

ON THE ROAD TO 2010

UNITED STATES CENSUS BUREAU

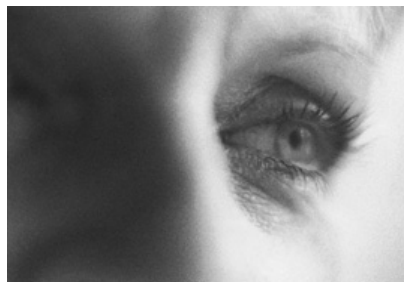
FINAL REPORT

FAITH-BASED OUTREACH FOCUS GROUPS

NEWARK, NJ

ATLANTA, GA

SAN FRANCISCO, CA



Contents

Executive Summary	5
Introduction	9
Summary and Analysis of Individual Focus Groups	
Newark, NJ	13
Atlanta, GA.....	33
San Francisco, CA.....	49
Conclusions and Recommendations.....	61
Appendix A: List of Participating Organizations.....	71



Executive Summary

The U.S. Census Bureau values the partnerships they have developed over the years and decided to study the effectiveness of its Faith-Based Partnership Program. They conducted three Faith-Based Outreach focus groups in the cities of Newark, NJ; Atlanta, GA; and San Francisco, CA. All sessions were conducted during the months of March and April of 2003. The purpose of these focus groups was to collect information from culturally, racially, and ethnically diverse individuals as a basis for developing new and innovative census outreach strategies to faith-based communities. All of the participants in the three focus groups were partners from faith-based organizations during Census 2000.

The questions used in the focus groups were specific and focused on generating input on the following areas:

1. Motivation of faith-based leaders and their congregations to more fully participate in the 2010 Census.
2. Development of census promotional materials.
3. Dissemination of census promotional materials.
4. Confidentiality issues.

The groups offered specific recommendations which are found in the contents of this report.

Listed below is a summary of the recommendations provided by the participants for each of these areas:

1. Motivation of faith-based leaders and their congregations to more fully participate in the 2010 Census.

The Census Bureau should:

- ♦ Begin planning, communications, and partnership development with faith-based organizations much earlier than what occurred during Census 2000, as much as five years prior to 2010. Also, maintain an active link with faith-based partners between censuses.
- ♦ Hire local faith-based and other community leaders and members to serve as partnership specialists.
- ♦ Educate faith-based leaders so they can effectively communicate information to their constituents.
- ♦ Adopt a more personalized approach to communications and partnership development that takes into account the diversity of faith-based communities.
- ♦ Focus outreach on specific items impor-

tant to local faith-based communities using the “what’s in it for me” approach.

- ◆ Emphasize to the faith-based leaders the importance of working with the network of volunteers within their congregations and in their local communities.

2. Development of census promotional materials.

The Census Bureau should:

- ◆ Develop census promotional materials that depict words, images, and language relevant and familiar to individuals in their local geographic and faith-based community environments.
- ◆ Translate materials into as many diverse languages as possible.
- ◆ Write promotional materials more simply, more clearly, and generally easier to read and understand preferably at a fifth grade reading level. Use more pictures on promotional materials so individuals can readily see themselves in the images and messages.
- ◆ Convene a small group of faith-based

leaders to give input on the wording and images that are used in promotional materials. Also, develop strategies which would allow faith-based partners to generate their own words, terms, images, etc. on promotional materials.

3. Dissemination of census promotional materials.

The Census Bureau should:

- ◆ Disseminate promotional materials earlier than was done during Census 2000 particularly in rural areas.
- ◆ Publish a list of faith-based groups that participated in Census 2000 so the 2010 Census faith-based partners can invite and encourage leaders of previously uninvolved organizations to join the effort.
- ◆ Compile, access, and maintain databases containing contact information for faith-based organizations across the country for the dissemination of census information and promotional materials.
- ◆ Utilize the television, radio, and print media through commercials, advertisements, and public service announce-

ments to disseminate census information. Use of radio and print media is especially important in rural areas.

- ♦ Utilize the Internet to allow faith-based organizations to download census materials and information. Do not underestimate the sophistication of some of the faith-based organizations and their access and use of technology.
- ♦ Encourage faith-based organizations to hold a large number of creative “special activities” to assist in the dissemination of census information and promotional materials.

4. Confidentiality Issues

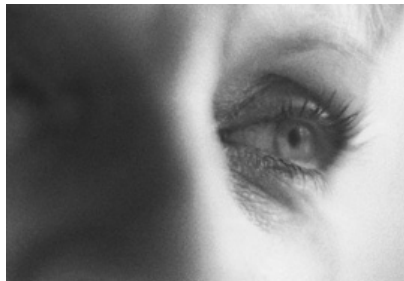
The Census Bureau should:

- ♦ Educate faith-based leaders extensively about confidentiality so they have a clear understanding about the consequences that will occur if any census worker breaks confidentiality laws.
- ♦ Try not to use the word “confidentiality” on informational materials. That word can be intimidating and some people with literacy problems may not under-

stand what it means.

- ♦ Be sure to highlight the stiff fines and penalties as well as that the fine was increased from \$5,000 to \$250,000. This shows individuals that confidentiality of their personal information is taken very seriously by the Census Bureau.

Lastly, the participants of the focus groups were impressed by the fact that the U.S. Government sought their opinions about how to strengthen outreach to faith-based communities. They hope that this type of forum will continue in the future.



Introduction

The U.S. Census Bureau's Partnership and Data Services Staff initiated the development of three Faith-Based Outreach focus groups. These meetings took place in Newark, New Jersey, Atlanta, Georgia, and San Francisco, California in the months of March and April of 2003.

The focus group participants were very engaging, attentive, and expressive in their interaction on each of the discussion topics. They generated a high volume of creative ideas and suggestions during the relatively short time allocated for each research topic.

Goal, Objective and Approach

The goal and objective of these focus groups was to collect information from culturally, racially, ethnically, and socially diverse individuals as a basis for developing new and innovative census outreach strategies to faith-based populations. The purpose of the focus groups was to use the gathered information to increase awareness and promote greater participation by faith-based communities in the 2010 Census.

To obtain relevant information to accomplish this goal, the Census Bureau secured the services of an outside team of professionals to coordinate and facilitate three four-hour focus groups at a variety of locations to gather infor-

mation on how to better reach the faith-based community. Each group was comprised of approximately 12 to 15 participants selected from a targeted population of approximately 800 faith-based partners from the 2000 Census. The following outlines the general process and criteria applied for the selection of the final thirty-five focus group participants.

Selection Criteria for Participants for Faith-Based Outreach Focus Groups

The participants for the Faith-Based Outreach focus groups were identified from the list of faith-based partners from the 2000 Census. In identifying participants, the following criteria was used:

- ◆ Partners from both large and small urban and rural faith-based organizations
- ◆ Partners representing a good cross section of denominations.
- ◆ Faith-based organizations serving a diversity of racial/ethnic groups
- ◆ Formal and informal partners
- ◆ Partners that served as Questionnaire Assistance Center (QAC) and/or Be Counted (BC) sites

While the Census Bureau wanted the focus group participants to be as geographically diverse as possible, economic reasons necessitated that participants were mostly selected

from areas close to the focus group locations. However, the Census Bureau selected sites where there were large concentrations of individuals that reflected the selection criteria listed above.

Initially, about 800 partners were identified to ultimately obtain the final 35 participants for the focus groups. The original list of 800 partners was narrowed to about 150 individuals of broad diversity. Staff from the Census Bureau's 12 regional offices used this list of 150 to personally invite each individual to participate in one of the three focus groups. The individuals who agreed to participate were sent formal invitations in the mail. At one point, the Census Bureau had to invite others from the original list of 800 partners as many individuals had scheduling conflicts and other reasons and were not able to participate.

Methodology

Each focus group was facilitated with the same facilitation method and with the same questions posed to the faith-based groups. With the overall objective to gather information as it related to the specific questions, a moderator's guide was developed to ensure consistency of facilitation at each meeting location. The questions used were specific, focusing on generating new, innovative, and

creative methods and strategies that can be used to outreach to faith-based communities in future censuses. These areas included:

- ◆ Motivation of faith-based leaders and their congregations to more fully participate in the 2010 Census.
- ◆ Development of appropriate census materials
- ◆ Dissemination of census materials
- ◆ Confidentiality

Responses from predetermined open-ended questions were collected and recorded on flip chart paper, electronically, and by CD recording. The data was then formatted, analyzed, and reported to the Partnership and Data Services management team for planning purposes for the 2010 Census.

Contract Support Services

NATEK Incorporated is a small, woman-owned professional services firm established in 1994. NATEK was tasked to provide the U.S. Census Bureau with Conference Management and Facilitation support services that would enhance the overall goals and objectives of the Faith-Based Outreach focus groups. NATEK used the facilitation services of International Training Consortium (ITC) to assist with achieving these goals.

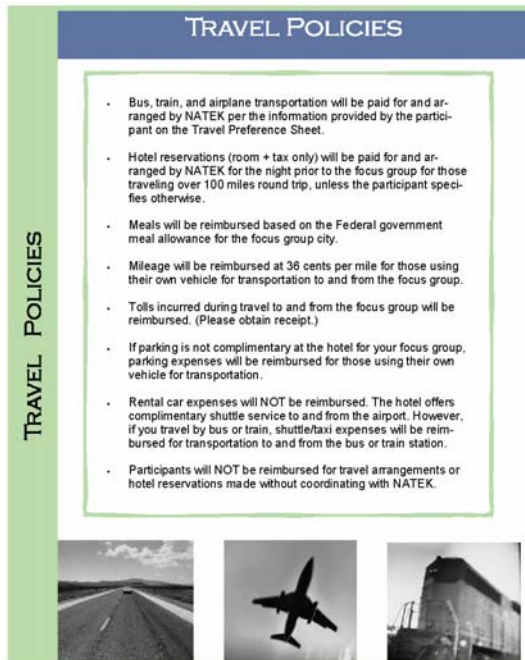


Figure 1—Sample pages from the Travel Brochure

WEDNESDAY, MARCH 19, 2008 ATLANTA, GA Please complete the front and back of this form. We will make any necessary reservations for you based on the information you provide below. Return this form to NATEK in the envelope provided by February 21st.

Name _____

Phone Number (_____) _____

Mailing Address _____

City _____ ST _____ Zip _____

Social Security Number _____ - _____ - _____
(Required for stipend payment.)

I prefer to travel to the focus group by: (check one)

PERSONAL VEHICLE Approximate miles round trip: _____ Tolls: \$ _____

BUS Most convenient bus station: _____

TRAIN Most convenient train station: _____

AIRPLANE Most convenient airport: _____
Preferred Airline: _____

Preferred Travel Time: (circle one) A.M. Noon P.M. Other: _____

For participants traveling over 100 miles round trip, a hotel reservation will be made upon request for the night before the focus group only.

