



iHAGASE CONTAR!

MAKE YOURSELF COUNT

National 2010 Census Initiative to Achieve a Full Latino Count



THE CAMPAIGN



Ya es hora is a historic non-partisan Latino civic participation campaign launched as the Latino community's action-oriented follow-up to the immigrant mobilizations of 2006. The campaign represents the largest and most comprehensive effort to incorporate Latinos as full participants in the American political process. The historic *Ya es hora* campaign will now expand its focus to include the 2010 Census.

The campaign will seek to ensure that there is a comprehensive and concerted effort to achieve a full Latino count, particularly in recently emerging communities. The *Ya es hora* model will allow for a seamless coordination between a massive network of community-based organizations across the country and the preeminent Spanish language media companies, (Univision, Entravision, and impreMedia). Despite the intensive national effort that the US Census Bureau intends to mount during 2009 and 2010, ensuring a full count of the growing Latino population will require a community-based effort to reduce any fears that dealing with a governmental entity might engender. The 2010 Census will face challenges in enumerating emerging Latino communities characterized by high mobility, youth, and recently emigrated Latinos. Potential fears are further compounded by the increasingly xenophobic environment surrounding the immigration debate. Our campaign will leverage the tremendous trust that the NALEO Educational Fund and Spanish language media command within the Latino community to provide information about the census and motivation to participate.

Our effort will pay particular attention to newly emerging Latino populations in the South (e.g. Northern/Central Florida, Georgia, South Carolina, Tennessee, Arkansas, North Carolina, Washington) and within newly emerging areas in more established Latino states, including the Central Valley in California, Las Vegas, Nevada, and newly emerging regions in Texas.

GOALS

The principal goal of the *Ya Es Hora ¡Hágase Contar!* initiative is to increase mail response rates among Latino households in the United States through a sustained and aggressive community education initiative.

- Motivate the Latino community to take part in the 2010 Census. We cannot assume that Latinos are interested in or want to participate in the Census.
- Mobilize the national, statewide, and local grassroots networks that have supported past phases of the *Ya Es Hora* campaign to help disseminate information about the 2010 Census and assist the community in being counted.
- Amplify the impact of the Bureau's message by adding an independent and trusted community message focused on empowerment and protecting the future.
- Through a coordinated effort between community organizations and Spanish language media expand the message platform to go beyond paid advertising to community programming and Spanish language media's innovative infoterial programming.

web site



radio



public service
announcements



national hotline



print media



community townhalls

YA ES HORA! HAGASE CONTAR! CAMPAIGN

<p>Launch</p>	<p>April 1, 2009</p>	<p>The campaign will announce its efforts, in Washington DC, exactly 365 days from Census Day (C-365). The event will feature the campaign's national media and community partners. We will position the campaign as the third phase of the historic Ya Es Hora civic participation campaign.</p>
<p>Phase 1 General Awareness</p>	<p>January 2010 - March 2010</p>	<p>The first phase of the campaign will seek to motivate Latinos to take part in the 2010 Census.</p> <ul style="list-style-type: none"> • Motivation-through a message of empowerment and one of self interest. Why it is important to participate in the Census? Why now? • Reduce Fear-assure that the Census is confidential. Educate why the government collects that data. Be prepared to deal with the heightened fear generated by the immigration debate.
<p>Phase 2 Education</p>	<p>March 2010 - May 2010</p>	<p>The second phase of the campaign will seek to walk Latinos through the enumeration process, educating the community on completing the form, requesting assistance, and mailing back completed forms.</p> <p>Topics:</p> <ul style="list-style-type: none"> • 1. What is the Census? • 2. Who can participate? • 3. How to participate? • 4. Who can help? <p>Protect from fraud-what a form looks like.</p> <ul style="list-style-type: none"> • 1. What questions can are and are asked. • 2. How do you identify an official enumerator?
<p>Phase 3 Hard to Count Push</p>	<p>May 2010 - August 2010</p>	<p>The third and final phase of the campaign will encourage Latino households to complete and mail back their census forms. This phase will encourage mail back by reminding the community of the impact that the census has on their families and community. Enumerator cooperation will also be a strong focus. With Latinos having some of the lowest mail return rates in the 2000 Census, enumeration through a visit from an enumerator is critical.</p>

