



It's your country. Represent!

Census Impacts on Resource Allocation and Equity

Presented by:

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Hello from Voto Latino Foundation!



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Presentation Roadmap

- Census Overview
- VLF's 2018-2020 Census Engagement Program
- Critical Questions and Analysis



The Importance of the Census

- US Constitution requires count every decade
- Informs allocation of \$800+ billion annually in federal assistance to states, localities and families
- Impacts schools, housing, healthcare, services, business investment and more
- Available via phone, mail, online, in-person enumeration and follow-up
- Timeline: March 2020- October 15, 2020



Voto Latino's Census Program: Unpacked

- Launched Somos Más Campaign + website
- In person events at public libraries, college campuses, public community spaces
- Educational town halls with local stakeholders



SOMOS MÁS
OUR VOICE. OUR MOMENT.

VOTOLATINO*
CENSUS KICKOFF

- 3/30 TERRAZAS PUBLIC LIBRARY - AUSTIN, TX
- 3/31 EL NUEVO ESTILO WESTERN - DALLAS, TX
- 3/31 SOUTH CONGRESS AVENUE - AUSTIN, TX
- 4/1 GEORGETOWN UNIVERSITY - WASHINGTON, D.C.
- 4/1 CASA DE ESPAÑOL - SACRAMENTO, CA
- 4/1 UNIVERSITY OF WISCONSIN WHITEWATER - WHITEWATER, WI
- 4/1 UNIVERSITY OF TEXAS EL PASO - EL PASO, TX
- 4/1 ST. MARY'S UNIVERSITY - SAN ANTONIO, TX
- 4/1 OKLAHOMA STATE UNIVERSITY - STILLWATER, OK
- 4/1 UNIVERSITY OF OKLAHOMA - NORMAN, OK
- 4/3 UNIVERSITY OF CALIFORNIA LOS ANGELES - LOS ANGELES, CA

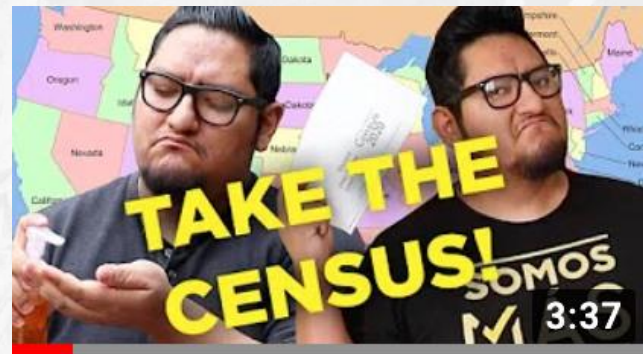
#SOMOSMAS



Voto Latino's Census Program: Unpacked

Going Virtual amidst a Pandemic

- Peer-to-Peer texting
- Virtual webinar
- Social Media AMA's
- Videos + shareable content



**WASH YOUR HANDS AND
TAKE THE CENSUS!**



Voto Latino's Census Program: Unpacked

Here's some of our results:

- Partners: 75 National Census Partners
- Census Pledges: 20,587
- Peer to Peer Texts sent: 256,119
- Social Media Content:
 - Impressions: 453, 408
 - Reach: 116,947
 - Engagement: 7,588





Census as a Tool for Change

- The importance of the Census in Latinx and BIPOC communities
- Systemic Barriers
- Community challenges
- The impact defined
- Strategies



Communities Defining Success and Impact

- Grassroots + National
 - Qualitative vs. Quantitative
 - Shifting the perspective
 - Shifting the conversation
 - Retrospective
 - Long term impact



Understanding Community Priorities

- The importance of the Census in Latinx and BIPOC communities
- Systemic Barriers
- Community challenges
- The impact defined
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Overcoming Census Barriers

- Unpacking the “Citizenship Question”
- 2016-2020 Administration of “fear”
- History of trauma and roots of oppression
- Using knowledge to organize
- COVID 19 + Accessibility
- Power in Information and inviting to engage.
- “Speak to, not speak at”.



Supporting Communities and Advancing Health Equity

- Accessible resources + content for partners, volunteers and the community
 - Easy to use material that can be implemented by others
- Relevant online messaging and simplified calls-to-action
 - “Be part of a cultural/social shift”



Next Steps and Possible Partnerships

- Sustained organizing of communities. Encourage and develop leadership at the local level
- Joining community meetings
- Lobby state legislatures to use the data appropriately when redistricting



Thank you!

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