HOTEL ROOM Smoking Non-Smoking Handicapped

Additional Preferences _____

REGISTRATION AND TRAVEL PREFERENCE SHEET

City	Number of Participants Using Mode of Transportation			
	Air	Train	Bus	Car
Newark, NJ	2	2	0	7
Atlanta, GA	6	0	0	7
San Francisco, CA	5	0	0	6

Figure 2 – Travel for Participants

The ITC, established in 1993 in Rockville, Maryland, provides a variety of in-house training programs and consulting services.

Logistical Coordination

NATEK coordinated the necessary travel arrangements, accommodations, and hotel meeting requirements.

The U.S. Census Bureau provided NATEK with the names and contact information for each of the participants. They were mailed a confirmation packet which included a letter of confirmation, and a detailed travel brochure outlining the background of the focus group, location, date and time, travel policies, next steps, a registration and travel preference

form, and a participation agreement form. Please see Figure 1 for sample pages from this travel brochure.

For those who returned the travel preference form and met stated requirements, NATEK made the following arrangements:

- ◆ Travel (air, train, bus)
- ◆ Hotel Accommodations
- ◆ Stipend and Reimbursement Checks

Figure 2 details the mix of modes of transportation to each city. Electronic tickets were used when possible and confirmation numbers were communicated via mail, email, and/or phone.

A toll free phone number was obtained and managed by NATEK for participants to ask questions about the focus group as well as any travel or logistical questions.

NATEK researched several hotels in each location to find the best proposed site based on accommodations, location convenience, service, and best value.

Once NATEK contracted with each of the preferred hotels, a block of rooms was set aside for the participants. For the convenience of the participants, NATEK reserved the participant's room and provided confirmation num-

bers accordingly.

In addition to the sleeping room reservations, NATEK coordinated the conference room layout, catering, set-up, and audio-visual needs.

At the conclusion of each focus group a stipend check for \$50.00 was provided to each participant. Each participant also submitted an expense report at the conclusion of the day. NATEK processed these forms within fifteen days after the meeting for expeditious payment to all participants.

NATEK and ITC generated this comprehensive Final Report of the results of the Faith-Based Outreach focus group proceedings. NATEK coordinated the layout, design, and production of this report. A copy of the report will be distributed to each of the participants.

Summary and Analysis of Individual Focus Groups

Newark, NJ

Agenda

8:00 a.m. – 8:30 a.m.	Registration & Continental Breakfast
8:30 a.m.	Introductions
8:45 a.m.	Ground Rules and Housekeeping Items
8:55 a.m.	Background Information
9:10 a.m.	Discussion Questions
10:10 a.m.	Fifteen Minute Break
10:25 a.m.	Discussion Questions (cont.)
12:15 p.m.	Final Remarks

Participants

See Appendix A for a complete list of participating organizations.

Limitations

The room temperature was too warm, and the room structure itself was not ideal.

The facilitator deviated somewhat from the Moderator's Guide. Therefore some of the questions were asked out of order or not addressed directly.

Date:

March 18, 2003

Location:

Hilton Newark Gateway
Gateway Center @
Raymond Blvd.
Newark, NJ 07102

Number of

Participants:

Eleven



Key Findings

Throughout the proceeding, the focus group maintained an eager, enthusiastic, positive attitude. Each participant was open and willing to share ideas and suggestions. The following are findings from this session:

- ◆ The need for the U.S. Census Bureau to start outreach, communication, and recruitment efforts much earlier in the 2010 Census process. This will promote greater understanding of the central mission and purpose, clarify roles and responsibilities, and begin allaying fears, suspicions, and anxieties about census intentions and issues such as confidentiality.
- ◆ The need for greater attention given to the rich diversity of faith-based organizations, languages, local and regional cultures from which faith-based members emerge.
- ◆ Direct resources to reach out to parents through creative programs and activities directed at their children taking place in faith-based organizations. It is through their children that parents and guardians can more effectively and comfortably be reached.
- ◆ Utilize existing faith-based events and activities, making every effort to include all age groups in 2010 Census outreach activities and events.
- ◆ Provide resources designed to connect people to the 2010 Census through customized information and promotional materials.
- ◆ More timely distribution and re-supply by the U.S. Census Bureau of important informational and educational materials needed in high volume, high demand locations in faith-based organizations. This includes re-supplying Be Counted forms in critical locations during periods of peak demand at faith-based organizations.
- ◆ Concerns were expressed regarding payment or non-payment of census workers at QACs. Participants felt that all the workers at the QACs should be paid.
- ◆ Must develop creative alternatives for reaching out to large segment of populations in faith-based communities, age range 18 to 35, who do not regularly attend faith-based activities.

Issues Raised Not Related to Research Questions

In the beginning, the group expressed some curiosity about the process used in selecting participants for these focus groups.

ANALYSIS BY RESEARCH QUESTION

Topic #1 How to Engage the Faith-Based Community to Help Promote the 2010 Census

A. How do we convince leaders to partner with the Census Bureau and commit to motivate their congregations to respond to the census?

Summary of Comments

The most productive faith-based leader is an educated, informed leader. The Newark participants expressed that faith-based leaders may be effective in giving sermons and other faith-based services. However, everyday details of faith-based organizations and community service operations rest largely in the hands of the local faith-based organization members who volunteer their time and talent regularly. Therefore, faith-based leaders who partner with the Census Bureau should also commit to partnering with the network of volunteers within their congregation. The Newark participants then discussed recommendations and strategies for enabling the Census Bureau to effectively partner with faith-based groups.

The strategies would include but not be limited to the following key elements:

- ♦ Educating faith-based leaders early in the decade on the 2010 Census goals, processes, forms, and mechanics.
- ♦ Providing a clear statement of the Census Bureau's mission and purpose to each faith-based leader. Then the Census Bureau should give them freedom to tailor and implement that mission and purpose as it applies to the unique needs and situation of their faith-based constituency.
- ♦ Educating, motivating, and empowering faith-based leaders with regional and/or community-specific demographic data and information related to community economic benefits, costs and/or losses resulting from participating or failing to participate in census taking efforts. The areas which may be affected by the census count might include:
 - ♦ Allocation of education funds
 - ♦ Funds for public allotments and/or services
 - ♦ Urban and rural demographics
 - ♦ Ethnic breakdown
 - ♦ Population migration and change
- ♦ Focus on motivating faith-based leaders between censuses through education programs on the uses of the data from the census.

The Census Bureau or local faith-based leaders should compile a comprehensive list of up-to-date demographic information of faith-based organizations and faith-based leaders in their regional areas. This data would greatly assist in motivating faith-based leaders to recruit and form partnerships with other faith-based leaders.

B. What can faith-based leaders do to motivate their members to respond to the census?

Summary of Comments

The Newark participants acknowledged that, in some of the larger, more established faith-based organizations, there is a clear sense of segmentation (“us vs. them”) which hinders access and participation in some faith-based communities. To overcome this, faith-based leaders need to demonstrate a more inviting, welcoming atmosphere of respect and inclusion among the diverse groups which comprise their faith-based communities. This will, in turn, strengthen communication and cooperation, and increase the outreach efforts needed to make the 2010 Census count more representative and complete.

Similar to efforts required for the Census Bureau to motivate leaders, the group offered the following recommendations for faith-based

leaders to motivate their members to respond to the census:

- ♦ Faith-based leaders need to educate and motivate their congregations with demographic information and recent facts showing how the census data (count) directly affects employment, education, and other benefits and/or losses resulting from the final census count. Armed with current information and knowledge of the value of census data with regards to community needs, congregations will be fully engaged and motivated as active partners in communicating the census message throughout their vibrant, diverse community networks.
- ♦ Faith-based leaders must work to build trust and credibility among themselves and their diverse faith-based community members. Faith-based leaders need to place greater emphasis on promoting respect and inclusiveness between and among members of the faith-based communities. This trust will, in turn, help to reach the grass root communities of each leader’s faith-based constituency, including many who are traditionally under-counted.
- ♦ Faith-based leaders need to be more fully

aware and knowledgeable about the unique “culture” of their own faith-based community. More care must be taken to assign local Partnership Specialists to the racial/ethnic group from which they come. For example, a Hispanic Partnership Specialist should work with a Hispanic population, an Asian Partnership Specialist should work with the Asian population, etc.

As much as possible, the Census Bureau should hire local faith-based and other community leaders to serve as Partnership Specialists – those who have the familiarity, knowledge, and respect of the people within the community they serve. By adopting a more personalized outreach approach, the Census Bureau can help faith-based leaders attract the unconnected, uninvolved members of their respective faith-based communities in the census process.

Faith-based leaders must be clear and direct in communicating the importance of the census with this bottom-line fact: “If you’re not counted, you don’t exist!” In a very real sense, people who do not have jobs today were most likely part of the undercounted population in the 2000 Census count.

Faith-based community leaders should iden-

tify or create ministries for the sole purpose of targeting the 18 to 35 year old segment of their respective communities who rarely attend organized faith-based services. These special ministries, including interfaith ministries, would further enable different faith-based organizations and groups to work cooperatively in accessing all individuals through faith-based outreach efforts – including store front ministries to participate in the census.

Another way for faith-based leaders to motivate participation in the 2010 Census is to invite individuals who have benefited from past census results to visit neighborhood faith-based organizations and tell their story from the pulpit during a weekly gathering or special event. This can reap huge dividends in improving communication and clarifying the “What’s in it for me?” questions that often arise from individuals who express doubt and skepticism about the U.S. Government’s intentions, the Census Bureau’s role, and other privacy issues.

C. What is the most effective way that the Census Bureau can motivate congregations to respond to the census?

Summary of Comments

With clear consensus, the Newark participants

recommend that communications, partnerships, and participative strategic planning begin much earlier than what occurred during the 2000 Census.

Setting up better, more diverse grass roots strategic partnerships and organizational infrastructures early in the 2010 Census planning and implementation process will significantly improve both the quantity (volume) and quality (accuracy) of 2010 Census results.

Each faith-based denomination might invite a U.S. Census Bureau official to speak at regional, state, and annual meetings and conferences to promote the 2010 Census. These guest speakers could clarify any miscommunications, myths, or concerns recognized as key factors that hinder full participation in the census. More important still, such speakers should be high-level individuals partnering with recognized local community leaders, elected and non-elected, known to have credibility with the local community, and who represent and look like the diverse community they serve.

D. Is there anything else you want to say about this topic?

Summary of Comments

Participants felt that the U.S. Census Bureau

should consider providing full-time, paid census workers at QACs during the critical weeks prior to the official census count. This, they felt, would provide better worker accountability together with much needed coverage during the peak periods and after-hour demands. While the group recognized that separation of church and state presented a possible ethical issue, they discussed the possibility of faith-based organizations setting up and funding special non-profit organizations. Participants felt that these non-profit organizations would help to eliminate the concern of separation of church and state.

