THE SAN JOAQUIN VALLEY CENSUS HUDDLE

This weekly update includes news, action items, resources, county updates, learning opportunities and funding opportunities for census partners across the San Joaquin Valley; some items, when indicated below, are only intended for Region 6 ACBO-funded and/or SJVHF-funded partners. Look for this Huddle every Wednesday and remember to share with your staff and partners. Please send information to include to Justin Rausa at justin@everydayimpactconsulting.com.

LATEST CENSUS NEWS

**Today is Census Day!** As of March 30th, 35.7% of California households responded to the 2020 Census compared to 36.2% of households across the U.S. However, our HTC participation rates are below the present averages, both nationally and in California. For an analysis of self-response rates see [here](#). Your work is critical in ensuring a full count in our communities! Are you ready for the #CensusChallenge? Here’s how it works:

- **Step 1**: Complete the [2020 Census](#).
- **Step 2**: Post an image to your Instagram or Facebook story or send a tweet about your completion of the Census; tag @TheCenterSHF #SJVcounts and 10 of your friends to do the same! Feel free to use this in your post:

  ![CensusChallenge](image)

- **Step 3**: Add the hashtag #CensusChallenge to the end of your post.
- **Step 4**: You’re done!

Here are some additional social media resources you can use to develop or spice up your posts on Census Day, or online events that you can participate in:

- CCC [Instagram](#), [Facebook](#) and [Twitter](#) accounts, as well as its [Census Week Partner Toolkit](#). You can also access CCC’s April Social Media Toolkit at the Partner Portal; please contact Cindy Quezada if you still need access to the portal.
- Census Counts’ [Message Guidance and Toolkit](#).
• Latino Community Foundation’s Latino Census Kickoff, featuring a live Diana Gameros concert at 12p!

![Latino Census Kickoff](image)

• Memes, memes and more memes.

• Participate in CCC’s Census Day Tweet Chat at 11a! All you have to do is tune in to CCC’s social media channel @CACensus, and start sharing your answers—either by pasting in what they’ve pre-written or creating your own! If you are planning to participate in the Census Day Tweet Chat, please send a confirmation email to social@census.ca.gov.

![CACensus Tweet Chat](image)

• CAIR California invites you to join them on Muslim Census Day, Friday, April 3rd at 5:30 pm, to learn more about why it is more important than ever to complete the Census! The CAIR team will share the importance of this moment and the many ways that funding from the Census impacts our communities and families! Join them for an interactive Facebook Live Chat to learn how to take action and get answers to your questions!

In other news, the U.S. Census Bureau (USCB) announced on Saturday that it would be suspending 2020 Census field operations for two additional weeks until April 15, 2020 based on guidance from health authorities. The Census Bureau will continue to monitor the COVID-19 situation and make additional adjustments as necessary.

**ACTION ITEMS**

- **SJVHF-supported Census Outreach Partners**, please update your Google Sheet activity tracker again by April 6th. Appreciations to those who made the first deadline the other week on Monday, March 23rd.

- **Region 6 ACBO Partners**, please continue to update SwORD on a weekly basis and send copies of your bulk upload spreadsheet to justin@everydayimpactconsulting.com.
NEW CENSUS RESOURCES

Messaging Toolkits

- Asian Americans Advancing Justice’s Count Us In Get Out The Count Toolkit
- Census Counts’ GOTC Toolkit
- Color of Change’s Toolkit
- Social Press Kit’s Count All Kids Toolkit

Fact Sheets

- Asian Americans Advancing Justice translated fact sheets into 15 languages! The latest fact sheets in English are: Language Resources and How to Get Assistance; How to Identify a Census Bureau Census Taker; The Internet Response Option in the 2020 Census.
- SEARAC has released census factsheets for the Southeast Asian American community translated into five languages: Khmer, Lao, Hmong, Vietnamese, and Mien.

