, yet allows you to share important information with your members, stakeholders, and community.

### 2. FACEBOOK LIVE / STORIES

Facebook Live may be an effective way of reaching all your Facebook friends to spread the message of the importance of the 2020 Census.

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Again, the most important message to convey to your audiences is that the 2020 Census can be completed online, by phone, or by mail — all from the safety of their home.

Thank you for your tireless work as we all continue to work towards the goal of a complete count in New Mexico.



# Sample Text Messages



Text messages are a great tool to use to encourage people to fill out the census if you've corresponded with your community via text before. Below are some sample text messages:

## **SAMPLE 1 (MORE FORMAL):**

Hey [name], Have you filled out the 2020 Census?  
We know, sounds like a boring form. But the census does a lot for us. New Mexico receives federal funding for 10 years based on how many people fill out the census. That money goes towards our roads, schools, public safety, healthcare and so much more! Have 10 minutes to spare? Fill out the census now at [2020census.gov](https://2020census.gov) or call 844-330-2020.

## **SAMPLE 2 (LESS FORMAL):**

It's time to fill out the 2020 Census! And it only takes 10 minutes  
What does the census do for you? It ensures that New Mexico receives federal funding for the next decade—funding that supports our roads, schools, public safety, and more. Make sure you're counted.  
Fill out your census online ([2020census.gov](https://2020census.gov)), by phone (844-330-2020), or by mail today. Remember: 10 minutes, 10 years of funding.

## **SAMPLE 3 (INFORMAL):**

Hey! Have you filled out the 2020 Census?  
This year, it's easier than ever to fill out the census. And we need everyone to do it so NM receives the federal \$\$\$ we rely on - for the next 10 years!  
Do it now at [2020census.gov](https://2020census.gov) or call 844-330-2020.

## **SAMPLE 4 (MORE INFORMAL):**

Hey! Help *[community name]* get \$\$\$ over the next decade for schools, roads and health care by filling out the 2020 Census. Just call 844-330-2020 and do your census over the phone or visit [2020census.gov](https://2020census.gov). It only takes 10 min!

## **WANT TO MAKE YOUR OWN? IT'S EASY!**

Messages that are more local and personal are always better. Use the scripts above as samples or make your own! Follow the simple structure below to make sure your message is simple, concise, and covers everything you need to.

**Sentence 1:** Explain what the 2020 Census is.

**Sentence 2:** Talk about how it impacts your community.

**Sentence 3:** Add your call to action! Direct people to [2020census.gov](https://2020census.gov) or 844-330-2020.

# Phone Bank Messaging



## IF THEY ANSWER:

Hi *[name]*, this is *[name]* from *[organization name]*.

I'm calling to remind you know that it's time to fill out your 2020 Census! Are you planning on responding to the census?

### [If yes...]

Great, just remember to count every person in your household who lives there MOST of the time. You can complete it online, over the phone or by mail. Go online to [2020Census.gov](https://2020Census.gov) or call 844-330-2020.

### [If no...]

The census is a simple 10 question form that counts everyone living in the United States. It helps determine how federal funding is distributed, which supports our roads, schools, healthcare, public safety and so much more. But our state will only receive the full allocation of funding we deserve if we get a complete and accurate count.

So please fill out your census and make sure to count every person living in your household. You should have received a piece of mail from the Census Bureau with detailed instructions on how to fill it out online, by phone or by mail. You can also go online to [2020Census.gov](https://2020Census.gov) or call 844-330-2020 to complete your census today.

## IF YOU NEED TO LEAVE A VOICEMAIL:

Hi *[name]*, this is *[name]* from *[organization name]*.

I'm calling to remind you to fill out your 2020 Census!

The census is a simple 10 question form that aims to count every person living in the United States. With a full and accurate count, New Mexico will receive federal funding we need and deserve for the next 10 years. That funding supports our schools, roads, health care, public safety and so much more.

Make sure to count every person living in your household! That includes children, relatives, and non-relatives. You can respond online, by phone or by mail. Go online at [2020Census.gov](https://2020Census.gov) or call 844-330-2020.