Additionally, the group suggested that the Census Bureau provide a census staff person within each community to serve as the chief contact person or census advocate throughout the entire 2010 Census implementation, start to finish. This individual would provide information, coordinate training and orientation for partners, and respond to operational questions.

Topic #2
Program Materials for Motivating
Members to Respond to the Census

A. As a faith-based leader, what materials are needed to motivate your congregation to respond to the census?

Summary of Comments

To motivate members of congregations to respond and participate in the 2010 Census, each member must first be able to relate to and identify with the goal, purpose, meaning, and ultimate value that participation with the census brings to them – first individually, then as members of their families and community. Individual and group identity is key.

Census promotional materials must depict words, images, and language relevant and familiar to each individual in his/her local geographical and faith-based community environment. Materials need to be translated into diverse languages, including, but not limited to Spanish, Arabic, Haitian, and Vietnamese.



B. How effective are printed census promotional messages, posters, and promotional items in motivating congregations to respond to the census?

Summary of Comments

The Newark participants felt that, for the most part, the printed materials from the last census were not very effective in reaching their faith-based members. The words and lack of meaningful themes and images did not speak directly to the very diverse populations in various communities, age groupings, social circles, and faith-based circles. The younger population in particular, age range 18 to 35, were thought to be overlooked completely.

In order to be more effective in reaching the youth and the older populations within their various ethnic groups, the group offered the following suggestions or recommendations:

- ♦ The Census Bureau should print promotional pieces which enable people of diverse ethnic heritage and geographical backgrounds to readily see themselves in the images and messages placed before them. According to this focus group, there were few if any pictures on the giveaways, fans, and printed materials in the 2000 Census.

- ♦ Printed promotional materials need to be more simple, more clear, and generally easier to read and comprehend. The typical government small print needs to be replaced with fewer words in larger font style. Currently, materials, forms, and instructions are written in language that only better educated individuals can read or even care to read. This is clearly a turn-off to the general population – including the undercounted.
- ♦ The group recommended involving people from the various faith-based communities in generating ideas, images, stories, and language that are more relevant to their experience and which will, consequently, have more perceived value and meaning.

C. In our attempt to develop effective materials, what words, terms, depictions might we use in order to motivate your congregation to respond to the census?

Summary of Comments

To promote greater impact within 2010 Census promotional materials, the group recommended:

- ♦ Fans in black Christian churches should have pictures of African-American chil-

dren, black images of Jesus, and images of important cultural heroes like Dr. Martin Luther King.

- ♦ Steps should be taken to develop reading and promotional materials that create instant appeal to the various age and inter-faith groups and cultures. For the youth, for example, create Head-Start-like coloring sheets that children can color for their parents to proudly display (as most parents do) on the refrigerator. Participants felt that developing activities that teach and appeal directly to the youth will have significant impact on motivating their parents to learn about and take interest in the 2010 Census.
- ♦ Promotional pieces should display powerful images of famous political, social and faith-based leaders, i.e. Martin Luther King, Cesar Chavez, etc. These images will build instant credibility between the Census Bureau, census faith-based partners, and the diverse faith-based groups targeted for increased attention and inclusion in the 2010 Census. As much as possible, make promotional materials available in several languages – even multiple languages on the same informational piece.

D. What else can the Census Bureau provide to motivate your congregation to respond?

Summary of Comments

Solicit testimonials from significant local, ethnic or national figures.

Take greater advantage of the media, especially radio, to promote 2010 Census special events. This may involve gospel singers, talk-show hosts, evangelists, and local faith-based leaders delivering public service announcements (PSAs) promoting the value and benefits of participation in the 2010 Census.

Reach out to children within various faith-based communities. With this, you will reach their parents more easily and quickly.

Arrange meetings on neutral grounds like libraries, schools, recreation and community centers where there is no threat, inhibition, or discomfort. Stay away from government facilities or even faith-based facilities, in some cases.

Stage urban and rural outreach special events where food, entertainment, sporting, and other interactive games and activities can be scheduled to attract diverse audiences and provide a forum where the 2010 Census can be safely promoted.

E. Traditionally, faith-based leaders are provided with messages and announcements, and asked that they be used at specific times in the census process. How effective is this method? What can be done to strengthen this approach to have specific messages delivered in accordance with the scheduled operations as they are occurring?

Summary of Comments

The Newark participants felt that for most faith-based organizations in urban areas, time sensitive messages provided were effective. They did highlight other ways to deal with scheduling and timing issues as they relate to the smaller faith-based organizations and communities. These suggestions included:

- ♦ Faith-based organizations which meet irregularly due to size or location might need advance notice of important 2010 Census special events and deadlines. They can place these announcements in their local bulletins according to when the congregation will meet. By offering as much advance notice as possible, this will enable attendees from smaller faith-based organizations sufficient time to adjust their schedules and make arrangements to participate in key 2010 Census events.

- ♦ Hard-to-reach faith-based members are of a unique and diverse nature. It is important that local faith-based leaders, in partnership with the Census Bureau, ensure that announcements about census activities are tailored to address the needs and circumstances of their communities.

F. Is there anything else you want to say about this topic?

Summary of Comments

The Newark participants further emphasized that the Census Bureau should strive to build 2010 Census partnerships at the deepest possible grass roots level of each community. Informational materials must speak clearly and directly to the heart of each targeted audience – including the homeless.

It is very important to recognize and address the significant diversity of faith-based groups existing throughout the Northeast. These groups have unique demographics and needs. This presents a challenge in constructing appropriate images and content within their diverse regional populations.

Other creative ideas generated to motivate people throughout faith-based regions and communities to get more involved in census activities included:

- ♦ Tapping into the Gospel music industry to connect with faith-based constituents
- ♦ Creating a Gospel song, video, or musical jingle that relates to the 2010 Census
- ♦ Inviting celebrities to create and/or perform a census theme song.

**Topic #3
Effective Methods for Disseminating Information / Materials to Faith-Based Leaders or Organizations that Cannot be Reached in Person**

A. Since we will never have enough staff to personally contact each faith-based leader / organization, what alternative methods can be used to ensure that as many faith-based organizations as possible receive census promotional materials and participate in census outreach and promotion activities?

Summary of Comments

The Newark participants stressed the importance of the Census Bureau, in partnership with community and faith-based leaders, to begin taking immediate steps toward contacting and organizing faith-based leaders and volunteers for the 2010 Census. Census Bureau leadership should begin now to:

- ♦ Enlist people much earlier in the process

and keep their interest and energy directed positively throughout the decade so people will not lose focus. Avoid inundating leaders and community volunteers with unnecessary information or confusing verbiage. Faith-based leaders typically do not have time to sit down and read through large volumes of information.

- ◆ Publish a list of faith-based organizations that participated in the 2000 Census so that 2010 Census faith-based partners can invite and encourage leaders of previous non-represented faith-based organizations and faith-based communities to join in the current effort.
- ◆ Utilize the radio media with PSAs, commercials, and advertisements with which people can easily and quickly identify. It was agreed that radio is an especially powerful, positive, and non-threatening means of reaching underrepresented black faith-based community members.
- ◆ Place information, and announcements in faith-based organizations' annual or monthly publications, offering something equating to coupons, rebates, financial incentives/rewards to encourage individuals in targeted geographical areas to par-

ticipate in the census.

- ◆ Pay close attention to the characteristics and needs of each region. Network with existing ministries, i.e. denominations hold annual, regional, and state councils. These are familiar and comfortable places people go to get information for their faith-based organization. Use mailing lists from these councils.
- ◆ Build alliances in areas where there are resources such as family and social services organizations. Utilize places where people often visit, i.e. grocery stores and gas stations. Involve schools and faith-based organization related educational programs for children so kids and their families can participate.
- ◆ Identify and involve census advocates and



partners early to relay the importance of peoples' participation in the U.S. Census. This will help identify and resolve any disconnect that may exist between the Census Bureau and the more difficult to reach faith-based communities.

- ◆ Where possible and feasible, utilize the internet for downloading census information and materials. Post links on websites such as the National Black Catholic Congress, author and noted speaker Dr. James Dobson's website, and other faith-based websites and media resources.

B. Is there anything else you want to say about this topic?

Summary of Comments

Consider changing Census Day to a day other than April 1st. Associating the Census with April Fools Day sends a mixed-message to community members, causing suspicion and



creating the unintended perception that participating in the census may be some kind of trick or joke. Consider involving the census partners in choosing or even creating an alternative day to kickoff the 2010 Census – an occasion of universally positive national and/or cultural significance, i.e., Cinco de Mayo, Juneteenth, Fourth of July, etc.

Greater emphasis should be placed on involving children in 2010 Census events, activities, giveaways, etc. Host or sponsor community events and ethnic festivals which involve the entire family. Children are most often the best, most direct way to reach and educate parents, grandparents, and other caregivers to the value and importance of participating in the census.

Clowns, current popular music, interactive games, raffles, and giveaways, provide the safest, surest way to gain access to children and, through them, their parents. In Dallas, for example, hip hop artist “Little Bow Wow” was a big hit with the youth! In other locations, hip hop songs, sports stars, “American Idol” type entertainment figures, and other culturally significant images can work well in capturing the hearts and minds of the community. Through this means, interest and participation in the 2010 Census and beyond is generated.

Topic #4
Effective Methods for Disseminating Information / Materials to Congregations in Hard-To-Reach Rural Areas

A. How appropriate are “time-sensitive” messages to rural faith-based organizations that may not meet on a regular basis or meet on a less than once a week schedule?

Summary of Comments

Because of the irregular, often unpredictable nature of rural faith-based schedules and events, time sensitive messages are rarely taken seriously and are given little credibility and attention. The Newark participants felt that better results would occur by accessing local radio and print media. These highly under-utilized communication resources working in tandem with the Gospel music industry in the area would provide a meaningful forum for outreach to rural faith-based individuals, organizations, and communities.

B. What alternative methods could be used to make rural faith-based organizations aware of the importance of the census and keep them aware of scheduled operations as they are occurring in their communities?

Summary of Comments

Encourage the Census Bureau to continue sending out the messages and announcements promoting the 2010 Census. For the rural faith-based organizations, consider the following additional suggestions:

- ◆ Empower rural faith-based leaders to communicate 2010 Census deadlines, events, forms, etc., through their own schedules and means, using their own customized census promotional materials. They know their people best and know what it takes to motivate their constituents to participate in the 2010 Census. In addition, they know the social networks, meeting times, and places where people gather. These places are where census partners can have the greatest impact in reaching people and getting them counted. It is clear that the more difficult to reach members of rural communities may not have access to email or telephone services.

- ◆ Recognize other community, business, and faith-based alliances that consider themselves to be independent of regional or national groups. These unofficial worship groups and communities provide a credible link for disseminating time-sensitive 2010 Census information and

deadlines within the context of their own business, community, and faith-based operations and schedules.

