



## **NALEO Educational Fund-Endorsed Guidelines on Engaging and Assisting Latino Communities on 2020 Census**

This document is intended to inform *iHágase Contar!* and *iHazme Contar!* Campaign stakeholders about recommended guidelines the U.S. Census Bureau has issued on how to engage in Get-out-the-Count (GOTC) activities. NALEO Educational Fund has included additional considerations, information, and resources to be taken into account in the field as organizations develop and implement community outreach and assistance plans. States with formal Complete Count Committees and funded Census programs may have also issued, or will issue, additional and more comprehensive guidelines, such as how to serve as State/County endorsed Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs). These recommendations are intended to also support the planning efforts of other organizations and stakeholders who would like to assist or offer devices or computer centers where community members can fill out their census questionnaires. This document is intended to elaborate on NALEO Educational Fund's priorities for ensuring the Latino community receives accurate, safe, secure and helpful information on Census 2020.

### **How can you support 2020 Census response?**

*According to the U.S. Census Bureau Guidelines:*

- Encourage people to respond to the census online, by phone, or by mail. Remind them to count everyone living in their home even if they are not related.
- Let people know that there are local, flexible, temporary jobs available at the Census Bureau to work on the 2020 Census. Please encourage them to apply today at [2020census.gov/jobs](https://2020census.gov/jobs).
- Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.
- If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.
- Remind people to cooperate with census takers if they visit their home.
- Emphasize that the 2020 Census is safe and secure.



### ***NALEO Educational Fund Expert Tips:***

- Do not forget to remind your community members that all persons living or staying in their residence on April 1, 2020 should be counted – this includes long-term visitors, young kids, newborns, all family members, people living there who are not related to you, and anyone regardless of immigration status. Print and distribute our Census 101 factsheet in [English](#) and [Spanish](#).
- To learn more about who in the household should be counted and how to apply for Census jobs call our national bilingual hotline – 877-EL-CENSO.
- Remind community members that it is better to ensure EVERYONE in the household is counted rather than worry or become concerned with an over count; the Census Bureau can address duplicate submissions. It should be noted that Latino communities are traditionally hard to count and tend to be severely undercounted or not counted in the decennial census.
- It is important to acknowledge that given the current anti-immigrant and anti-Latino political rhetoric, there is fear and hesitation in our communities. This means enumerators have a difficult job ahead of them, given a general lack of trust in the federal government. According to our research, YOU are one of the trusted messengers that can help instill trust in the enumeration process and enumerators. [Download our toolkit here](#) for help on how to address some of these major issues.
- You should also remind community members that enumerators will be wearing U.S. Census Bureau badges and their identification can be verified by calling [800-923-8282](tel:800-923-8282).

### **Can you make devices available to the public for response?**

#### *According to the U.S. Census Bureau Guidelines:*

- If you make devices available to the public to allow individuals to provide their own responses to the 2020 Census, then those devices should be made available at an event or other public location like a community center, place of worship, or school.
- When making the device available, be clear that you are not an employee or representative of the Census Bureau.
- To ensure that the public does not confuse you for a Census Bureau employee, do not use the Census Bureau’s logo or other branding in any way when making devices available for response. You may use your organization’s logo.
  - Point of clarification: You may also use the “[2020 Census](#)” logo which is different from the U.S. Census Bureau logo.
- You may, subject to the Census Bureau’s [brand guidelines](#), use the 2020 Census logo on certain outreach materials to promote the 2020 Census. You may not use it to imply that you represent the Census Bureau.



### ***NALEO Educational Fund Expert Tips:***

- Provide reasonable accommodations to people with disabilities and post signs on how to request accommodations.
- Consider drafting a special script or “Advocate” badge to differentiate your volunteers or organizational staff as non-Census Bureau staff to make sure community members are aware that those assisting at your location are not sworn employees of the U.S. Census Bureau under Title 13 of the U.S. Code (this is the federal law which safeguards the privacy and confidentiality of information provided to the U.S. Census Bureau).

