



Census 2020 Citizenship Question

FIELD AND COMMUNICATIONS TOOLKIT

A toolkit for *¡Hágase Contar!* partners to engage stakeholders and community members in advance of the final outcome of the census citizenship question.

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INTRODUCTION

This *¡Hágase Contar!* (Make Yourself Count!) toolkit provides partners and stakeholders with background and messaging on the citizenship question case, details on the status of pending litigation, information on confidentiality protections, next steps, sample social media graphics and posts, and more.

We encourage you to continue to remind the communities you serve about the importance of a full census count and what is at risk. We know that if the citizenship question is allowed to stand, it will be more important than ever that we come together in a united front and empower our community to make themselves count in Census 2020.



BACKGROUND AND TALKING POINTS



What makes the citizenship question case so important?

- No other issue before the courts will have more direct consequences for the nation's Latinos than the one regarding the 2020 Census.
- On trial is not only the accuracy of a full Latino count, but also the foundation of our democracy.
- The 2020 Census will be the second in the nation's history in which Latinos make up the nation's second largest population group. If the Census Bureau undercounts 18 percent of the U.S. population, the Census will have failed.
- In a survey conducted by NALEO Educational Fund, 78 percent of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.

Why should the citizenship question not be included on the 2020 Census?

- We know now the full extent of the corruption and deceit that has been employed to undermine our democracy, with new evidence showing that the origin of the effort to add a citizenship question to the census was a memo drafted by longtime Republican redistricting specialist Dr. Thomas Hofeller.
- These documents leave no question that a concerted effort to undermine the political progress of the nation's second largest population group drove the goal to add the citizenship question, with the [new evidence](#) revealing that Dr. Hofeller outlined how its addition would facilitate the use of Citizen Voting Age Population (CVAP) in redistricting that would benefit 'Non-Hispanic Whites' and significantly harm Latino voters.
- The evidence in the case is clear. Three federal courts have already found that the addition of the citizenship question was done in violation of federal law and would result in an undercount of Latinos and immigrants. Two courts found a violation of the Enumeration Clause of the U.S. Constitution.
- Given that the contents of these new groundbreaking documents also show that the claims that adding the citizenship question would help protect Latino voting rights were false, it is also very likely that additional laws have been violated.
- The courts must make clear that politics has no home in the hallways of one of the most preeminent scientific agencies in the world.

BACKGROUND AND TALKING POINTS (CONT.)



When was the last time a question on citizenship was asked of all Americans?

- There has never been a citizenship question asked of the entire U.S population.
- The last time a citizenship question appeared on the decennial Census questionnaire sent to the entire population was 1950, and only the foreign-born were required to respond.
- The question the Trump administration wants to ask comes from a survey the Census Bureau began conducting annually in 2005 with about 1 in 38 households — the American Community Survey.

What is the Census and why is it important?

- The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March through July of 2020.
- Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.
- Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.
- Top 10 Census Guided Federal Programs:
 - Medicaid
 - Federal Direct Student Loans
 - Supplemental Nutritional Assistance Program
 - Medicare Supplemental Medical Insurance (Part B)
 - Highway Planning and Construction
 - Federal Pell Grant Program
 - Section 8 Housing Choice Vouchers
 - Temporary Assistance for Needy Families
 - Very Low to Moderate Income Housing Loans
 - Title I Grants to Local Education Agencies
- We only get one chance every 10 years at achieving an accurate count – these data will inform important policy decisions and determine federal funding allocations for a decade.

BACKGROUND AND TALKING POINTS (CONT.)



What other kinds of challenges may thwart a full count of Latinos in Census 2020?

- In addition to the Secretary of Commerce’s last-minute decision to add an untested and unnecessary citizenship question to the 2020 Census questionnaire, there are some other key changes and challenges that pose a threat to a full count of Latinos in the 2020 Census.
- A lack of adequate funding that could limit the Census Bureau’s ability to conduct the operations and outreach it will need to count all Americans.
- A shift to making the Internet the primary response option for the first time in the history of the Census.
- *¡Hágase Contar!* partners will play a critical role in educating the Latino community about these and other key changes to the Census.