- ◆ Reach out to elementary, middle and high schools in rural areas to reach children. Some of these children will be the heads of households in 2010.
- ◆ Invite local officials to share their demographic, statistical, economic forecast and trend information. This will undoubtedly have significant impact on the planning, budgeting, and building of schools and other community services as a direct result of demographic information gained from the 2010 Census count.
- ◆ Partner with local merchants to promote special economic incentives by rewarding census participants with financial coupons or by other means such as raffles, free or discounted commodities, food, etc.

C. What dissemination methods can be used to get materials to faith-based organizations or leaders that may not meet regularly?

Summary of Comments

The Census Bureau should participate in ex-

isting regional, state, and national councils and their respective conferences. Many faith-based leaders, as well as other faith-based representatives, attend these events to keep up with the latest developments, events, and information. Such conferences and forums are often multi-denominational and provide an excellent opportunity for the U.S. Census Bureau to conduct culturally sensitive and relevant promotional and outreach efforts.

D. Is there anything else you want to say about this topic?

Summary of Comments

Though rural faith-based organizations may be difficult to reach, do not underestimate the power and value of internet access and other forms of emerging cellular technology becoming more affordable and available to individuals in remote and rural areas.

Invite rural faith-based leaders to participate in focus group meetings like this one to identify their unique needs and get their input on ways to contact and involve the rural faith-based community in the 2010 Census.

Topic #5
Effectiveness of “Special Activities”
Prior to Census Day for Increasing
Awareness and Motivating
Congregations to Respond
to the Census

A. *What special activities did your organization have around Census Day?*

Summary of Comments

The Newark participants strongly felt that special events and activities contributed significantly to the results of the 2000 Census. With the notion, “schedule it and they will come!”, the group felt that a variety of special activities can and should be sponsored similar to these successful 2000 special events:

- ♦ One census partner teamed up with a local radio station and packed the house with a “hot regional performer”. Another partner worked with Soul Brothers Production and put on a series of community Gospel singing programs.
- ♦ Another community trained student council officers on how to be effective speakers and how to present census materials.
- ♦ One group sponsored a step contest entitled, “Stepping to the Census!”

- ♦ Dallas partners sponsored hip hop artist “Little Bow Wow”, an event which turned out many families and individuals. They came together, had a great time, and learned about the importance and value of the U.S. Census. As a result they participated in the 2000 Census.
- ♦ A faith-based community sponsored a “Census Sunday!” with media coverage; another sponsored a “Youth Summit.”

B. *In what way do you think these special activities increased awareness and/or motivated members to respond to the census?*

Summary of Comments

These special activities bring together a rich diversity of individuals and groups who share common interests. This happened in 2000 and will happen again in the 2010 Census. The positive effects resulting from raffling off computers, groceries, and other such prizes at special activities promote good feelings of community members toward one another as well as toward the U.S. Census Bureau.

These special activities allowed educators, the Census Bureau, and faith-based leaders to teach and promote at the grass roots level

where the greatest number of residents interact on a daily basis. There is a critical need for a share in U.S. economic resources and services, and that can and must be documented. Make people in these areas aware that by participating in the census, the resources and services may be increased for their community.

Another very important benefit these special activities provide is in the building of a positive, trusting relationship between the U.S. Government and the faith-based communities. Special events create safe ways for the faith-based members, together with the general American population, to come together and learn about one another. At the same time, these individuals learn the history, facts, benefits, and meaning of the census in their lives. The result is increased participation in the census. The very process which delivers the population count, holds the key to that community's share in available national resources.

C. What other types of special activities do you recommend to increase awareness and motivate congregations to respond to the census?

Summary of Comments

Some suggestions included:

- ◆ College and university fraternities and sororities make excellent partners for faith-based community outreach and promotional activities.
- ◆ Music is universal and can provide an effective means of reaching targeted populations. For example, hip hop music is very popular with the youth; Country Western has its target market; the Gospel music industry is huge; there are many popular Christian bands with a huge following today.
- ◆ Consider inviting celebrity performers to help create a census theme song.

D. Is there anything else you want to say about this topic?

Summary of Comments

It was suggested that the Census Bureau buy or assist census partners to secure free promotional time spots and create radio and television PSAs of special 2010 Census events. This is a virtually untapped public access communication source which can yield substantial benefits for faith-based communities and organizations with limited funds.

The Catholic Charities in the Washington, DC, and Pennsylvania area invited people who benefited from Catholic Charities to come to various faith-based services and give brief two-minute testimonials of how the census helped them in their personal time of need. This provided a very powerful incentive for faith-based members to contribute to this important cause. A suggestion was made that various other faith-based communities arrange similar opportunities for testimonials on how participation in the census impacted the well being of members of the Haitian, African American, Hispanic, and other groups. The idea is to showcase testimonials from recipients of programs whose funding was determined by social/economic data from the census.

Another suggestion was to teach faith-based leaders what to say to help deliver the census message. Give faith-based leaders the appropriate language (sound bites) which will personalize, connect, and make the 2010 Census something real and tangible for members of his/her faith-based congregation. The group suggested having faith-based leaders invite and/or appoint individuals as census advocates of programs in their special areas, addressing the basic question, "What's in it for me?" As an example, business advocates

can promote opportunities for economic development, family and community advocates can promote increased funding for schools and educational assistance, etc.

**Topic #6
Utilizing Questionnaire Assistance
Centers (QACs) and Be Counted (BC)
Sites to Enhance Cooperation and
Participation in the Census**

A. If these services were provided to your congregation, how beneficial were they?

Summary of Comments

The Newark participants were unanimous in their view that the census-sponsored QACs and BC sites were an excellent customer service vehicle provided by the U.S. Census Bureau. While this was a good idea in concept, however, the focus group participants were unified in their recommendation that adjustments be made to make QAC and BC sites more helpful and effective in serving census respondents during the coming 2010 Census. Discussion about QAC and BC operations focused primarily on the following issues:

- ◆ There should be understanding among respondents about the purpose of QAC and BC sites

- ◆ BC forms must be available, and re-supplied as needed, especially at periods of critical demand
- ◆ There should be on-demand availability of language-specific census questionnaires at QACs
- ◆ The Census Bureau should ensure that QAC workers are sensitive to QAC customers regardless of the service they require
- ◆ The Census Bureau should provide adequate training to QAC volunteer workers
- ◆ There was some concern about the processing of BC forms and inclusion in the census count
- ◆ The participants recommended that there only be paid employees at the QACs
- ◆ The QACs should be open primarily during the evenings and on the weekends

Overall, the Newark participants felt that the Census Bureau may have inadvertently created a demoralizing effect on the community due to a general confusion among respondents regarding the purpose of census services, inadequate training, and customer service skills exhibited by census workers. In some cases, community residents complained about feeling demoralized from their treatment by QAC workers/volunteers, who made them feel incompetent, requiring special attention to fill out simple forms.

B. To what extent do you think these services at your facility might encourage members to respond to the census?

Summary of Comments

QAC facilities located in faith-based communities, and availability of BC forms, can go a long way toward encouraging residents to participate in the 2010 Census under the following conditions:

- ◆ Each location provides an atmosphere of communication, education, and customer service.
- ◆ Services be available for longer, more convenient periods, and/or at times more matched to community needs.
- ◆ Diversity needs and factors, i.e., language, should be addressed.

By creating an atmosphere of support, respect, help, and encouragement, census workers will motivate faith-based respondents to take more advantage of QACs. This atmosphere is especially important where one-on-one special assistance is critically needed in instances of illiteracy, minimum education, and language issues. By adopting this atmosphere, the Census Bureau will send a strong positive message and impression about the census throughout the nation.

C. *Is there anything else you want to say about this topic?*

Summary of Comments

The QAC and BC sites will achieve better acceptance and credibility among its walk-in patrons when the Census Bureau improves the following as noted previously:

- ◆ Customer service
- ◆ Service and coverage during peak periods
- ◆ Criteria and processes for hiring paid workers and/or selecting volunteers
- ◆ Overall efficiency of their form tracking and distribution processes

When these issues are addressed and resolved, QAC and BC sites will add significant value in accomplishing the goals of the 2010 Census.

**Topic #7
How can the Census Bureau Best
Communicate its Commitment
to Confidentiality**

A. How can the Census Bureau best communicate its commitment to confidentiality to respondents in a way that they can understand and believe?

Summary of Comments

The Newark participants agreed that the Census Bureau should pay more attention to educating people to the legal facts, privacy laws, and stiff penalties regarding confidentiality. In particular, it must be understood that not even the President of the United States has access to U.S. Census data. This could be accomplished by providing pre-movie U.S. Census Question & Answer segments at local theaters in targeted population areas or throughout the nation.

B. Is there anything else you want to say about this topic?

Summary of Comments

Every effort should be made to build bridges of understanding whereby fears and concerns about confidentiality and other motives could be openly discussed, clarified, and removed as barriers to 2010 Census participation.



Summary and Analysis of Individual Focus Groups

Atlanta, GA

Agenda

<i>8:00 a.m. – 8:30 a.m.</i>	Registration & Continental Breakfast
<i>8:30 a.m.</i>	Introductions
<i>8:45 a.m.</i>	Ground Rules and Housekeeping Items
<i>8:55 a.m.</i>	Background Information
<i>9:10 a.m.</i>	Discussion Questions
<i>10:10 a.m.</i>	Fifteen Minute Break
<i>10:25 a.m.</i>	Discussion Questions (cont.)
<i>12:15 p.m.</i>	Final Remarks

Participants

See Appendix A for a complete list of participating organizations.

Limitations

Initially, several participants displayed some reluctance to engage in group communications. This condition may have been created by the fact that several participants appeared to be very familiar with one another, possibly from past association or interactions as partners during the 2000 Census.

Another limitation to this faith-based interaction was that the facilitator deviated somewhat from the Moderator's Guide and the discussion sometimes drifted off topic.

Date:

March 19, 2003

Location:

Marriott Atlanta Airport
4711 Best Road
Atlanta, GA 30337

Number of

Participants:

Thirteen



Key Findings

The Atlanta faith-based leaders provided the following information:

- ◆ There is a very important role for faith-based leaders to build bridges of trust and credibility between the U.S. Census Bureau and undercounted persons who are anxious and fearful of government intrusion. Faith-based leaders provide the important link of information, credibility, and trust needed to communicate the economic and other benefits possible through participating in the 2010 Census.
- ◆ There is a need to personalize the census-taking process through better utilization of existing networks of community resources and activities including sporting events, festivals, and local leaders – formal and informal. In addition, people should be involved much earlier in the census planning and implementation process.
- ◆ There is a need to make written posters and marketing materials more culturally diverse and friendly. Target these materials directly to local area population demographics and diversities – including language, ethnicity, religion, and gender. In addition, census forms must be shorter, clearer, and easier to understand.
- ◆ There is a need to develop better partnerships between faith-based organizations and communities to help people complete census forms and informational requirements. Use verbal, audio, electronic and other means as appropriate.
- ◆ There is a need to expand the development of strategic partnerships with faith-based organizations that serve undercounted populations.

