

Flip chart notes from Small Group Activity

Black or African American Residents

Messaging

- Process clarification
 - o What is the Census for?
 - o Use?
- Information security
 - o Responses are protected
- Purpose: Identify need
 - o Personal need
- Ancestry.com or genealogists

Events/ Locations/ Groups

- TC Williams Sudanese group
- Eritrean/ Ethiopian/ West African groups/churches
- Church leadership
- Student/teacher nights at ACPS
- School events
- Organization meetings – fraternities, sororities

Messaging/ Messengers

- Council newsletters/ social media
 - o F.M. Zuille; F.C.M. Bailey; C.M. Chapman; M. Wilson)
- Locally famous community members
 - o Donell Rollins, comedian
 - o Experience Unlimited (EU) – GoGo Banel, “Sugar Bear” (Gregory Elliot)
 - o Keith Burns, football
 - o Tiara Ruffin – prat, WNBA
 - o Noah Lyles, track
 - o Local Newscasters (Leon Harris, Julie Carrie)
- ARHA Resident Meetings

- o Santa’s Wonderland
- o June 1st Arts Festival
- Standard table/ materials for events
- Tucker expo for new school year (July 30/31); sprint race
- 5k/ 10k etc. Race Expos (Pacers)
- Thanksgiving, holidays

Subgroups

- Homes with young children
- Foreign-born populations
- Seniors, active at Community Gates
 - o Charles Houston Senior Center
- Homeless population

Hispanic or Latino Residents

1. Why is this important to this community?

- Resources; money talks (only if children?)¹
 - o Social services
 - o Medical services
 - o Money for schools
- Need to educate on reason for the Census
- Nationwide strategies for addressing the citizenship question
 - o Risk that community will not respond at all
- Incomplete forms => potential for inaccurate assumptions by Census
 - o If forms not complete, more likely that Bureau will contact them
- Clinics
- Stress that resources are for the *whole* community – infographics

2. Messengers

- Community leaders²
 - o ACPS parent liaisons
 - o Social workers
 - o Nonprofits (ASA, etc.); partners with ACPS
 - o FACE – have a meeting
- Reach out to students
 - o Educate students so they can communicate with their parents
- Use simple language

3. Events or locations

- Bus stops
- Apartment complex
- School/ PTA functions

- Super markets
- Laundromats
- Tiendas
- Check cashing
- Presidential greens – cookout each summer
- Tenants & Workers
- Chirilagua Festival
- Casa Chirilagua
- Cultural Consulate Salvador
- More festivals – not paper/flyers
- Break Dance
- Rec Centers
- Picnic grounds
- Ice cream socials
- Embassies in DC – have suggestions?
- Places of worship (church leaders)
 - o Mass in Spanish 1 PM Sunday
- Mindful of culture
 - o Illustrations rather than text
 - o Simple language
- Radio stations – talk show segment where call-ins
- PSAs
- Story times at libraries
 - o Nanny network – all cultures
- Spanish newspapers

¹ Community-wide

² Who can identify these leaders?

Foreign-born residents

Messaging

- Confidentiality
- Resources for kids' schools
- Funding by numbers (person, not "citizen")
- City benefits for all
- More services: fire, police, libraries
- Transmit messages in multiple languages & on right occasions
- If on path to citizenship, will have representation, vote
 - o (Congress geo-politics)
- Businesses want to serve foreign-born
 - o Decide where to locate by demographics
- All part of *human* community
 - o Especially children (we need to know about them!)
- Family members will need services

Messengers

- Recruit messengers from countries most represented (i.e. Salvadoreans, Ethiopians)
- Faith leaders
- School/staff
- Non-profits
- Peers
- Community leaders within communities
- Grocery stores, ethnic markets (if we cultivate trust)
- Community centers, sports teams
- Libraries (with computers)
- NVCC
- Include females on teams for cultural sensitivity, authority figures
- Messengers to reach out before enumerating process