## **How do you make a device available to the public for response?**

### *According to the U.S. Census Bureau Guidelines:*

- The Census Bureau has built a safe and secure system for the public to complete the 2020 Census online. From the moment responses are submitted, they are protected by sophisticated security measures that meet federal government cyber security standards.
- The Census Bureau cannot and does not protect any devices that you make available to the public for response. **The Census Bureau has no responsibility for the operation, maintenance, or security of any such device or any systems or networks supporting the device.**
- The Census Bureau is not responsible for providing device, systems or network support, and is not responsible for any failures of those devices, systems, or networks. **Therefore, any entity making devices available to the public should follow best practices for securing devices and networks.**
- The Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency’s [Website](#) provides steps to secure devices.
- **Software updates.** Ensure that the latest software updates are installed.
- **Link to 2020census.gov.** Please do not create a creative interface for the 2020 Census response Web site. Instead, your device should link directly to 2020census.gov. This helps the public understand that the 2020 Census Web site is legitimate.
- **Do not collect response information from outside the Census Bureau’s online form.** Do not collect information from people that you intend to later enter into the Census Bureau’s 2020 Census response Web site. For example, do not gather information on paper and later enter it in the Census Bureau’s online response Web site yourself.
- **Password for wireless connection.** If you are connecting to the Internet through a wireless connection (wifi), please make sure your wifi connection requires a password to access it.



- **Multiple responses from a single location.** While not expected to be a challenge, the Census Bureau is currently evaluating multiple test cases to ensure there are no difficulties for multiple individuals to respond from a single device. If any tests identify challenges, we will provide guidance about how to support such devices as quickly as possible.
  - Point of clarification: NALEO Educational Fund and national Census Counts partners will continue to stay in communication with the U.S. Census Bureau to ensure community members can submit entries from one location without any IP address flags. We recommend that you stay in contact with any of the following [national hub organizations](#) for updates.

### ***NALEO Educational Fund Expert Tips:***

- Continue to remind community members that your organization is NOT the Census Bureau and that their online entries are not protected by [Title 13](#) until they have been officially received by the U.S. Census Bureau (please note that the online questionnaire will provide a final confirmation to let respondents know that their responses have been submitted and received).
- We highly recommend that you engage your in-house IT department/expert early on to make sure that your devices follow all of the security guidelines listed above. Additionally, we recommend visiting the [Census Counts coalition's toolkit](#) with additional resources and tools on cyber security to make sure you have taken all measures to ensure the safety and security of all community members you are assisting.
- Please note that in the case of California and other states and municipalities, additional security measures may apply; please connect with your state or local agencies to learn more.
- Bookmark the online questionnaire link on all of your devices and avoid creating any interfaces that may resemble any type of census form.
- We highly recommend having a shredder nearby so that you can assure community members that all notes or scratch paper left behind will be shredded and tossed out to assure that you are providing a safe and secure environment



## Can you assist people with their response?

*According to the U.S. Census Bureau Guidelines:*

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
  - **IMPORTANT NOTE: If people still request your assistance with online response, you can provide this assistance. But please inform them that you are not a U.S. Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the U.S. Census Bureau once their response is received.**
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.

### ***NALEO Educational Fund Expert Tips:***

- Our community will have particular requests for assistance, especially among those who in our community who may prefer in-person assistance with the form. We recommend that you continue to remind community members that you are not a U.S. Census Bureau employee and therefore not sworn under Title 13 confidentiality protections. However, once a submission confirmation has popped up on the screen it will mean that response has been officially submitted, recorded, and is secure.



- Providing an environment that avoids others viewing responses may be a difficult task. We recommend organizations think through computer placement and layout in advance based on available space in your organization/office/building. Set up a waiting area to help maintain privacy for those actively using devices.
  - We also recommend fully securing devices and computers to ensure they are safe and cannot be accessed when not in use – especially for the spaces that will not be staffed.
- Keep in mind that the Census Questionnaire in paper form will only be available in English, bilingual (English/Spanish) format, and the online form will be available in 13 languages. Assistance in 13 languages will also be available to those who choose to use phone as a response option. We recommend providing in-language assistance when possible. [Print Language Guides](#) (59 in-language guides provided by the U.S. Census Bureau to help community members complete the 2020 Census Questionnaire).
- Check to ensure that areas subject to the American with Disabilities Act (ADA) outside and inside the location are in fact accessible and clear from obstructions.
- If using a computer lab or public space with multiple devices (e.g., desktop, laptop or tablet), we recommend designating at least one device exclusively for completing the 2020 Census. Phone lines may also be set up as needed. Equipment should be free from defects or damage that may deter a person from completing their 2020 Census questionnaire.