Issues Raised Not Related to Research Questions

There were no issues raised not related to research questions in this session.



ANALYSIS BY RESEARCH QUESTION

Topic #1 How to Engage the Faith-Based Community to Help Promote the 2010 Census

A. How do we convince leaders to partner with the Census Bureau and commit to motivate their congregations to respond to the census?

Summary of Comments

In response to this question, the Atlanta participants raised the following points for consideration:

- ♦ The U.S. Census Bureau must equip and empower faith-based leaders with as much up-to-date statistical and demographic information as possible related to communities served by faith-based organizations. This timely, specific, and relevant information will highlight the positive and negative impact resulting from participating or failing to participate in the census. The result will be increased participation in the more difficult-to-reach organizations and communities.
- ♦ Disseminate 2010 Census information and promotional materials much earlier than

was done in the period before the 2000 Census.

- ♦ Design and distribute simplified, target marketing pieces which include stories, images, and words that recognize the diversity of faith-based communities. Such printed materials should be written in welcoming, personalized, reader and culture-friendly image and style. They should be published in an easy-to-understand format – especially as they affect undercounted target populations. English and Spanish appear to be, for the most part, the primary languages represented in printed census materials.

B. What can faith-based leaders do to motivate their members to respond to the census?

Summary of Comments

The Atlanta participants emphasized the instant, immediate power faith-based leaders deliver toward promoting action with their constituents. In fact, they went further in saying that faith-based leaders are more powerful than any radio, TV, or print media marketing campaign in reaching faith-based communities. With this in mind, the Atlanta focus group submitted the following recommendations that will enable faith-based leaders to

better motivate their congregations to respond to the 2010 Census:

- ◆ Faith-based leaders make great marketers. Equipped with the most up-to-date view of their congregations and knowledge about the inner workings of the 2010 Census, faith-based leaders have credibility to personally influence individuals within their target populations. This will help to immediately build credibility between faith-based communities and the U.S. Census Bureau. The result will be a marked increase in 2010 Census participation.
- ◆ Faith-based leaders should form strategic partnerships with schools and family service centers to access children and their families. The group felt that children were a greatly overlooked resource to increase participation within faith-based communities. By contacting schools, community health, recreation, and family service centers, faith-based leaders can safely reach children, parents, and caretakers for inclusion in the 2010 Census. In fact, in many of today's communities a large number of children and youth will be adults during the 2010 Census. It is better to start contacting the youth today.

Faith-based leaders can quickly and effectively distribute census-related information in their own way through inserts in weekly bulletins, announcements, meetings, etc. Their passion and commitment to the census can motivate participants to reach out to others. Distributed weekly, quarterly, semi-annually or periodically, these materials can include facts and information about how responding to the census can bring relief to and impact:

- ◆ Overcrowded schools
- ◆ Insufficient medical facilities
- ◆ Local programs and services

The Atlanta participants felt it critical that faith-based leaders educate their communities to the very real consequences that can and will result from participating and, more importantly, not participating in the 2010 Census. Not participating in the census will result in the loss of funding for needed programs. If faith-based community members are included in the 2010 Census count, they stand to receive increases in funding for existing programs as well as potential funding for additional programs and services needed by their faith-based communities.

C. What is the most effective way that the Census Bureau can motivate congregations to respond to the census?

Summary of Comments

The Atlanta participants reiterated that the most effective way for the Census Bureau to motivate their faith-based congregations to respond to the census is to educate and train faith-based leaders on the true mission and purpose of the Census Bureau. Congregations generally trust their faith-based leaders. They will partner with their leaders to bring other faith-based members into the 2010 Census process.

Include the homeless in the 2010 Census outreach efforts. There were a significant number of homeless citizens during the 2000 Census. As in the 2000 Census, this can be accomplished through faith-based organizations participating in soup kitchens, St. Vincent de Paul Society services, food wagons, homeless shelters, etc. Another suggestion is to partner with existing homeless ministries and schools where children of homeless parents and guardians can be safely accessed and counted.

Locate where “snow birds” and other retired and/or elderly citizens travel and reside. Network with faith-based and non-faith-based

community service organizations to reach and include these individuals in the 2010 Census count.

**Topic #2
Program Materials for Motivating
Members to Respond to the Census**

A. As a faith-based leader, what materials are needed to motivate your congregation to respond to the census?

Summary of Comments

The kind of materials that can motivate congregations to respond to the 2010 Census might include:

- ◆ Sample 2010 Census short forms to build awareness and support well in advance of the actual census. These forms should be made available in multiple languages. They can be promoted through community PSAs, inserts in bulletins, and materials sent to individual homes.
- ◆ Cultural-friendly informational packets related to laws, confidentiality, census process, facts, benefits, etc. These can be handed out at schools, faith-based organization meetings, and community events.

- ◆ Special 2010 Census phone lines for people to access and learn census facts and information. This will especially benefit individuals unable or unwilling to read printed materials.
- ◆ A website making all census promotional materials available on line to the various faith-based communities. This website can be an inclusive one-stop-shop. Give faith-based leaders the ability to customize information to match colors, culture, heroes, etc., to their unique needs and circumstances.

B. How effective are printed census promotional messages, posters, and promotional items in motivating congregations to respond to the census?

Summary of Comments

In general, the 2000 Census materials were not considered reader-friendly. To overcome this limitation, the Atlanta participants suggested the following:

- ◆ Avoid lengthy, wordy, difficult-to-read materials. Instead, simplify facts and information on census informational and promotional pieces. Use larger print size to promote better understanding of information. Be sure to highlight the value and benefits

that were gained from the 2000 Census.

This will motivate people to encourage their family, friends, and faith-based communities to participate in the 2010 Census.

- ◆ Use more culturally-appropriate materials to demonstrate respect and inclusion in the 2010 Census. Develop advertisements, PSAs, bulletin inserts, and promotional pieces in as many different languages as possible. Take care to match these products to target populations within the more underrepresented faith-based communities or regions.
- ◆ Pay special attention to youth and elderly segments of the population. Each has unique characteristics. Adjust language, stories, images, etc., to the varying age ranges, language and educational differences.
- ◆ Immigrants present special outreach issues regarding the census – many are over 40 years old and are unwilling to learn the English language. This diverse group may require special attention.

C. In our attempt to develop effective materials, what words, terms, depictions might we use in order to motivate your congregation to respond to the census?

Summary of Comments

Rather than focusing on specific words, terms, and depictions, the Atlanta participants, instead, recommended that the U.S. Census Bureau develop strategies which would allow faith-based community partners to generate their own words, terms, images, etc. They recommended that the Census Bureau consider the following:

- ◆ Partner with local community faith-based leaders and congregations in selecting the most meaningful written materials, images, music, color schemes, stories, etc., which would best fit their diverse populations, needs, and experience.
- ◆ Create Census Awareness Teams within congregations to generate ideas on census materials, music, t-shirts, and images that will work best in creating interest, pride, and, ultimately, increasing participation in the 2010 Census.
- ◆ Create a National Census Day, Census Sunday, or Census Sabbath Day focused on inviting children to incorporate their

ideas into census promotional materials, clothing, and authentic music and multimedia. The Census Bureau might consider sponsoring a contest to select the most meaningful pictures, ideas, messages, etc.

D. What else can the Census Bureau provide to motivate your congregation to respond?

Summary of Comments

Additional comments included having the Census Bureau:

- ◆ Conduct community forums or town hall meetings to address questions, concerns, and/or explain census facts, benefits, etc. These public events can be useful in generating additional strategies for motivating community involvement in the 2010 Census.
- ◆ Partner with faith-based leaders in designing and administering surveys to local congregations assessing their current general knowledge about how the census process works, their attitudes and level of trust toward the census, and why the census is important to them.
- ◆ Invite the U.S. Census Bureau to provide speakers to educate larger congregations

about census facts, benefits, count processes, outreach, etc.

E. Traditionally, faith-based leaders are provided with messages and announcements, and asked that they be used at specific times in the census process. How effective is this method? What can be done to strengthen this approach to have specific messages delivered in accordance with the scheduled operations as they are occurring?

Summary of Comments

The Atlanta participants felt that timing is everything. To ensure that messages and announcements are provided in the most timely manner possible, the group recommended the following:

- ♦ The Census Bureau should provide congregations with insert information as early as possible in the 2010 Census process, keeping messages clear and simple.
- ♦ The Census Bureau should provide food at special census events. Feed the people and they will come!
- ♦ The Census Bureau should provide faith-based leaders with small packets of infor-

mation designed for leaders. Faith-based leaders have little time to read large volumes of information.

- ♦ The Census Bureau should obtain current mailing lists for mailing post cards with critical information and census deadlines.
- ♦ The Census Bureau should provide FREE half-day grant writing workshops or other seminars. This will build trust and positive expectations about the census. It would send the message that the Census Bureau cares.

F. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

**Topic #3
Effective Methods for Disseminating
Information / Materials to Faith-Based
Leaders or Organizations that
Cannot be Reached in Person**

A. Since we will never have enough staff to personally contact each faith-based leader / organization, what alternative methods can be used to ensure that as many faith-based organizations as possi-

ble receive census promotional materials and participate in census outreach and promotion activities?

Summary of Comments

The Atlanta participants recommended that the Census Bureau begin as early as possible to get the word out. Timing and sequencing are key factors affecting the successful distribution of information, deadlines, and materials to faith-based leaders, communities, and organizations – especially for the more difficult-to-reach individuals. To help this process along, the group recommended the Census Bureau should:

- ◆ Encourage faith-based leaders of larger congregations to network with leaders of smaller and rural congregations. Utilize the unique information flow of each faith-based community. As appropriate, access, compile, and maintain databases containing contact information on faith-based leaders.
- ◆ Offer time-sensitive incentives with promotional materials, i.e., coupons to win a free computer, or a card with a special prize could be inserted into bulletins, faith-based publications, etc.

- ◆ Access area college, university, faith-based and community outreach volunteers to help communicate and disseminate census information to local faith-based communities. Boy Scouts, Girl Scouts, and other civic organizations provide an excellent source of high quality volunteers.
- ◆ Schedule timely and repetitive commercials and PSAs.

B. Is there anything else you want to say about this topic?

Summary of Comments

Some ethnic communities may require special outreach efforts. Dissemination methods that work best with Hispanic populations could include:

- ◆ Personal, one-on-one contact and information tables set up in small grocery stores and central plazas – not meetings in faith-based facilities or sanctuaries.
- ◆ Information in Spanish to Hispanic children who can then bring census information and materials into their homes.