Events or locations

- Study percentages for planning
- Grocery stores, ethnic
- Cultural events
- Transportation sites, buses, etc.
- Southern Towers, other rental communities
 - o Newsletter for landlords
- Soccer/futbol games
- Cricket team in Alexandria
- Fields near Chirilagua
- Laundromats
- Parent/teacher conferences
- NVCC
- Schools
- Church food pantries, social services
- Easter events (April 2020)

Subgroups

Yes. Tailor messages, locations, choice of messengers by specific demographics within foreign-born communities

Households with Young Children

Messages

- Resources are the result of a good Census count (services, etc.)
 - o Especially *education* resources, health care resources
- Immediacy vs. better *future* for your kid
- Storybook for families to read together
 - o Cartoon/ kids book in language
- Protecting your children
 - o “Safety” if you respond?
- The groups that rely on funding need to lead with the message, including “Help the community” (Others)
- Important correlation between Census & good data/voter access, etc.

Messengers

How to reach families that don’t have kids in school/ child care

- Social media, online “mommy groups”
- Outside Social media
 - o Flyers
 - o UrgentCare/ERs
 - o Laundromats
 - o Churches
 - o Libraries
 - o Texts
 - o ANHSL
 - o Kindergarten & Pre-K fairs
 - o Playgrounds

What message for undocumented parents?

- Local mom-pop businesses and restaurants
- Cell phone stores
- Payday lenders

Events/locations

- DMV

- Rec centers
- Pools
- Fairs
 - o Earth Day
 - o Neighborhood & Holiday
 - o Farmers Market
- SACC & Casa Chirilagua
 - o Campagna
 - o ALIVE!
- Churches/ houses of worship, synagogues

Subgroups that administer programs

- Offices & telephone wait messages
- Those who “Home Visit”
- WIC
- Childcare subsidy offices
- Food banks
- ARHA – S8 office
- Listservs for families
- Subgroup sites on SM? Non-English
- AHDC and non-profit/AH providers
- La Leche
- Wellness Bus
- Newborn Bags
- ACPS liaison to pre-k families
- Parent groups
- Offer incentives?
- Census workshops/TA
 - o How to complete
 - o Free babysitting

Senior residents

Messages

- Accurate Census data = money for services
 - o Need to operate services efficiently
- Voting representation
- Breakdown of languages other than English helpful, especially when don't speak English at all or limited
- Confidentiality will be maintained – long record of this commitment being kept
- You can answer by phone
- More info about cognitive abilities may inform message delivery
- Remind them nothing related to the Census has hurt them in the past.
 - o Probably they did this the last time

Trusted messengers

- 1) Service delivery organizations (“Meals on Wheels” for example)
- 2) Family member who may hear messages another way
- 3) Faith leaders/ church member
- 4) Senior centers
 - a. Adult day care (incl. assistance with filling out Census online)
 - b. Library
- 5) Local public officials
- 6) Other seniors – neighbors and friends

Events or locations

- 1) Rec centers with senior programming
 - a. Goodwin House
 - b. Hermitage, etc.
- 2) Places of worship
 - a. Outreach preachers & services

- b. Weekly events
- 3) Libraries
- 4) Volunteer organizations
 - a. Masons
 - b. Rotary
 - c. Elks
 - d. Knights of Columbus
 - e. Progressive Club
 - f. FVW
 - g. Lions
- 5) Places where they do weekly errands
- 6) Food bank & similar services
- 7) Art centers, like Torpedo Factory & theaters, art league
- 8) Civic associations

Senior subgroups

- 1) Computer literate or not
- 2) Homebound
- 3) Patrons of services or not users
- 4) Apartment (condo) dwellers – catch them in the lobby or through resident associations
 - Target messages => How does it benefit me? For those not motivated solely by civic interest
 - “It is simple to do”
 - “It doesn't take long”
 - Messages that will resonate with people of varying levels of education
 - Data on examples that show tangible benefits
 - Filling out Census helps everyone