

Black or African American Residents

MESSAGING

- Process Clarification
'What is the Census for? Use?'
- Information Security
'Responses are protected'
- PURPOSE: Identify Need
Personal Need

- Ancestry.com / Genealogists

EVENTS/LOCATIONS/GRAPS

- T C Williams Sudanese Group
- Eritrian / Ethiopian / West African groups / Churches
- Church Leadership
- Student / Teacher nights at ACPS
- School Events
- Organization Mtgs - Frats, Sororities

Black/atom1

MESSAGING/MESSENGERS

- Council newsletters / Social Media
(M. Zulle, CM Bailey, CM Chapman, M. Witsori)
- Locally Famous Community Members
 - Donelle Rollins, Comedian
 - Experience Unlimited (EU)
 - Gogo Banel, "Sugar Bear" (Gregory Elliott)
 - Keith Burns, Football
 - Tiara Ruffin-Piat, WNBA
 - Noah Lyles, Track
- Local Newscasters
 - Leon Harris
 - Julie Carrie

Sub Groups

- Homes w/ Young Children
- Foreign-Born Population
- Seniors, Active at Community Center
 - ↳ Charles Houston Senior Center
- A R H A Resident Mtgs
 - Santos Wonderland
 - June 1st Arts Festival
- Standard Table / Materials for Events
- Tucker Expo for New School Yr (July 30/31); Sprint Race
- Homeless Pop.
- 5K/10K etc. RACE EXPOS (Pacers) - Thanksgiving, Holidays
Black/afam's

Hispanic or Latino Residents

HISPANIC/LATINO

① Why is this imp. to this community?

INDICES

- RESOURCES; \$ TALKS } ONLY IF CHILDREN
- > SOCIAL SERVICES
- > MEDICAL CARE
- > \$ FOR SCHOOLS
- > NEED TO EDUCATE -> REASON FOR CENSUS

- NATIONWIDE STRATEGIES FOR ADDRESSING CENSUS CITIZENSHIP QUESTION

- > RISK THAT COMM. WILL NOT RESPOND AT ALL

- INCOMPLETE FORMS = POTENTIAL FOR INACCURATE ASSUMPTIONS BY CENSUS

- IF FORM IS NOT COMPLETE MORE LIKELY THAT BUREAU WILL CONTACT THEM

- CLINICALS

- STRESS THAT RESOURCES ARE FOR WHOLE COMMUNITY - INFO GRAPHICS

HISPANIC/LATINO (#2)

+ COMMUNITY LEADERS

WHO CAN ID THESE LEADERS

- ACPS PARENT LIAISONS
- SOCIAL WORKERS
- NON PROFITS (ASA, etc): PARTNERS WITH ACPS
- FACE - HAVE A MEETING
- REACH OUT TO STUDENTS - EDUCATE STUDENTS -> COMMUNICATE W/ PARENTS
- USE SIMPLE LANGUAGE

- @ BUS STOPS (#3)

- @ APARTMENT COM

EVENTS OR LOCATIONS

3

- SCHOOL / PTA / FUNCTIONS
- SUPERMARKETS
- LAUNDRY MATS
- TIENDAS
- CHECK CASINO
- PRESIDENTIAL GREENS - COOKOUT EACH SUMMER
- TENANTS + WORKERS
- CHIRILAGUA FESTIVAL
- CASA CHIRILAGUA
- CULTURAL CONSULATE SALVADOR
- MORE FESTIVALS - NOT PAPER / FLYERS
- BREAT DANCE
- REC FENTAS
- PICNIC GROUNDS
- ICE CREAM SOCIALS
- EMBASSIES IN DC - HAVE SUGGESTIONS?
- PLACES OF WORSHIP (CHURCH LEADERS)
 - MASS IN ESPANOL 1pm Sunday

- MINDFUL OF CULTURE - ILLUSTRATIONS RATHER THAN TEXT - SIMPLE LANGUAGE
- RADIO STATIONS / TALK SHOW SEGMENT WHERE CALL-INS
- PSAs
- STORYTIMES @ LIBRARIES - NANNIE NETWORK - ALL CULTURES
- ESP NEWSPAPERS