What is the *¡Hágase Contar!* campaign?

- The *¡Hágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.
 - The *¡Házme Contar!* Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).
- Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children.
- Nationally, the *¡Hágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:
 - “Train-the-trainer” workshop opportunities;
 - State of the Census 2020 briefings;
 - Campaign material and promotional information;
 - Public awareness events and informational panels;
 - National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676); and
 - Website: www.hagasecontar.org.

THE CURRENT STATUS OF THE CITIZENSHIP QUESTION CASE



Since January, three federal district courts have found that the addition of the citizenship question to the Census 2020 Questionnaire was illegal or unconstitutional.

Below is a summary of the status of the various rulings on the citizenship question and the current status of the U.S. Supreme Court case:

Southern District of New York

Decision Issued January 15

- Ruled that the Administrative Procedures Act (APA) was violated in multiple ways.
- Stated that Secretary Ross' reason for adding the citizenship question was a "pretext" and found that he violated federal law by concealing the question's origins.
- The Commerce Department was ordered to remove the question.

Northern District of California

Decision Issued March 6

- Second ruling against the Commerce Department.
- Ruling more expansive than the New York decision.
- The Judge found that Secretary Ross violated the Administrative Procedures Act (APA) as well as the U.S. Constitution since it would prevent the government from fulfilling its mandate of counting every person living in the U.S. every 10 years.

District of Maryland

Decision Issued April 5

- Third ruling to halt the addition of the citizenship question by the Commerce Department.
- Judge also found decision to include question to be in violation of both the APA and the U.S. Constitution.
- Found that the plaintiffs did not provide enough evidence to prove two additional claims — that adding the question was intended to discriminate against Latinos, Asian-Americans and immigrants; and that it was part of a conspiracy within the Trump administration to violate the constitutional rights of noncitizens and people of color.
- Plaintiffs have appealed this part of U.S. District Judge George Hazel's decision to the 4th U.S. Circuit Court of Appeals. The newly revealed evidence significantly bolsters this claim.

THE CURRENT STATUS OF THE CITIZENSHIP QUESTION CASE (CONT.)



U.S. Supreme Court rules on June 27 to temporarily halt the citizenship question

- In 5-4 decision, Court sends the case down to New York lower court for further consideration of rationale to add citizenship question; California appellate court also instructed to give further consideration to its decision in light of Court ruling.
- Court finds mismatch between evidence and Department of Commerce’s stated voting rights enforcement rationale for adding the question; rationale seems “contrived.”
- Court also rules that citizenship question does not violate Constitution’s Enumeration Clause.

TITLE 13 CONFIDENTIALITY



The law provides strong confidentiality 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 (includes names, addresses, Social Security numbers and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.
 - Sworn staff are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.

Policymakers and advocates are working to ensure full compliance by the Administration, the U.S. Department of Commerce, and the U.S. Census Bureau with these critical protections.

Click [here](#) to download the U.S. Census Bureau's fact sheet on Census 2020 and Title 13 confidentiality.



WHAT COMES NEXT

U.S. Census Bureau Summer 2019 Field Test

In July 2019, the U.S. Census Bureau plans to implement a field test of a Census 2020 form that includes the citizenship question. The Bureau will mail a Census 2020 questionnaire with the citizenship question to 240,000 households, and a questionnaire without this question to another 240,000 households. The test will measure response rates to a Census questionnaire with and without the citizenship question.

The Bureau expects to receive the results of the field test in October and will determine, based on the results, what changes it will need to make to its Non-Response Follow-Up (NRFU) operations. NRFU is the process the Bureau undertakes to enumerate households that do not self-respond to Census 2020.

Bureau officials will determine whether additional staff are needed to visit households that do not respond and if an update to its marketing campaign for Census 2020 will be necessary as a result of the effect of the citizenship question on response rates.

