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# IPC Working Group Recommendations

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# Message Timing

1. The length of the Awareness phase for historically undercounted communities is inadequate to address the concerns surfaced during the evaluation of the 2010 Census outreach strategy; therefore, we recommend beginning the Awareness phase 8 weeks earlier than currently scheduled.
2. A number of historically undercounted groups will only be reached through “diverse mass” messaging, including parents of very young children, English-speaking racial and ethnic groups, LGBTQ people, and low-income people. Given the concerns surfaced during the evaluation of the 2010 Census outreach strategy, we recommend beginning the Awareness phase for “diverse mass” 8 weeks earlier than currently scheduled, with a focus on media that will reach those historically undercounted communities that are included in the “diverse mass” audience.

# Message Content

1. The addition of the citizenship question to the 2020 Census is one of the primary concerns people have about the 2020 Census, and according to the Bureau's own analysis of the change will have a significant impact on both overall response and self-response. Given the Communications strategy's goal of encouraging all people to self-respond in the mode they prefer, communications materials must directly address the **citizenship question** regardless of the outcome of pending cases in the Supreme Court.
2. If the citizenship question is included on the Census, the Bureau must anticipate the complex definition of "citizenship" in tribal communities if the Census includes a citizenship question and specifically address that complexity in its communications materials.

# Message Content

3. Given the need for messaging on **confidentiality** to resonate with historically undercounted groups, we recommend that the Bureau share the specifics of its planned messaging on confidentiality with the NAC for review and feedback.
4. Although funding for **law enforcement** services may be important to many Census respondents, for others it is seen as a harmful and triggering institution. Because other services like hospitals, fire departments, roads, and schools are likely to be less polarizing than law enforcement, we strongly recommend - despite findings from the CBAMS survey - avoiding the use of law enforcement in communications materials.

# Message Content

5. The individual focus of the tagline (Shape *Your* Future) may be less appealing to many hard to count communities than a collective focus (Shape *Our* Future). In fact, much of the messaging research conducted to date indicated that historically undercounted communities are motivated to respond to the Census by better understanding the collective benefit of the survey, rather than by any individual benefit. Therefore, we recommend tailoring the tagline along with the text of messages in materials meant to reach communities that resonate better with a **collective message**.
6. For all communications materials - including video advertisements and print advertisements - use only images that are **relevant, current, and respectful** to all hard to count populations.

# Message Content

7. Messaging directed to the AIAN population should address the full range of AIAN people, including urban Indian, reservation-based Indian and Alaska Native populations, as well as AIAN people that identify as multi-racial.
8. Because the general public is likely to learn information about the Census from both the Integrated Partnerships and Communications campaign and from traditional media, it is important that there be **increased coordination** between the communications contractors and any earned media regarding administrative records or other Census issues.
9. Request for information: Please clarify the Census Bureau's threshold for the use of "**crisis communications**" funds, including how this threshold applies in the context of Administrative Records use.

# Segmentation Models

1. We recommend against using a segmentation model that is **inadequately nuanced** to effectively reach hard to count communities. Specific information about language, race, ethnicity, income, and other factors is critical to designing a communications strategy that is effective.
2. We strongly recommend not adding segment names from the segmentation model to public-facing sites like ROAM. If segmentation models are used on public-facing sites, the Census Bureau should ensure that the terms used to identify market segments **do not promote stereotypes**.

# Evaluation

1. The Integrated Communications and Partnerships plan for the 2020 Census was built in part based on learnings from the evaluation of the 2010 Census communications strategy. We strongly encourage the Bureau to conduct a **robust evaluation** of the 2020 communications strategy that centers on the efficacy of outreach to and motivation of **historically undercounted communities**.

# HTC Groups in Diverse Mass

1. A broad range of historically undercounted/hard to count groups are a part of the Bureau's generally defined "diverse mass" audience, including Puerto Ricans that live on the mainland, people with young children, Native Hawaiian and Pacific Islanders that live on the mainland, LGBTQ people, 2nd and 3rd generation immigrants, and people with very low-incomes. We recommend that the Bureau create and share specific plans for how it intends to reach these communities using the resources dedicated to "diverse mass" outreach.
2. The segment of the Latino population that consumes media in predominantly in English requires a unique outreach and education approach. The campaign in Spanish will not reach this segment of the population, which constitutes the majority of the 55 million Latinos in the country. This population requires messaging that is appropriate for a HTC group, separate from the "Diverse Mass" messaging.

# Language Access

1. The Bureau's current outreach plans have a limited reach in communities with language access needs. For example, the plan includes no South Asian languages, no Native Hawaiian or Pacific Islander languages, and has major gaps in groups with a large quantity of people with limited English proficiency. Regarding its in-language materials, we recommend:
  - a) Resources for language outreach should include smaller populations at high risk of being missed by the general market approach.
  - b) If paid advertising is restricted to those languages supported by language support system, the Bureau should work to expand the list of languages covered by the paid advertising campaign.
  - c) If the partnerships plan is intended to cover gaps in outreach to people with limited English proficiency, the Bureau should concentrate additional resources to that program to translate existing materials and provide support in language to local communities.

# Stakeholder Input

1. Reconvene the IPC Working Group, and invite additional NAC and CSAC members, in August or September to provide an opportunity for in-depth report and discussion on Media Plan 2.0.
2. Provide regular written updates to the IPC Working Group on progress to the goals outlined in the communications strategy.