COVID-19

In addition to the CCC’s own coronavirus resource page for census partners, there is a simplified State webpage and USCB webpage for coronavirus updates and resources. Here’s a list of new census-related COVID-19 resources for this week:

- CCC’s Census Outreach Alternatives Document; the State’s key message and priority is to continue to advocate that Californians complete the Census form online, by phone or by mail (some households will initially receive the paper form).
- Census Counts
- NALEO Educational Fund’s Digital Communications and Outreach Toolkit
- TCE’s new video: Flattening the Curve, with translated versions soon to be uploaded here.
- Voto Latino’s Virtual Organizing 101 webinar covered ways that you and your organization could transition to virtual organizing in the wake of COVID-19.

Last but not least, here are links to COVID-19 guidelines by county for the San Joaquin Valley:

Kern | Kings | Fresno | Mariposa | Madera | Merced | San Joaquin | Stanislaus | Tulare

CENSUS LEARNING OPPORTUNITIES

ACBO and SJVHF Census Cohort Monthly Standing Calls

ACBO Region 6 and SJVHF Census Outreach partners, please check your calendars for your respective monthly standing census calls and be sure to participate!

- ACBO Region 6: 1st Thursday of the month at 11am
- SJVHF Census Cohort: 2nd Thursday of the month at 3pm

NALEO Educational Fund Webinar Recording

View the Latinos, Census 2020, and COVID-19 webinar recording to learn more about early response rates in select census tracts with predominantly Latinx populations, where NALEO found significantly
lower response rates among Latinx communities than the national average (26.2% as of March 25th). According to NALEO, the low rates were not surprising given the results of its survey that found Latinx communities prefer to complete the Census by paper. The Census Bureau will be sending paper questionnaires to households that have not yet responded between April 8-16.

**AAAJ’s Podcast: Count On Your Census**

Count On Your Census explains the importance of the 2020 Census, especially for historically undercounted communities. **Listen to the first nine episodes and be sure to subscribe** and tell your friends!

**CENSUS-RELATED FUNDING OPPORTUNITIES**

**Census Accelerate Video Competition with $50,000 in Prize Money**

Census Accelerate, an initiative within USCB, has launched its first-ever video prize competition to reward the most engaging, impactful and informative videos about the 2020 Census:

- $30,000 — Grand Prize
- $10,000 — Runner Up Prize
- $10,000 — Student Prize

Submissions close on April 17, 2020 at 8:59pm PST with winners announced in May. The brief, timeline and details can be found [here](#), and if you have specific questions regarding video content, please email: census.accelerate@census.gov.

**CENSUS RESOURCE SITES**

- [American Library Association](#)
- [Asian Americans Advancing Justice](#)
- [CA Census 2020](#)
- [California For All 2020](#)
- [The Center at Sierra Health Foundation](#)
- [Central Valley Immigrant Integration Collaborative (CVIIC)](#)
- [CUNY HTC Self Response Map](#)
- [First 5 Association of CA](#)
- [National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund](#)
- [Public Policy Institute of California (PPIC)](#)
- [Southeast Asian Resource Action Center (SEARAC)](#)
- [The California Endowment](#)
- [U.S. Census Bureau](#) | [official response portal](#)
- [U.S. Census Bureau - 2020 Census Recruitment](#)

**LANGUAGE HOTLINE (BLING)**

- **Arab American Institute**: 833-3DDOUNI (833-333-6864) i.e. "Count me" in Arabic
- **Asian Americans Advancing Justice/APIAVote**'s hotline: 844-2020-API (844-202-0274) for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话),
Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)!

- CHIRLA national assistance hotline: 1-888-624-4752
- NALEO Educational Fund operates a toll-free bilingual (Spanish) census hotline: 877-EL-CENSO

COUNTY UPDATES

Please email county updates you’d like to share with the SJV census network to justin@everydayimpactconsulting.com. It’s important that we uplift your wins and activity to demonstrate the momentum partners are building in the San Joaquin Valley, and to give each other well-deserved props!

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