If the final outcome of this matter is to **REMOVE** the Citizenship Question from the Census 2020 Questionnaire:

- NALEO Educational Fund's toll-free national census bilingual information and referral hotline – 877-EL-CENSO (877-352-3676) – will be in operation Monday-Friday from 8:30 a.m.–8:30 p.m. ET to answer questions from community members.
- Additional message research to assess the impact the issue has had on our community and determine appropriate messages for 2020 will be conducted by NALEO Educational Fund; results will be shared with all partners by late fall 2019.
- NALEO Educational Fund will closely monitor the July 2019 test, which will go forward regardless, and assess the results and the Census Bureau's application of the results, which we will know by October 2019.
- NALEO Educational Fund and others will continue meeting with the U.S. Census Bureau as noted above.
- The *¡Hágase Contar!* Campaign will go forward to ensure a full and accurate count of all Latinos living in the United States.
- NHLA and others will pursue the collective agreement to defend confidentiality described above.

We only get one chance every 10 years at achieving a full count – these data will inform important policy decisions and determine federal funding allocations for a decade. We must work collectively toward a full and accurate count of the Latino population in Census 2020.

FREQUENTLY ASKED QUESTIONS



Do people have to respond to the 2020 Census Questionnaire or answer all the questions?

It is required by federal law to respond to, complete and truthfully answer the Census Questionnaire. Persons who fail to comply may be subject to fines.

[\(Title 13, U.S. Code, Section 221.\)](#)

What happens if a person does not respond to the 2020 Census or leaves a question blank?

The U.S. Census Bureau will conduct Non-Response Follow Up to households that do not self-respond to the Census. This means an enumerator may call or visit households that do not complete their census questionnaire. The best way to avoid the Census Bureau contacting you is to self-respond. If one, or more, questions on the census questionnaire is left blank, the U.S. Census Bureau says this increases the likelihood it will attempt to collect the missing information through some direct contact. More information is needed from the Bureau before definitive guidance can be provided to the community on this.

Where can community members go to get more information about the decision in the citizenship question case?

Community members can call NALEO Educational Fund's toll-free national census bilingual hotline – 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m.–8:30 p.m. ET to get additional information.

NALEO Educational Fund's bilingual website www.hagasecontar.org will also provide timely information and updates around the case and next steps.

WEBSITE AND SOCIAL MEDIA ACCOUNTS



All partners are encouraged to use the official campaign hashtag – **#HagaseContar** – across their social media accounts.

NALEO Educational Fund will track tweets and Instagram photos around the citizenship question case using the **#HagaseContar** hashtag. Please remember to keep all posts nonpartisan and positive.

A selection of sample social media posts and graphics partners can utilize in advance of the SCOTUS Decision is available in this toolkit.

WEBSITE

www.hagasecontar.org

At www.hagasecontar.org, partners and organizations can access an array of tools and resources in English and Spanish, including fact sheets, communications and promotional materials, and a calendar of events taking place around the country.

An online pledge form where individuals can commit to participating in Census 2020 is also available at hagasecontar.org/pledge.

FACEBOOK

@NALEO.ORG

www.facebook.com/naleo.org

The NALEO Educational Fund Facebook page engages users by making them aware of timely Census developments and news, as well as activities surrounding the pending decision on the citizenship question case before the U.S. Supreme Court. Make sure to promote this page, ask your supporters to join, and share your posts and Facebook live events.

TWITTER

@NALEO

www.twitter.com/naleo

The NALEO Educational Fund Twitter handle engages partner organizations in conversations about Census 2020, including sharing relevant news articles, hosting Twitter Town Halls, elevating partner events, and more. We also engage individual users about the importance of Census 2020.

INSTAGRAM

@NALEOEDFUND

www.instagram.com/naleoedfund

NALEO Educational Fund will share photos and graphics on its Instagram Account around the SCOTUS citizenship case decision. We will also post photos of people, organizations and elected officials who use the **#HagaseContar** hashtag in their Instagram posts.

SAMPLE SOCIAL MEDIA POSTS



We encourage you to post or tweet about the need to ensure a full and accurate count of the Latino community.

We have included sample language and campaign graphics to help you get started. Be sure to use the **#HagaseContar** hashtag so we can track and share your posts.