## Should you visit homes to encourage response?

[According to the U.S. Census Bureau Guidelines:](#)

- You should make clear at the beginning of the conversation that you are not a U.S. Census Bureau employee and that you are not representing the Bureau in your visit to the home.
- **Please limit your activities to handing out flyers and/or talking about the importance of the 2020 Census.** The law prevents anyone other than a U.S. Census Bureau employee from collecting census responses door-to-door, so you may not make devices available at someone's door.
- **Please stop visiting homes by mid-May.** We make this request because we do not want any confusion about who is knocking on doors. We want to reduce concerns about impostors so the public will be motivated to open the door for census takers. If others visit during this time, the public could be confused and not open the door for a census taker.



### ***NALEO Educational Fund Expert Tips:***

- Organizations doing door-to-door canvassing should clearly state that they are NOT an employee of the U.S. Census Bureau. Not doing so could cause confusion for households that have already responded and households that have not yet responded and must be interviewed by enumerators. Confusion about canvassers can also discourage responses by elevating concerns of a potential scam, intrusion, or other unlawful activity. A [key component](#) of the Census Bureau’s communications effort is to raise awareness of how to identify an official enumerator (source: *Leadership Conference*).
- Remember to inform those you reach out to that you are not a sworn-in U.S. Census Bureau enumerator
- In an effort to avoid the perception that you have “enumerated” someone, we recommend that you avoid the use of any electronic devices at the door.
- Keep in mind that many organizations will be providing more information on how to identify an enumerator at the door, which will include – “identify with bureau badge” – “an enumerator will never ask to enter your home.” When training your canvassers, keep in mind that if they engage in these activities the person answering the door may call the U.S. Census Bureau to verify identification, or may call the Census Protection NALEO Educational Fund hotline to report any incident(s).
- Before sending canvassers to the field, please make sure that they are fully and accurately trained and informed on: 1) specifics of Census timelines and operations, 2) who will be receiving what kind of form and when, and 3) how to fill out the form along with emphasizing the importance of filling out the information on Hispanic origin. Organizations and lead volunteers are welcomed to join a NALEO Educational Fund Train-the-Trainer workshops in one of fifteen states. For more information, email [training@naleo.org](mailto:training@naleo.org).
- [According to our research](#), Latinos generally find home visits inconvenient. Census 2020 overlaps with various primary and local election dates. During the period of Non-Response Follow Up (NRFU), our community may be visited by both U.S. Census Bureau enumerators and political campaign canvassers. To avoid confusion we recommend organizations do NOT do any door-to-door canvassing for Census 2020 from May 12, 2020 through the end of NRFU on July 31, 2020.
- Stakeholders should not encourage anyone to respond to the census on behalf of a household in which they do not live.



## Should you call the public to encourage response?

### [According to the U.S. Census Bureau Guidelines:](#)

Placing calls (through robo calls or person-to-person calls) to individual households regarding the census is prohibited by federal law, which imposes substantial liability for violations. If you are having a conversation with someone who indicates they prefer to respond via phone, please tell them that they have the option to respond to the 2020 Census by phone in 13 languages and direct them to [2020census.gov](https://2020census.gov) to locate the phone number in their language.

- **PLEASE NOTE: According to the Census Bureau, this restriction / guideline is based on U.S. Code: TCPA, 47 U.S.C. 227 and applies to texting as well.**
- It is unclear whether the U.S. Census Bureau's interpretation of TCPA restrictions apply to all calls or texts to individual households.

### ***NALEO Educational Fund Expert Tips:***

- It is important to note that NALEO Educational Fund is not a legal entity and this information should not serve as a form of legal counsel. NALEO Educational Fund is not responsible for any activities performed by your organization. Organizations can find general information about the TCPA requirements [here](#). We strongly recommend that organizations needing additional guidance on placing calls or texts consult with legal counsel.

## Should you conduct a survey during the 2020 Census?

### [According to the U.S. Census Bureau Guidelines:](#)

Many stakeholders are spending significant resources on Census 2020 outreach and have an interest in gauging the impact of their efforts. However, we strongly discourage stakeholders from conducting any type of surveys during the 2020 Census to ensure the community does not confuse this with being counted in Census 2020. If the public becomes confused and believes they have already responded to "the census," they may refrain from responding on their own or cooperating with a census taker who visits their household. If you feel that you must conduct a survey, please do so after July 31, 2020, when census takers are out of the field.

## Should you distribute outreach materials?

### [According to the U.S. Census Bureau Guidelines:](#)

- We encourage you to distribute content about the 2020 Census on your social media accounts, in your newsletters, and on your Web site.