Dissemination methods that work best for Asian communities could include:

- ◆ Posting culturally appropriate posters and informational materials at temples, churches, cultural supermarkets, resettlement agencies, state and faith-based-sponsored learning centers and non-profit organizations like Pan Asia.
- ◆ Networking through Chinese congregations in major cities like Atlanta where there are as many as ten major Asian faith-based centers.

The Census Bureau should:

- ◆ Reach out to mayors, city planners, and fire departments for information and ways to attract local community volunteers.
- ◆ Attend sports activities, rodeo events, county fairs, major conventions, etc, where people gather.
- ◆ Partner with young adult groups, sororities, and fraternities in disseminating census information, especially in college towns.
- ◆ Partner with Wal-Mart and other large retail outlets to provide free advertising on shopping bags, vehicles, etc.

Topic #4

Effective Methods for Disseminating Information / Materials to Congregations in Hard-To-Reach Rural Areas

A. How appropriate are “time-sensitive” messages to rural faith-based organizations that may not meet on a regular basis or meet on a less than once a week schedule?

Summary of Comments

Significant geographical distances and size are major factors affecting the receipt of time-sensitive messages within rural faith-based organizations and communities. For these and other reasons, the Atlanta participants recommended the following:

- ◆ Send out promotional materials to rural faith-based organizations six months before sending out the same messages and materials to larger urban faith-based communities. This will ensure that everyone gets the messages and information on time. As one faith-based group participant put it – “Inform early, then inspire!”
- ◆ Since most small towns typically do not have a formally organized Chamber of Commerce, the Census Bureau might contact local fire departments and paid or volunteer emergency assistance workers who

have the most up-to-date listings of key contact persons, including specific locations, facilities, phone numbers, etc.

B. What alternative methods could be used to make rural faith-based organizations aware of the importance of the census and keep them aware of scheduled operations as they are occurring in their communities?

Summary of Comments

During the early planning stages prior to actual 2010 Census operations, partner with local organizations (i.e., Wal-Mart, etc.) to promote “Census is coming!” on grocery bags, etc.

Invite local mayors and other political leaders to attend faith-based-sponsored events. At these events, display appropriate materials, discuss schedule of operations, and provide giveaways to promote census awareness, support, and involvement.

Contact local officials and schools to gain access to members of rural faith-based communities to provide information on the schedule of operations.

C. What dissemination methods can be used to get materials to faith-based organizations or leaders that may not meet regularly?

Summary of Comments

Other methods for disseminating materials to faith-based organizations and leaders might include:

- ◆ Person-to-person networking by Census Bureau or faith-based leaders to reach rural residents. Treat those smaller faith-based communities with the same value and importance as larger communities. This will demonstrate sensitivity, respect, and support of smaller rural faith-based communities. This may also address issues regarding literacy, confidentiality, etc. During this



time, rural faith-based census volunteers and ambassadors could be identified and appointed.

- ◆ Connecting with leaders and “gatekeepers” in smaller and/or remote areas will ensure that census messages and information penetrate the more difficult-to-reach individuals and rural communities. Because small, rural faith-based communities rarely have full-time paid faith-based leaders, urban faith-based leaders should network with leaders of smaller urban and rural faith-based organizations to participate in the census.
- ◆ Obtaining updated address lists for communicating with faith-based rural communities via post cards, inserts in bulletins, mail, e-mail, etc.

D. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

Topic #5
**Effectiveness of “Special Activities”
Prior to Census Day for Increasing
Awareness and Motivating
Congregations to Respond
to the Census**

A. What special activities did your organization have around Census Day?

Summary of Comments

The group identified some Census Day activities as follows:

- ◆ Golf, basketball, and various sports tournaments
- ◆ “Census in the Hood” festival-type evangelism event, including music and food
- ◆ Pulpit announcements at Spanish-community faith-based organizations encouraging parishioners to recognize, understand, and *not* discard their census form.

B. In what way do you think these special activities increased awareness and/or motivated members to respond to the census?

Summary of Comments

The pulpit messages increase credibility be-

tween faith-based leaders, their communities, and the Census Bureau. Festival activities promote awareness, education and learning about the census. When done in a safe, positive atmosphere, the faith-based leader's credibility will help dispel fear and create value for census activities. Hispanics, in particular, prefer more personal, face-to-face interaction than printed bulletins or pulpit messages.

C. *What other types of special activities do you recommend to increase awareness and motivate congregations to respond to the census?*

Summary of Comments

Involve women and women's faith-based organizations in census activities and strategies. Much of the hands-on leadership and coordination effort is administered by women and women's faith-based groups.

Increase involvement with radio and television media, utilizing popular music, like hip hop, and creative, culturally-relevant pre-recorded messages. Invite faith-based organizations to participate in generating creative, relevant ideas and messages used in special media events and census activities.

D. *Is there anything else you want to say about this topic?*

Summary of Comments

There were no additional comments.

**Topic #6
Utilizing Questionnaire Assistance
Centers and Be Counted Sites to
Enhance Cooperation and
Participation in the Census**

A. *If these services were provided to your congregation, how beneficial were they?*

Summary of Comments

Questionnaire Assistance Centers (QAC) and Be Counted (BC) sites provide a much needed service to faith-based organizations and communities. In support of this belief, faith-based leaders made QAC and BC sites even more accessible by scheduling faith-based services in the afternoon. Some held services on Saturdays and Sundays throughout the day to make it more convenient for their congregations to attend services and simultaneously benefit from these special census activities provided at these extended times. One Catholic minister even held ten masses, six in Spanish! During these long days, many faith-based service attendees

were assisted in completing their individual census forms.

B. To what extent do you think these services at your facility might encourage members to respond to the census?

Summary of Comments

Having QAC and BC services at local faith-based facilities provided participants with a more comfortable environment, one where people felt more at ease. In general, it's less comfortable to permit a government official into one's home than making contact in safer, more inviting community and faith-based environments.

However, the Atlanta participants noted that a large segment of faith-based populations do not attend traditional faith-based services and events. To access these individuals, faith-based outreach ministries should locate and contact these individuals in such comfortable, gathering places as:

- ◆ Schools and public libraries
- ◆ YMCA, community recreation centers, gymnasiums, etc.
- ◆ Senior nursing homes or assisted-living facilities
- ◆ United Way funded social service centers

C. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

Topic #7
How can the Census Bureau Best Communicate its Commitment to Confidentiality

A. How can the Census Bureau best communicate its commitment to confidentiality to respondents in a way that they can understand and believe?

Summary of Comments

The Atlanta participants stressed some points regarding the U.S. Census Bureau's commitment to confidentiality. These points were:

- ◆ Education and training are the starting points for building credibility and trust between faith-based communities and the Census Bureau. Faith-based leaders should be the first ones educated about census facts, including a clear understanding about the consequences and penalties that will be employed toward any census worker who breaks confidentiality laws regarding access and use of U.S. Census data.

-
- ♦ Faith-based leaders are the important link between the Census Bureau and their faith-based communities. Through faith-based leaders, congregations and communities will come to learn, understand, and *believe* that the organizations like the U.S. Border Patrol, Department of Homeland Security, and other state, county, and local law-enforcement agencies organizations are NOT part of or connected in any way to the U.S. Census Bureau. This will significantly and positively influence participation by faith-based community members and organizations.

- ♦ Those who provide direct, one-on-one assistance to individuals in faith-based communities *must* be census workers the local people can trust and respect. Every effort must be taken to provide credible partners, volunteers, and ambassadors who are matched to faith-based communities. In addition, these same individuals must be armed with the proper information and facts related to confidentiality laws and the stiff fines and penalties that will be assessed for those who choose to violate confidentiality. More important, however, is that these properly selected faith-based census partners will provide the most reliable means for increasing participation in

2010 Census activities.

B. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.



Summary and Analysis of Individual Focus Groups

San Francisco, CA

Agenda

8:00 a.m. – 8:30 a.m.	Registration & Continental Breakfast
8:30 a.m.	Introductions
8:45 a.m.	Ground Rules and Housekeeping Items
8:55 a.m.	Background Information
9:10 a.m.	Discussion Questions
10:10 a.m.	Fifteen Minute Break
10:25 a.m.	Discussion Questions (cont.)
12:15 p.m.	Final Remarks

Participants

See Appendix A for a complete list of participating organizations.

Limitations

There were no noted limitations with this session.

Date:

March 25, 2003

Location:

Airport Marriott
1800 Old Bayshore Hwy
Burlingame, CA 94010

Number of Participants:

Eleven



Key Findings

The San Francisco participants developed a variety of suggestions and recommendations for increasing participation of faith-based communities in the 2010 Census. This strategy included:

- ◆ Encouraging key Census Bureau and faith-based leaders to support networking and outreach into the various grass roots faith-based communities.
- ◆ Utilizing available community resources and community involvement in the creation of relevant information and marketing materials.
- ◆ Increasing the use of radio, television, and print media to communicate consistent, positive messages in their efforts to reach out to the undercounted populations within urban and rural faith-based communities.
- ◆ Recognizing and tapping into the rich diversity of faith-based groups by including languages, religious images, and symbols associated with each diverse faith and culture into faith-based publications and promotional materials. It was particularly noted that such groups as Indian Sikhs and Hispanic sub-groupings, for example, are not identifiable in the images on the census

promotional materials.

- ◆ Addressing concerns and fears that many illegal immigrants have regarding the Immigration and Naturalization Service (INS), public compliance and law enforcement agencies, and related safety and confidentiality matters.
- ◆ Developing greater knowledge about and taking steps toward Census Bureau and faith-based leaders networking with the large number of available social service organizations. These organizations are trusted entities in the community and are often staffed with the very individuals with whom the Census Bureau and faith-based communities would like to build a relationship.

Issues Raised Not Related to Research Questions

There were no issues raised not related to research questions in this session.

ANALYSIS BY RESEARCH QUESTION

Topic #1 How to Engage the Faith-Based Community to Help Promote the 2010 Census

A. How do we convince leaders to partner with the Census Bureau and commit to motivate their congregations to respond to the census?

Summary of Comments

As the saying goes, “People are committed to what they help to create.” Many faith-based leaders conduct one and five-year strategic plans. The U.S. Census Bureau should seek creative ways to become strategic contributors to the planning processes undertaken by faith-based organizations. This can be initiated by sending an annual email requesting such involvement. The Census Bureau could take steps toward early partnering with faith-based leaders and their membership as well as never breaking the connection between censuses. This would go a long way toward building relationships based on trust and timely information sharing. The overall benefits of such U.S. Census Bureau and faith-based partnerships might include the following:

- ♦ Faith-based leaders and their communities will become more aware of the effect census can have on them — the benefits and potential losses – i.e., losses in congressional seats.
- ♦ Faith-based communities will learn positive ways to network with existing governments, community-based organizations, and other available resources.
- ♦ Faith-based communities will have direct means for educating people on issues such as confidentiality, facts regarding the role of the Department of Homeland Security, and other law enforcement agencies.
- ♦ Awareness of the rich diversity of the census populations needs to be acknowledged. This includes Asian, Indian, Mexican, and other ethnic, cultural, gender, and age diversities well beyond the more obvious or dominant groups and cultures. In fact, there are even cultural groupings which must be taken into consideration when reaching out to the undercounted, underrepresented populations with unique needs and concerns.