Twitter: [@NALEO](https://twitter.com/NALEO)

Facebook: www.facebook.com/naleo.org

Instagram: [@naleoedfund](https://www.instagram.com/naleoedfund)

Official Campaign Hashtag: **#HagaseContar**

SAMPLE LANGUAGE

Stop the **#citizenshipquestion** from being added to **#Census2020!**

By removing this untested and ill-intentioned question, we can uphold the integrity of the [@uscensusbureau](https://twitter.com/uscensusbureau) and clear the way for an accurate count of Latinos and all residents. **#HagaseContar**

Politics has no place at the [@uscensusbureau](https://twitter.com/uscensusbureau). With less than one year to go to **#Census2020**, time is running out!

The questionnaire must proceed without **#citizenshipquestion** so that the [@uscensusbureau](https://twitter.com/uscensusbureau) can execute a fair, honest and accurate count of Latinos and all resident. **#HagaseContar**

The evidence is clear. 3 federal courts have already found that the addition of the **#citizenshipquestion** was done in violation of federal law. The census questionnaire must go to print without citizenship question! **#HagaseContar**

Our survey found that the **#citizenshipquestion** will increase fear and decrease participation among Latinos and other hard-to-count groups.

We must save **#Census2020** by removing the citizenship question once and for all! **#HagaseContar**

SAMPLE SOCIAL MEDIA GRAPHICS



CAMPAIGN GRAPHICS

3 FEDERAL COURTS have ruled that the citizenship question would result in an undercount of Latinos.

It's time to put an end to the citizenship question!

HAGASE CONTAR
A CAMPAIGN OF NALEO Educational Fund

#HAGASECONTAR

[DOWNLOAD](#)

The citizenship question puts **Census 2020** in serious jeopardy!

Our communities depend on a fair and accurate count of Latinos and all residents.

This harmful question must be removed.

HAGASE CONTAR
A CAMPAIGN OF NALEO Educational Fund

#HAGASECONTAR

[DOWNLOAD](#)

Get informed about the upcoming 2020 Census and ways to get you and your family counted!

Start by calling our toll-free national census bilingual hotline:

877-EI-CENSO
Monday – Friday
8:30 a.m. - 8:30 p.m. ET

HAGASE CONTAR
A CAMPAIGN OF NALEO Educational Fund

[DOWNLOAD](#)

CAMPAIGN POSTER



GENERAL CAMPAIGN POSTER

(Print-ready, 17”w x 11”h)



Participate in our social media photo campaign by posting a photo holding up our “Census 2020 is coming” sign using our hashtag **#HagaseContar**.

[DOWNLOAD](#)

PLEDGE POSTER

(Print-ready, 17”w x 11”h)



Participate in our social media photo campaign – “I pledge to get counted in Census 2020 because” – by following the steps below:

1. Print our “I pledge to get counted in Census 2020 because” sign.
2. Write in your personal response.
3. Upload a photo of you holding the sign using our hashtag **#HagaseContar**.

[DOWNLOAD](#)

ADDITIONAL RESOURCES



The Community Speaks: A Report of the National Latino Commission on Census 2020

Prepared By: NALEO Educational Fund and the National Latino Commission on Census 2020

<https://bit.ly/2EVDt2S>

What is the Census? Census 101

Prepared By: NALEO Educational Fund

<https://bit.ly/2TYK4SF>

¿Que es el Censo? Introducción al Censo

Prepared By: NALEO Educational Fund

<https://bit.ly/2FmLq1A>

Census 2020 – State Fact Sheets

Prepared By: NALEO Educational Fund

<https://bit.ly/2FhswdQ>

Key Census 2020 Milestones

Prepared By: Funders' Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

2020 Census Reporting Mistakes I've (Almost) Made So You Don't Have To

Prepared By: Hansi Lo Wang, NPR

<https://bit.ly/2TO5rXt>

Faith in Public Life Census 2020 Toolkit

Prepared By: Faith in Public Life

<https://bit.ly/2Cw47OR>

The Invisible Ones: How Latino Children Are Left Out of Our Nation's Census Count

Prepared By: Child Trends Hispanic Institute and NALEO Educational Fund

<https://bit.ly/2T39Alg>

¡Hágase Contar! Campaign Regional Staff Leads

Prepared By: NALEO Educational Fund

<https://bit.ly/2Jn5DpT>