CAMPAIGN OUTREACH INFRASTRUCTURE

National Infrastructure	Toll-free bilingual information and assistance hotline: 1-877-El-Censo	Capitalizing on the NALEO Educational Fund's success with its civic participation hotline 1-888-Ve-Y-Vota the Fund will create a national Census information hotline.
	Web Site	Bilingual website that will provide important facts about participating in the Census. The site would also serve as a national resource to connect individuals with local information centers and direct contact numbers to the Census Bureau in order to help troubleshoot questions and concerns. It will also provide organizations with easy and ready to use outreach materials.
	Regional Coordinators · South Region · North Atlantic Region · Texas · West Coast	Regional coordinators will serve to help establish local coalitions and collaborate with local Census officials and representatives.
Outreach	Information Centers	The Ya Es Hora campaign the Fund will seek to recruit community-based organizations serving the Latino community as information centers. These centers will serve as official supporters of the campaign and more importantly, as direct sources of local information about the Census. Such centers would not only make information accessible but, would help place the Census within a local and relevant context. They will increase the level of trust and comfort for Latinos to participate.
	National/Regional Census Partnerships	Work collaboratively with the Census on Latino outreach strategies, providing guidance on cultural and regional nuances that can impact Latino participation.
	Sponsor Information Centers	Recruit and engage corporate retail partners to help inform customers/clients. Retail business (from banking to grocery stores) present a unique opportunity to engage and inform many communities through special information centers. We seek to develop an informational kiosk that could serve as a one stop self serve information center strategically located at partner retail outlets.



<p>Outreach (cont.)</p>	<p>Capacity Building</p>	<p>This strategic outreach will include informational briefings on Census Bureau outreach programs, materials/presentations on how to engage the community on the Census (e.g. organizing town halls and talking to local media).</p>
<p>Media</p>	<p>Spanish Language Media Partnerships</p>	<p>National Census Partners will partner with Univision Communications, impre-Media newspapers, and Entravision Communications to mount a comprehensive educational multi-media initiative implementing the successful and proven public information/education model of the Ya Es Hora campaign.</p>
	<p>Tool Kits</p>	<ul style="list-style-type: none"> • Produce the NALEO National Directory of Census Assistance Providers guidebook. • Produce the Community-Based Organization Instruction Guide for Organizing Census Workshops.

CENSUS 2010 TIMELINE

Date	U.S. Census Bureau	<i>Ya es Hora</i> Campaign
Fall 2008	Recruitment begins for local census jobs for early census operations.	Census Advocacy Work
March 2009:	Census employees go door-to-door to update address list nationwide.	Campaign Launch
June - July 2009:	NALEO 26th Annual Conference and Census Sessions with Latino Elected Officials NCLR Annual Conference LULAC National Conference	
Fall 2009:	Recruitment begins for census takers needed for peak workload in 2010.	Local Partners Outreach
October 2009:	Remaining Local Census Offices open.	<i>Ya es Hora</i> Hotline (Bilingual) <i>Ya es Hora</i> Website (Bilingual)
February 2010:	Questionnaire Assistance Centers (QAC) open/ Telephone Questionnaire Assistance (TQA) operational - toll-free lines offer assistance in answering.	National Information Centers Launched Motivation on the Census National Leaders Trainings Community Service Media Campaign Launch
March 2010:	Census questionnaires are mailed and or delivered to households.	Capacity Building: Townhalls
April 1, 2010:	Census Day	General Awareness
April 1, 2010:	Census delivers replacement questionnaires to all addresses from which a completed census form has not yet been received.	National Latino Census Day Dia del Censo: Acción Nacional



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The campaign represents the largest and most comprehensive effort to incorporate Latinos as full participants in the American political process.

Unlike past approaches which focused on either naturalization or voter registration, this multi-layered campaign takes a comprehensive approach that links naturalization to voter participation under a single message: "it's time."

The historic *Ya Es Hora* campaign will now expand its focus to include the 2010 Census.

The expansion will make the *Ya Es Hora* campaign one of the most comprehensive full circle civic participation campaigns in history.

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