It is important that, early on in the process, local leaders, census partners, and community members get some face-to-face time with

census officials. This can be accomplished through cluster or town-hall meetings where factual information and testimonials can be shared. During such events, speakers can:

- ◆ Provide overall purpose, background and historical facts about the U.S. Census Bureau
- ◆ Clarify the role and function of the Department of Homeland Security to dispel myths and allay fears related to census activities
- ◆ Showcase people with relevant census materials and information
- ◆ Address and clarify other questions and concerns

B. What can faith-based leaders do to motivate their members to respond to the census?

Summary of Comments

Faith-based leaders must build relationships and active networks with other faith-based organizations and leaders to promote trust, understanding, and shared reasons for participating in census activities. From here, faith-based community leaders and partners already involved with the census can act as

conduits in attracting and recruiting more grass roots leaders into the process.

C. What is the most effective way that the Census Bureau can motivate congregations to respond to the census?

Summary of Comments

Once faith-based leaders are perceived to trust the U.S. Census Bureau, their congregations will grow to trust the census as well. Once faith-based leaders are on board, the congregations will follow. From this positive base of understanding and credibility, clusters can be organized and used to further build bridges for including others, thereby recognizing their importance and further motivating them to participate. Through these credible bonds of relationship, trust, and commitment, information will flow and more people of diverse backgrounds, cultures, and interests will participate in the census process.

D. Is there anything else you want to say about this topic?

Summary of Comments

Participants emphasized the need for people — especially faith-based leaders — to learn more about the census operations and procedures, and what benefits result from participating or not participating in the 2010 Census.

Topic #2
Program Materials for Motivating
Members to Respond to the Census

A. As a faith-based leader, what materials are needed to motivate your congregation to respond to the census?

Summary of Comments

Participants recommend translating or hiring translators to communicate census information and materials into different languages (i.e., Sikh), including graphical images more fitted to different cultures. Flyers and promotional materials should communicate the value and importance of recognizing cultural differences. In the year 2010, access to the internet will likely be a routine and effective means of reaching a wide variety of groups.

B. How effective are printed census promotional messages, posters, and promotional items in motivating congregations to respond to the census?

Summary of Comments

Generally, the participants felt that posters are good to have, provided they are not too wordy as this only serves as a barrier to the illiterate and those unfamiliar with the English language. Using fewer words in more languages, combined with creative graphics and

attractive logos would work best. The consensus held that bulletins and banners were the best way to get information to the congregation.

Greater emphasis must be placed in developing creative activities for getting children and their families involved in the census process, i.e., a fold-up house, art projects, balloons, bubble machines, special giveaways, interactive games at census and faith-based co-sponsored community events. Get the media involved, developing stories from a family history point of view, and relating these stories to census numbers and results.

Also, creating a special 2010 Census website was recommended.

C. In our attempt to develop effective materials, what words, terms, depictions might we use in order to motivate your congregation to respond to the census?

Summary of Comments

Without using the word, “confidential”, communicate to the immigrant population why the census is important, its value and benefits, and that there will be no repercussions to their immigrant status as a result of their participation in census activities. Don’t assume immigrants understand. Keep repeating these

messages and ideas on flyers, banners, posters, etc. Explain what census does with the census data along with the advantages of being counted.

Tailor posters to relate to diverse faith-based groups. Instead of attempting to capture everyone on different posters, images, etc., suggest possible listing of all religions and cultures on smaller fonts on one informational piece. Utilize all faith-based websites by having downloadable templates available for various communities to incorporate or customize census information to their own needs, images, and specifications.

D. What else can the Census Bureau provide to motivate your congregation to respond?

Summary of Comments

There were no additional comments.



E. Traditionally, faith-based leaders are provided with messages and announcements, and asked that they be used at specific times in the census process. How effective is this method? What can be done to strengthen this approach to have specific messages delivered in accordance with the scheduled operations as they are occurring?

Summary of Comments

The general consensus was that communicating specific census time tables is a good idea. Without this, faith-based leaders are largely ineffective. Bulletins, posters, and verbal announcements are the best ways to get the attention of individuals within the different congregations. Setting information out on tables before and after services is also considered a useful idea.

F. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

Topic #3
Effective Methods for Disseminating
Information / Materials to Faith-Based
Leaders or Organizations that
Cannot be Reached in Person

A. Since we will never have enough staff to personally contact each faith-based leader / organization, what alternative methods can be used to ensure that as many faith-based organizations as possible receive census promotional materials and participate in census outreach and promotion activities?

Summary of Comments

Have pre-identified faith-based leaders invited to play a leadership role in information dissemination. Make sure faith-based leaders have adequate up-to-date listings of cities and organizations where such leaders can send targeted information. Cold mailings might be acceptable provided they have solid informational content.

The process should begin by building these key-leader relationships five years before the census, establishing specific timelines for information dissemination to regional congregations five to six months prior to census time. Once such census information is passed on by these leaders, efforts should be taken to empower additional individuals within faith-

based communities to continue passing vital census information throughout their faith-based communities.

The participants felt it of major importance to involve the media by way of commercials, TV, radio, etc., with messages informing people how and where to access materials. These same media sources could continue reinforcing ideas with follow up advertisements and PSAs.

Other methods of informational dissemination might include having nationally or regionally recognized faith-based leaders attend conventions, passing out targeted census information, and following up with endorsement letters, like; “The Southern Baptist Convention adopted . . . please join us in this important effort.” There is a large body of leaders and potential leaders at these faith-based conventions.

B. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

Topic #4
Effective Methods for Disseminating
Information / Materials to Congrega-
tions in Hard-To-Reach Rural Areas

A. How appropriate are “time-sensitive” messages to rural faith-based organizations that may not meet on a regular basis or meet on a less than once a week schedule?

Summary of Comments

Time-sensitive messages may not work well in rural areas. Because many of these communities gather monthly at best, it is important to provide them with time-sensitive materials months before any approaching deadline. In addition, the same faith-based leader may be responsible for four or more rural congregations. Faith-based leaders in larger faith-based communities need to develop creative alternatives for providing time-sensitive information and materials to smaller and more distant rural faith-based communities.



B. What alternative methods could be used to make rural faith-based organizations aware of the importance of the census and keep them aware of scheduled operations as they are occurring in their communities?

Summary of Comments

Because faith-based organizations in rural areas do not meet as regularly as urban organizations, the Census Bureau needs to network with other organizations – i.e., Department of Agriculture, Granges, United Farm Workers, etc. – to get the word out. Another suggested strategy would be to find out when and where prayer meetings are held within certain communities and go visit rural members at those locations.

C. What dissemination methods can be used to get materials to faith-based organizations or leaders that may not meet regularly?

Summary of Comments

There were no additional comments.

D. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

Topic #5
Effectiveness of “Special Activities”
Prior to Census Day for Increasing
Awareness and Motivating
Congregations to Respond
to the Census

A. What special activities did your organization have around Census Day?

Summary of Comments

Special activities identified by the San Francisco participants included a rich array of creative activities, events, and networked organizational relationships. Some activities discussed include:

- ♦ Holding English and Spanish language press conferences a week before Census Day in special geographically challenging locations like cities in Arizona and around the San Francisco Bay Area
- ♦ Coordinating census events with the department of tourism to reach out to such locations as the Grand Canyon, designating special census days within specific congregations
- ♦ Including census information and activities at Super Bowl and Halloween preparations, health fairs, cinema clubs, lecture series, blood drives, special holidays, fairs, the

Oakland Museum, family genealogy gatherings, etc.

- ♦ Providing census informational booths at conventions like the Catholic convention in Los Angeles, and the Festival of Faith in Chicago
- ♦ Networking with organizations on college and university campuses where students can be recruited to assist with outreach efforts

Participants also discussed the possibility of making other data sources available on the Internet. This would allow individuals and organizations to learn more about how the census works.

B. In what way do you think these special activities increased awareness and/or motivated members to respond to the census?

Summary of Comments

The special activities seem to help the education and communication aspect of awareness.

C. What other types of special activities do you recommend to increase awareness and motivate congregations to respond to the census?

Summary of Comments

Invite a team of census workers to speak at a Sunday service, sharing how they are helping with the census and reaching out to others.

D. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.

**Topic #6
Utilizing Questionnaire Assistance
Centers and Be Counted Sites to
Enhance Cooperation and
Participation in the Census**

A. If these services were provided to your congregation, how beneficial were they?

Summary of Comments

Questionnaire Assistance Centers (QACs) were very helpful in providing language assistance to respondents in languages other than the five languages in which the questionnaire was provided.

B. To what extent do you think these services at your facility might encourage members to respond to the census?

Summary of Comments

There were no additional comments.

C. Is there anything else you want to say about this topic?

Summary of Comments

The participants recommended having on-site census workers reach out to visit the elderly in areas where there are more elderly populations. There was also discussion about contacting homeless individuals at the places where they receive services. Concern was expressed about the census form, itself, being very complicated, intense, and personal.

Topic #7
How can the Census Bureau Best Communicate its Commitment to Confidentiality

A. How can the Census Bureau best communicate its commitment to confidentiality to respondents in a way that they can understand and believe?

Summary of Comments

Use a famous or easily recognized public figure to promote the facts of law regarding access to and use of census information. Involve the media with visual aids, graphics, and dramatizations, using celebrity actors, portraying someone violating census laws and being approached and/or admonished.

Include census confidentiality facts in announcements, brochures, etc., explaining HOW census information can and cannot be used. In addition, include information describing the stiff fines and penalties that will be imposed on any census worker who violates laws regulating the confidentiality of official census information. It is important to communicate that the fine recently increased from \$5,000 to \$250,000. This shows the communities that confidentiality of their personal information is taken very seriously.

In educational materials, highlight the fact that social security numbers are not solicited on any census form. Consider providing census leaders with a more in-depth handbook on census background, information, confidentiality laws, facts, etc.

B. Is there anything else you want to say about this topic?

Summary of Comments

There were no additional comments.





Conclusions and Recommendations

The three focus group sessions on faith-based outreach produced many ideas and recommendations on how to enhance previous outreach strategies and create new methods of increasing awareness and promotion of the 2010 Census in faith-based communities across the country. Listed below are the conclusions and recommendations from the focus groups provided by research question.

Topic #1
How to Engage the Faith-Based Community to Help Promote the 2010 Census

The focus group participants emphasized that the Census Bureau should not underestimate the instant, immediate power that faith-based leaders have in promoting action among their constituents. The leaders have credibility to personally influence individuals within their congregations. With that in mind, the participants recommended the following suggestions on how to best engage faith-based communities to help promote the 2010 Census.