- Please visit this [Web site](#) to request use of the 2020 Census logo and find draft social media content and other materials you can use to promote the 2020 Census. You can also find fact sheets and other information, including PSA scripts and other toolkits that you can share with your network. You are also encouraged to translate these materials into other languages.
- Follow the Census Bureau on social media channels and share content.
- Please correct misinformation or disinformation on social media accounts. You can report misinformation and disinformation at [rumors@census.gov](mailto:rumors@census.gov)

### ***NALEO Educational Fund Expert Tips:***

- As you consider pulling together handouts and fact sheets keep in mind that 2020 Census operations are quite complex. Please make sure to verify and carefully inspect all information to ensure its accuracy. There is no need to create new material, you can find ready-made resources in many of the websites listed above.
- Also, do not forget to follow NALEO Educational Fund on Facebook, Twitter, YouTube, and Instagram – where we will continue to post resources and digital assets for your use.
- Do not be afraid to use the reporting functions from Facebook and Twitter to report any posts intended to dis-inform the community or flag coordinated attempts to keep our communities from making themselves count.

## **Other Considerations for Stakeholders Planning Get Out the Count Activities**

*[On behalf of the Get Out the Count Coalition:](#)*

### **Confidentiality of Census data**

- Census data are protected by the strictest confidentiality protections in federal law. The U.S. Census Bureau, the Commerce Department (which houses the Census Bureau), and their employees may not reveal a person's data gathered through the census to anyone. That means they are prohibited from sharing your data with federal agencies, immigration authorities, law enforcement, or courts of law. Federal law does not allow your personal census information to be used against you by immigration authorities, a court of law, local housing agencies, any law enforcement agency, or any other government officials, for any reason whatsoever. You are protected from harm in many ways.



- Advocates are committed to combat any actions by federal law enforcement agencies that rest on personal data from the census obtained in violation of the law or used to harm respondents in violation of the law. Government workers who violate these privacy protections can be punished with fines of up to \$250,000 and jail terms of up to five years.

For more information about federal laws that protect census confidentiality read the Brennan Center’s fact sheet [here](#).

**It is important to remember:**

- No one other than U.S. Census Bureau employees, not even officials from tribal, state, or municipal governments, should collect any census response information for the 2020 Census.
- Only data collected by census takers employed by the U.S. Census Bureau are protected under Title 13, U.S. Code. Census Bureau employees take an oath to ensure that respondent information is used for statistical purposes only and not for any other reason.
- Census Bureau employees cannot share information with anyone else, including law enforcement—not the FBI, ICE, or even local police.

Stakeholders should not attempt to collect 2020 Census data through websites or apps, over the phone, or in person.

**Organizations doing educational door-to-door canvassing should be extremely careful** to avoid any action that might undermine Title 13 confidentiality protections. This caution also will help protect community-based groups from accusations, spearheaded by foes of an inclusive census, that they are somehow encouraging or facilitating false responses, or otherwise manipulating the count.

**Do not send any mailed material that could be confused with an official U.S. Census Bureau form.** The Deceptive Mailing Prevention and Enforcement Act prohibits private entities (nonprofit or for-profit) from using logos, slogans, return addresses, and the like that would reasonably confuse the recipient into thinking it was official federal government mail. If your organization is developing census “pledge cards” consider adding the disclaimer “This is not an official mailing from the U.S. Census Bureau and the completion of this pledge does not substitute participation in the upcoming U.S. Census.” The Census Bureau website includes resources on “avoiding frauds and scams” (<https://2020census.gov/en/avoiding-fraud.html>).

**Stakeholders using telephonic communication** (calls, peer to peer texting, or blast texting) to communicate with their membership should ensure that all outreach complies with



the Telephone Consumer Protection Act (TCPA). Consult with your counsel or relevant vendor to ensure you are complying with federal law.

**Get Out the Count (GOTC) outreach activities can be incorporated into other nonpartisan civic participation outreach, like voter registration outreach.**

Stakeholders should be careful to educate community members on the different eligibility requirements for voting and census participation, the latter invites everyone in the United States to participate and the former has stricter eligibility requirements like U.S. citizenship. Under no circumstances should census outreach efforts be combined with partisan Get-Out-the-Vote (GOTV) outreach. Consult with your counsel or relevant vendor to ensure you are complying with federal law.

Shall you have any further questions regarding these guidelines please do not hesitate in contacting your [NALEO Educational Fund Regional Census Campaign Manager or lead](#).