WHY IS THE 2020 CENSUS IMPORTANT TO AFRICAN AMERICANS?

In 2010, the African American population was underestimated by more than 800,000.

TODAY, ONE IN THREE AFRICAN AMERICANS LIVE IN HARD-TO-COUNT CENSUS TRACTS

An undercount in the African American community could lead to their communities being under-resourced and under-represented. By participating in the Census, they are making their voices and perspectives heard.

FEDERAL AGENCIES RELY ON CENSUS DATA TO MONITOR DISCRIMINATION AND IMPLEMENT CIVIL RIGHTS LAWS TO PROTECT:

VOTING RIGHTS

EQUAL EMPLOYMENT OPPORTUNITY

BARRIERS TO CONSIDER:

- Distrust of government and confidentiality of the data
- The Census is not a priority

MOTIVATORS:

- Trusted Messengers - local government
- Education on the purpose and process

About the Ohio Census Advocacy Coalition

The Ohio Census Advocacy Coalition (OCAC) is a nonpartisan network of statewide nonprofit organizations, advocacy organizations, and trusted faith, business, education, and community leaders working to prepare for and conduct outreach to encourage full participation in the 2020 Census, with a focus on historically undercounted or “hard-to-count” (HTC) populations. The OCAC executive committee consists of Children’s Defense Fund-Ohio, Innovation Ohio Education Fund, Ohio Voice, ASIA Inc., Philanthropy Ohio and Faith in Public Life.
WHY IS THE 2020 CENSUS IMPORTANT TO IMMIGRANTS & REFUGEES?

528,000 IMMIGRANTS

OHIO IS HOME TO OVER 528,000 IMMIGRANTS.
107,000 OF THEM ARE UNDOCUMENTED.
(Source: National Immigration Forum)

TOP COUNTRIES OF ORIGIN:
India, Philippines, Mexico, China and Somalia
(Source: National Immigration Forum)

Everyone in America, regardless of their legal status is counted in the Census. The Census gives us a holistic view of the people that make up our country and provides the opportunity for these populations that often live in the shadows, to make their voices heard.

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<tr>
<th>BARRIERS TO CONSIDER:</th>
<th>MOTIVATORS:</th>
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<tbody>
<tr>
<td>· Distrust in government and fear data could be used</td>
<td>· Education on participation and the</td>
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<td>against them and their community</td>
<td>benefits of a full count</td>
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<td></td>
<td>· Communication through ethnic media</td>
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**WHY IS THE 2020 CENSUS IMPORTANT TO THE LATINO COMMUNITY?**

*TODAY, ONE IN THREE LATINOS LIVE IN HARD-TO-COUNT CENSUS TRACTS*

It is important that the 2020 Census captures the reality of the growing Latino community in Ohio.

An undercount in the Latino community could lead to their communities being under-resourced and under-represented. By participating in the Census, they are making their voices and perspectives heard.

**FEDERAL AGENCIES RELY ON CENSUS DATA TO MONITOR DISCRIMINATION AND IMPLEMENT CIVIL RIGHTS LAWS TO PROTECT:**

- VOTING RIGHTS
- LANGUAGE ASSISTANCE
- EQUAL EMPLOYMENT OPPORTUNITY

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**Why is the 2020 Census Important to LGBTQ Ohioans?**

The 2020 Census will only ask questions about same-sex households, but will not ask any questions about how an individual identifies in terms of their sexual orientation and gender identity.

<table>
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<tr>
<th>Questions of Concern for LGBTQ Ohioans:</th>
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<tbody>
<tr>
<td>[Image showing Census questions about relationship and sex]</td>
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LGBTQ Ohioans exist in every hard-to-count community and population in the state. That is why it is important to consider the impact completing the Census will have on their livelihoods. Like all people, this Census is about fair funding and fair representation for our communities.

<table>
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<tr>
<th>LGBTQ People Are:</th>
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<tbody>
<tr>
<td>2 times as likely as non-LGBTQ people to receive SNAP benefits</td>
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<tr>
<td>1.5 times as likely to have Medicaid coverage</td>
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<tr>
<td>2.5 times as likely to rely on public housing assistance</td>
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<td>Trusted messengers conveying the importance and impact</td>
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WHY IS THE 2020 CENSUS IMPORTANT TO LOW-INCOME OHIOANS?

THE CENSUS IS THE DRIVING FORCE BEHIND ALL FEDERAL SOCIAL PROGRAMS.
PROGRAMS LIKE SNAP, THE SCHOOL LUNCH PROGRAM, MEDICAID, HEAD START, AND HOUSING ASSISTANCE.

The government uses data gathered by the Census to distribute funds to Ohio.

Though completing the Census may not seem like a priority, if Ohio is not counted accurately, other states will receive these funds for a whole decade. Completing the Census for your household should take no more than 10 minutes.

BARRIERS TO CONSIDER:
- Distrust in government
- Lack of access to reliable Internet and technology skills
- Lack of knowledge about the Census process

MOTIVATORS:
- Trusted community messengers
- Provide community spaces for residents to complete the Census with assistance and ask questions

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Ohio Census Advocacy Coalition

Why is the 2020 Census Important to Rural Ohio?

With the Census' heavy reliance on online questionnaire completion, this poses a particular challenge for those residents without reliable access to broadband connection.

For those unable to complete their Census online, you are still able to complete the questionnaire by mail and phone.

Rural parts of the state are often left underserved, this is a chance for these rural communities to show their strength and better advocate for their unique needs.

Density of Households Unserved by a Broadband Provider by Census Block
Areas lacking broadband with advertised speeds of at least 10 Mbps downstream and 1 Mbps upstream

Barriers to Consider:
- Fear data may be used against them
- Lack of knowledge about the Census process

Motivators:
- Trusted community-based messengers
- Communication through radio and print media

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WHY IS THE 2020 CENSUS IMPORTANT TO URBAN OHIO?

Every resident in this state must be counted to ensure that the population of Ohio is accurately reflected on the national stage.

For renters and frequent movers, often residing in Ohio’s more urban areas, the Census poses a particular challenge.

Funding for critical community and development programs is disseminated based on census-derived data. For our urban centers this includes Community Development Block Grants and transit grants. Additionally, businesses often use the Census to determine where to invest.

| COMMUNITY DEVELOPMENT BLOCK GRANTS: | $137 M |
| TRANSIT GRANTS: | $222 M |

BARRIERS TO CONSIDER:
- Lack of understanding the impact of the Census
- Lack of knowledge about the Census process

MOTIVATORS:
- Trusted community-based messengers-local government
- Community education and information sessions

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# Why is the 2020 Census Important to Women?

An accurate and complete Census count is fundamentally important to Ohio women, census-driven social programs have an immense impact on the economic security, health, and livelihood of women and their families.

### Medicaid Covers

<table>
<thead>
<tr>
<th>25 Million Women</th>
<th>Nearly Half of All U.S. Births</th>
<th>Over 70% of All Family Planning Services</th>
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</table>

For these women, it makes the difference between whether or not they have access to birth control, cancer screening, and testing for sexually transmitted infections (STIs) or HIV.

### Women Play a Critical Role in Ensuring a Complete Count.

As the main caregiver and head of household, they will be responsible for completing the form for their families.

### Two in Five Women Are the Sole or Primary Breadwinners

### Barriers to Consider:

- The Census is not a priority, often dealing with more pressing and urgent issues and struggles
- Fear of Census data confidentiality and information being used against them and their families
- Lack of knowledge about the process and who is responsible for completing the Census

### Motivators:

- Education on purpose and process
- Education on the impact for their families and communities

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