



Reaching Out to Foreign-Born/Immigrant Populations

Since well before the inception of the United States, immigrants have contributed a unique blend of languages and customs that have made this country one of the most diverse in the world. In the 2000 Census, approximately 11% of the U.S. population was foreign-born, with 52% arriving from Latin America, 26% from Asia, 16% from Europe, and 6% from other areas of the world.

Raising awareness of the 2010 Census among immigrants is critical to ensuring a complete count in 2010. In response to the rapid emergence of diverse populations in the Boston Region, the Census Bureau recently launched a Foreign-Born/Immigrant Initiative that relies on the powerful voices of immigrant community partners to educate and inform their constituents about the importance and relevance of the 2010 Census.

The Partnership Program is supported by 58 Regional Partnership Specialists who speak more than 14 languages. Many of these Specialists are also foreign-born and understand the concerns of newcomers, such as a general distrust of government or fear that participating in the Census could lead



Cultural entertainers perform at the Cambodian New Year in Fall River, MA. Partnership Specialist Barbara Burgo attended to share information about the 2010 Census.

to deportation. To address these concerns, Partnership Specialists will work with immigrant community leaders who will be instrumental in dispelling myths, quelling fears, and ensuring foreign-born populations understand that information collected for the Decennial Census is confidential and important.

After partners address community concerns about participation in the 2010 Census, they will help mitigate language barriers by promoting the numerous resources available to non-English speakers. For example, non-English speakers may seek language *(over)*

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Census Spotlight: National Partner

L.L.Bean

Outdoor retailer L.L. Bean, based in Freeport, ME, recently signed a national partnership agreement with the 2010 Census after meeting with Partnership Specialist Gail Driscoll. Established in 1912, L.L. Bean has grown from a one-man operation to a global organization with annual sales of \$1.5 billion. Public Affairs Manager Carolyn Beem agreed to display Census decals in 14 L.L. Bean stores located in 10 states and provide educational information to 5,400 year-round employees. Ms. Beem indicated that many L.L. Bean product packers are new immigrants and 2010 will be their first experience with the Census.

2010 Census Briefing in New York

On May 5, Boston Regional Census Center Director Kathleen Ludgate and New York City Regional Census Center Director Anthony Farthing spoke before the New York State Senate in Albany.

The 2010 Census Briefing was hosted by Senate Majority Leader Malcolm A. Smith. Representatives from New York's 62 senatorial districts attended the event, along with officials from the State Office of General Services, the Department of State, the State Office of Government Affairs, the Governor's Office, and the State Department of Economic Development.

In his opening remarks Senator Smith said, "The 2010 Census is important to us. It's

critical to us. A low count impacts the entire state." In 1949, New York had 45 seats in the House of Representatives; by 2000, this number was reduced to 29.

"It's really about money and power," said Director Ludgate. "Each year, the federal government allocates several billion dollars to states and communities based, in part, on census data."

Many senators expressed an interest in partnering with the Census Bureau to promote the message that the Decennial Census is easy, safe, and important. One of the most effective ways to boost Census participation is by forming a Complete Count Committee (CCC). Currently, CCCs are operating in Cattaraugus and Montgomery Counties in Upstate New York.



The 2010 Census Briefing in Albany, NY.

The Census Bureau's Boston Region, which covers New England, Upstate New York, and Puerto Rico, will continue to work with federal and state legislators to help ensure a complete count in the 2010 Census.

Foreign-Born Initiative (continued)

assistance services in 59 languages at community-based Questionnaire Assistance Centers, or they may request that a 2010 Census questionnaire in Spanish, Chinese (Simplified), Vietnamese, Korean, or Russian be mailed to their homes.

The success of counting every person, counting them once, and in the right place is truly in the hands of our partners, and we look forward to their continued support.



Senior Partnership Specialist Anita Styczynski met with a diverse group of patrons at the Albany Tulip Festival on May 8 in New York.



United States
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U.S. Census Bureau Boston Regional Census Center

One Beacon Street, 7th Floor
Boston, MA 02108
Phone: (617) 223-3610
E-mail: Boston.PDSP@census.gov

Brazilian Communities Partner with the 2010 Census



(l-r) Marketing Director Ciro Pellicano, CEO Amauri Soares, reporter and anchor Mila Burns, and producer Aline Soares (all from TV Globo) meet with Census Media Specialists Alexandra Barker (Boston RCC) and Igor Alves (NY RCC) after signing a national partnership agreement.

As part of the Foreign-Born Initiative, the Census Bureau is connecting with the Brazilian community, a historically hard-to-count population, which has been rapidly growing since the 2000 Census. According to the 2007 American Community Survey, the Census Bureau estimates about 30 percent of all Brazilians living in the U.S. reside in New England. Portuguese is the second most spoken foreign language in the Region.

To ensure that every member of this ethnic population is counted in 2010, Brazilian leaders and media have joined hands with the Census Bureau. A fundamental partner in this venture is TV Globo International, the largest

Brazilian TV network, serving approximately 100,000 Portuguese-speaking households in the United States. TV Globo International will develop its own educational campaign and include Census messages on its existing programs to ensure every Brazilian understands that participation in the 2010 Census is safe, easy, and important.

After attending the 2010 Census Panel during the Focus Brazil Conference in Florida, members of the Brazilian media across the country committed to educating their communities about the 2010 Census. They were urged by the Secretary of Brazilian Communities Abroad, Ambassador Oto Maia, to engage in a national mobilization effort. "Our community cannot afford to not be counted," Maia said.

The Census Bureau also received support from the Consulate General of Brazil in Boston. At a meeting with Boston Regional Census Center Director Kathleen Ludgate, Ambassador Mario Saade made available the facilities of the Consulate to display Census materials.

Other important community organizations, such as the Massachusetts Alliance of Portuguese Speakers and the Brazilian Immigrant Center, as well as faith-based organizations such as the Brazilian Apostolate and the Brazilian Ministers' Network, are Census partners. Numerous Brazilian businesses have also signed partnership agreements with the 2010 Census.

An Idea for Partners

Add the Census to Your Newsletter!

Looking for a simple way to support the Census? Add a brief Census article to your regular publications to spread the message that participation is safe, easy, and important.

- In May, the Southern Connecticut Gas Co. published an article in its "News & Views" newsletter which is disseminated to customers.
- The May issue of "Councilgram," published by the New York State Council of School Superintendents, featured an article about the 2010 Census. This publication reaches over 2,000 school superintendents throughout New York State and is also sent to legislators, principals, strategic business partners of the Council, and other educational publication editors.
- The New York State United Teachers Union recently published an article about the Census in Schools Initiative in a newsletter that is disseminated to 600,000 teachers and administrators.

If you need article ideas, visit http://2010.census.gov/2010census/promotional_materials/009579.html where you will find print-ready articles for public use. Share how you are promoting the Census message. Email your story to boston.pdsp@census.gov and you could be featured in an upcoming Census 2010 Activities Update newsletter.

Census 2010: Key Dates

April - June 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for local census jobs for 2010 Census operations.
Feb. - Mar. 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents fill out and return Census questionnaires.
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



IT'S IN OUR HANDS