Foreign-born Residents

FOREIGN BORN

Q1: confidentiality
resources for kids' schools
funding by #s (person not "citizen")
City benefits for all
more svcs: Fire, Police, Libraries
transmit messages in multiple languages
+ on right occasions
if on path to citizenship, will have representation, vote
(Congress geo-politics)
businesses want to serve for. born
all part of human community
esp. children (we need to know about them!)
family members will need svcs.

decide where to locate on demographics

Q2: *recruit messengers fr.
faith leaders
schools / staff
non-profits
peers
countries most represented (i.e. Salvadorians *Ethiopians)
community leaders w/in communities
grocery stores, ethnic markets (if we cultivate trust)
community ctrs, sports teams
libraries (w/ computers)
NVCC
include females on teams for cultural sensitivity, authority figures
messengers to reach out before enumerating process

Q 3: Study percentages for planning
grocery stores, ethnic
cultural events
transportation sites, buses, etc.
Southern Towers, other rental
communities

Soccer/futbol games
cricket team in Alexandria
fields near Chirilagua
laundromats

parent/teacher conferences

NVCC

Schools

church food parties, special
svcs.

newsletters for landlords

Easter events (April 2020)

Q 4:

yes, tailor messages,
locations + choice
of messengers by
specific demographics
w/in foreign-born
communities

Households with young children

Messages

- Resources are the result of a good census count (services, etc)
- Especially education resources,
- * health care resources
- Immediacy ^{vs} better future for your ^{children?}
- "Story book" for families ^{read together: kids books languages?} ^{Cartoon?}
- ~ Messengers? how to reach families that don't have kids in school / child care
- social media, online "Mommy groups"
- outside SM: flyers, Urgent Care, ^{ERs} laundromats, churches, libraries, texts, ANHS, kindergarten & preK fairs, playgrounds
- What message for undocumented parents?
- Trusted messengers - local/mom-pop businesses and restaurants; cellphone stores + payday lenders

Events/locations

- Rec Ctrs - DMV
- pools
- Fairs - Earth Day, neighborhood + holiday, Farmers Mkts
- SACC + Casa Chirilagua, Campagna, ALIVE!
- Churches/HOWs, Synagogues
- Subgroups that administer programs - Those who "home visit"
- WIC ^{offices + telephone wait messages} - La Leche
- Child care subsidy offices - Wellness Bus
- Food banks - Newborn bags
- ARHA - § 8 office - ACPs liaisons to preK families
- List-serves for families
- Subgroup sites on SM? Non-English
- AHDC and nonprofit/Att providers

Protecting your children
"Safety" if you respond?

- Parent groups

- offer incentives?

- census workshops / TA
How to Complete

} Free
babysitting

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

Seniors

SENIOR RESIDENTS

- Messages
 - Accurate Census data = \$ for services, needed to operate services efficiently
 - Voting representation
 - breakdown of languages other than english helpful, esp 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 }

Senior messages (cont'd)

- 5) Remind them nothing related to Census has hurt them in the past. Probably they did this the last time.

Trusted Messengers

- 1) Service delivery organizations ("Meal on wheels" for example)
- 2) Family member who may hear message another way
- 3) Faith leaders / church member
- 4) Senior centers / adult day care [incl. assistance with filling out Census online]. Library.
- 5) Local public officials
- 6) other seniors - neighbors & friends

③

Events or Locations

- 1) Rec centers w/ senior programming Goodwin HSE Home Plot etc.
- 2) places of worship • outreach programs & services
• weekly events
- 3) Libraries
- 4) Volunteer organizations Rotary, Masons, ELKS, Knights of Columbus, Proactive Club, VFW, Lions
- 5) places where they do weekly errands
- 6) food banks & similar services
- 7) art centers, like Torpedo Factory & theaters, Art League,
- 8) civic associations^④

Senior subgroups

- 1) computer literate or not
- 2) homebound
- 3) patrons of services or not
users

4) apartment dwellers - catch them in lobby or
condo thru resident communication.

- target messages → how does it benefit me? for those not motivated solely by civic interests

- "It is simple to do" "It doesn't take long."

- Messages that resonate with ~~some~~ people of varying levels of education.

- data or examples that show tangible benefits

⑤ • the filling out census helps everyone