



Census Webinar Update

- When:** Thursday January 14, 2010
- Who:** Rita Castillo, Senior Partnership Specialist, 2010 Census
Patricia Gaitan, Chief Operating Officer, Chambers Lopez & Gaitan LLC (Latina owned PR firm, contracted by the 2010 Census to do Spanish translations and outreach with our community)
MANA National Leadership from Corpus Christi, TX; Imperial Valley, CA; Inland Empire, CA; San Diego, CA; Orlando, FL; Topeka, KS; and Washington, DC.
- What:** National Conference Call and Webinar on Latina Participation in the 2010 Census. As a Census National partner and national ¡Hazte Contar! partner with Telemundo, we have the responsibility to educate our community and make sure they get counted.
- Info:** The Census is Easy, Safe and Important.
- Resources:** 2010 Census Bureau's website: www.2010.Census.gov
Telemundo's website: www.Telemundo.com or Telemundo ¡Hazte Contar! Campaign: <http://bit.ly/TMundo>
MANA's 2010 Census Guide – below.
Quick links to important Census documents – below.



2010 Census Guide

Easy	Safe	Important
<ul style="list-style-type: none"> • 10 Questions 10 Minutes • Receive the Census Form, fill it out and mail it back • Census does not ask for legal status • No visits from Census workers if you mail-out your questionnaire • Request information in other languages • Key dates to keep in mind 	<ul style="list-style-type: none"> • The Census protects your information • Census does not ask for legal status • Census employees sworn for Life to Protect Your Confidentiality • Violating the Oath Is a Serious Crime • Private information is never published • The Census Collects Information to Produce Statistics 	<ul style="list-style-type: none"> • The census can't move forward until you mail it back • Census information affects the numbers of seats your state occupies in the U.S. House of Representatives. • Organizations and individuals use census data to advocate for causes, rescue disaster victims, prevent diseases, etc. • The information the census collects helps determine how more than \$400 billion dollars of federal funding is spent on infrastructure and services.

Easy

10 Questions. 10 Minutes.

The 2010 Census form is just 10 questions, such as:

- Name
- Sex
- Age
- Date of birth
- Hispanic origin
- Race
- Household relationship
- If you own or rent

The census **DOES NOT** ask about the legal status of respondents or their Social Security numbers.

The mailing package from the Census Bureau consists of:

- [The 10-question form](#)
- A postage-paid envelope

In areas served by the United States Postal Service, postal workers will deliver the initial mailing in mid-March 2010. In all other areas, census takers will deliver the form packages between March 1 and April 30, 2010.

Once you get your form in the mail, fill it in and mail it back in the postage-paid envelope provided. If you want to avoid Census workers visiting your home, just make sure you mail-out your form as soon as you receive it and no one should visit you at home.

The Census Bureau does not send out any confirmations that your form was received.

The majority of the country will receive English-only materials. Households in areas with high concentrations of Spanish-speaking residents may receive a bilingual (English/Spanish) form.

Any request for census information from the Census Bureau will be clearly identified as coming from the U.S. Census Bureau and as OFFICIAL BUSINESS of the United States. It is a federal offense for anyone to pretend they represent the Census Bureau. Before your household receives a mailed form, a phone call or a visit from the Census Bureau, you will be given a few days notice with a letter from the Census Bureau Director.

Key Dates to Keep In Mind Calendar

March 2010	Census forms are mailed or delivered to households
April 2010	National Census Day—use this day as a point of reference for sending your completed forms back in the mail
April - July 2010	Census takers visit households that did not return a form by mail
December 2010	By law, the Census Bureau delivers population information to the President for apportionment
March 2011	By law, the Census Bureau completes delivery of redistricting data to states

Safe

The Census protects your information

The Census Bureau depends on your cooperation and trust, and they will protect the confidentiality of your information. [Title 13 of the U.S. Code](#) protects the confidentiality of all your information and violating this law is a crime with severe penalties. In addition, other federal laws, including the Confidential Statistical Efficiency Act and the Privacy Act reinforce these protections.

* Private information is never published

It is against the law to disclose or publish any of the following information:

- Names
- Addresses including [GPS coordinates](#)
- Social Security numbers
- Telephone numbers

The Census Collects Information to Produce Statistics

The Census uses your information to produce statistics. Your answers cannot be used against you by any government agency or court.

Sworn for Life to Protect Your Confidentiality

All Census Bureau employees take the [oath of nondisclosure](#) and are **sworn for life** to protect the confidentiality of the data.

Violating the Oath Is a Serious Crime

The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both.

Important

Affects the Nation - The Census Can't Move Forward Until You Mail It Back

That's why it's so important that you fill in the form and promptly mail it back. Census information affects the numbers of seats your state occupies in the U.S. House of Representatives. And people from many walks of life use census data to advocate for causes, rescue disaster victims, prevent diseases, research markets, locate pools of skilled workers and more.

When you do the math, it's easy to see what an accurate count of residents can do for your community. Better infrastructure. More services. A brighter tomorrow for everyone. In fact, the information the census collects helps to determine how more than \$400 billion dollars of federal funding each year is spent on infrastructure and services like:

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other-public works projects
- Emergency services

When you [fill out the census form](#), you're making a statement about what resources your community needs going forward.

Redistricting 101: What is redistricting and why do states redistrict?

- Redistricting is the process of changing electoral district and constituency boundaries, usually in response to periodic census results
- The U.S. Constitution requires that electoral districts be periodically adjusted or redrawn to account for population shifts
- While the census does provide information to the U.S. states on population in order for the states to redistrict appropriately, the census is not actually responsible for the act of redistricting. State legislatures or independent bi-partisan commissions (depending on the state) are the bodies that actually redraw district lines.

Quick Links

2010 Census Website: www.2010census.gov

Telemundo's website: www.Telemundo.com

Telemundo ¡Hazte Contar! Campaign: <http://bit.ly/TMundo>

10 Minutes 10 Questions: http://2010.census.gov/partners/pdf/factSheet_General.pdf

Questionnaire: http://2010.census.gov/partners/pdf/langfiles/2010_Questionnaire_Info_Copy.pdf

Confidentiality Flyer: <http://2010.census.gov/partners/pdf/confidentialflier.pdf>

How People are Counted:

http://2010.census.gov/partners/pdf/brochure_HowPeopleAreCounted.pdf

Materials in Spanish: <http://2010.census.gov/2010census/language/spanishla.php> and

Telemundo: <http://bit.ly/TMundo>