The Census Bureau should:

- ◆ Begin strategic planning, communications, and partnership development with faith-based organizations much earlier than what occurred during Census 2000. This work could start as early as five years prior

to the 2010 Census. The participants were unanimous in the importance of starting early and never breaking communications with partners. The Census Bureau should maintain an active link with faith-based partners. Recognizing that budget and staffing during the years between censuses are limited, the participants suggested that the Census Bureau could use the Internet, occasional visits, newsletters, attendance at national conferences, etc. to keep in touch. Participants stated that when the Census Bureau intensifies activity with faith-based leaders closer to the census, the leaders will not feel like the Census Bureau is only using them when the Bureau needs their assistance.

- ◆ Utilize strategic methods to stay in contact with faith-based organizations in between censuses. For example, at national conferences the Census Bureau should not just exhibit at these events. The Census Bureau should also meet with sponsors, make contacts with important individuals, give presentations at the plenary sessions, and conduct data workshops at break-out sessions. These type of activities would help to maintain an ongoing census presence in faith-based communities.

- ◆ Hire local community leaders and mem-

bers to serve as partnership specialists - those who are familiar and knowledgeable about the community and have respect of the people within the community they serve. Participants emphasized repeatedly the importance of the Census Bureau adopting a more personalized approach to communications and partnership development that takes into account the diversity of faith-based communities. For example, a Hispanic partnership specialist should work with the Hispanic population, an Asian specialist should concentrate on Asian faith-based organizations, etc.

- ◆ Educate faith-based leaders on the 2010 Census goals, processes, and mechanics so they can effectively communicate this information to their constituents. The Census Bureau must equip and empower faith-leaders with as much up-to-date statistical and demographic information as possible related to faith-based communities. This timely, specific, and relevant information will highlight the positive and negative impact resulting from participating or failing to participate in the census. Many participants believed this approach would lead to increased participation especially in more difficult-to-count faith-based communities.

- ◆ Aggressively approach leaders of faith-based organizations to conduct data use workshops in between censuses. This will help to show the importance of the data and the applicability of the data to the communities that are being served by faith-based organizations.

- ◆ Emphasize to the faith-based leaders the importance of partnering not only with the Census Bureau but with the network of volunteers within their congregations. There are a number of subcommittees and groups that function within the congregations to include Sunday School classes, youth groups, lay ministries, women's organizations, etc. Many of these groups can motivate the rest of the congregation members just as extensively as the faith-based leaders themselves. The participants went on to say that the leaders should also build relationships and active networks with other faith-based organizations and leaders to promote trust, understanding, and shared reasons for participating in census activities.

- ◆ Focus outreach on specific items important to local faith-based communities using the "what's in it for me" approach. Point out specific uses or benefits of census data such as new schools in an area

of high growth, day care centers, etc. Show people the value of census data from a family history perspective and get them excited about the fact that their participation in the census will help future generations learn more about them years from now. Most people want to leave some record of their life, or in some way, be a part of written history. The census is one way they can be sure to do that.

- ◆ Train faith-based leaders to communicate the importance of participating in the census through actual examples of real benefits their communities received as a direct result of participation in the last census.
- ◆ Encourage and assist faith-based leaders in forming partnerships with schools and family service centers in their communities to bring children and families into the census process.

Topic #2

Program Materials for Motivating Members to Respond to the Census

For the most part, the focus group participants felt that the printed materials from the last census were not very effective in reaching

their faith-based members. The words and lack of meaningful themes and images did not speak directly to the diverse populations in faith-based communities across the country. The younger population, age range from 18 to 35, were thought to be completely overlooked as an audience for promotional materials.

The participants recommended the following ideas as ways to more effectively motivate members to respond to the census through program materials. The Census Bureau should:

- ◆ Develop census promotional materials that depict words, images, and language relevant and familiar to individuals in their local geographical and faith-based community environment. Materials should be welcoming, personalized, and culture friendly.
- ◆ Translate materials into as many diverse languages as possible - even multiple languages on the same informational piece.
- ◆ Develop promotional pieces which enable people of diverse ethnic heritage and geographical backgrounds to readily see themselves in the images and messages placed before them. There needs to be more pictures on promotional materials.

- ◆ Write promotional materials more simply, more clearly, and generally easier to read and understand than those used during Census 2000. The typical government small print should be replaced with fewer words in larger font. Currently, materials, forms, and instructions are written in language that only better educated individuals can read or even care to read. Materials should be written at a fifth grade reading level.
- ◆ Design promotional materials to display powerful images of famous leaders applicable to a specific faith-based community. For example, in black congregations, materials should have pictures of African-American children, “black images of Jesus”, and important cultural heroes like Dr. Martin Luther King.
- ◆ Convene a small group of faith-based leaders to give input on the wording and images that are used in promotional materials. This will help to ensure that the wording is effective for members of faith-based communities and that the images on the promotional materials are images that congregations can easily identify with when reading the materials.
- ◆ Develop strategies which would allow

faith-based community partners to generate their own words, terms, images, etc. on promotional materials. For example, this could be accomplished through a web site where all census promotional materials are available for customization by faith-based leaders.

- ◆ Distribute sample 2010 Census short forms (in multiple languages) well in advance of the actual census to build awareness, recognition, and understanding of how to complete the census form.

Topic #3

Effective Methods for Disseminating Information / Materials to Faith-Based Leaders or Organizations that Cannot be Reached in Person

The focus group participants believed that if the Census Bureau could begin outreach efforts earlier in the decade, this would help immensely in building relationships and reaching a larger number of faith-based organizations. In addition, the participants recommended that the Census Bureau should do the following to disseminate information to organizations that cannot be reached in person:

-
- ◆ Publish a list of faith-based groups that participated in Census 2000 so the 2010 Census faith-based partners can invite and encourage leaders of previously uninvolved organizations to join the effort. Encourage faith-based leaders of larger congregations to network with leaders of smaller ones.
 - ◆ Compile, access, and maintain databases containing contact information for faith-based organizations across the country for communicating by mail and e-mail with organizations that cannot be reached in person.
 - ◆ Network with existing faith-based organizations through annual meetings of national, state, and regional councils. Obtain the mailing lists from these councils to use in disseminating promotional information.
 - ◆ Utilize the television, radio, and print media through commercials, advertisements, and public service announcements (PSAs) to reach a large number of faith-based community members.
 - ◆ Utilize the Internet to allow faith-based organizations to download census materials and information. Post links to the Census Bureau web site on as many faith-based web sites and media resources as possible. Examples might include the National Black Catholic Congress, Jim Dobson's web site, etc. Utilize faith-based web-sites for ongoing communications.
 - ◆ Do not underestimate the sophistication of some of the faith-based organizations and their access and use of technology. The more sophisticated organizations can use this technology to communicate with the smaller faith-based groups in their communities.
 - ◆ Build alliances in areas where there are resources connected to faith-based organizations such as family and social service groups.
 - ◆ Access community outreach volunteers to help communicate and disseminate census information to local faith-based communities. Boy Scouts, Girl Scouts, sororities and fraternities, and other civic groups provide an excellent source of high quality, dedicated volunteers.
 - ◆ Offer incentives with promotional materials, such as coupons to win a free computer or a card with a special prize that can be inserted into bulletins and other faith-based publications.
-

Topic #4

Effective Methods for Disseminating Information/Materials to Congregations In Hard-to-Reach Rural Areas

The focus group participants stated that because of the irregular, often unpredictable schedule of rural faith-based services, time sensitive messages are given little attention and are of little use. As a result, the participants recommended the following alternatives for reaching rural faith-based groups. The Census Bureau should:

- ◆ Send out promotional materials to rural faith-based organizations at least six months prior to sending the same information and materials to larger urban faith-based communities.
- ◆ Empower rural faith-based leaders to communicate 2010 Census information through their own customized census promotional pieces.
- ◆ Participate in existing regional, state, and national councils by attending conferences and disseminating promotional messages and materials at these events.
- ◆ Use updated mailing lists for communicating with faith-based rural communities via postcards, inserts in bulletins, etc.
- ◆ Contact local fire departments and emergency assistance workers to identify faith-based leaders in rural areas in order to develop and update mailing lists. These entities have the most up-to-date information on specific locations, facilities, telephone numbers, etc. for faith-based communities in their area.
- ◆ Ask urban faith-based leaders to network with leaders of smaller rural congregations.
- ◆ Utilize local radio and print media in rural areas to better reach the members of faith-based communities.
- ◆ Outreach extensively to schools in rural areas to reach children and their parents as well as other community organizations as an alternative to working with faith-based communities which are often hard to contact.
- ◆ Partner with local merchants to provide special economic incentives by rewarding census participation with coupons for free or discounted commodities, raffles, etc.
- ◆ Realize and not underestimate the power and value of Internet access and other

forms of emerging technology as it becomes more affordable and available to individuals in remote and rural areas.

Topic #5
Effectiveness of “Special Activities” Prior to Census Day for Increasing Awareness and Motivating Congregations to Respond to the Census

All the focus group participants felt strongly that special events and activities contributed significantly to the results of Census 2000. They indicated that these special activities went a long way in building a positive, trusting relationship between the Census Bureau and faith-based organizations. In addition, they noted that the events were especially useful in addressing the education aspect of building awareness about the census. As a result, the participants made the following recommendations in the area of special activities. The Census Bureau should:

- ◆ Work with faith-based partners to plan as many special activities as possible. Examples of such activities from Census 2000 included:
 - ◆ A step contest entitled, “Stepping to the Census”
 - ◆ An event with hip hop artist “Little Bow Wow”
 - ◆ “Census Sunday” special event with food and music
 - ◆ A basketball tournament
 - ◆ “Census in the Hood” festival
- ◆ Work with faith-based groups to include popular music, including hip hop and gospel, at these special events.
- ◆ Work with faith-based groups to involve radio and television media in the local area in special activities.
- ◆ Encourage faith-based organizations to raffle off computers, groceries, and other such prizes (which could be donated by local businesses) at special activities to promote good feelings toward the census by community members.
- ◆ Place emphasis on involving children in 2010 Census event and activities. Clowns, current popular music, and interactive games are the best way to gain access to children and, through them, their entire family.
- ◆ Provide 2010 Census promotional items (giveaways) to groups to distribute at special activities.

- ◆ Encourage faith-based organizations to work with college fraternities and sororities as they make excellent partners for organizing community special events.

Topic #6

Utilizing Questionnaire Assistance Centers (QACs) and Be Counted (BC) Sites to Enhance Cooperation and Participation in the Census

The focus group participants indicated that the QACs and BC sites provide a much needed service to faith-based communities. By having these services at faith-based facilities, the Census Bureau provided a more comfortable environment, one where people felt more at ease. The participants indicated that the QACs were especially helpful in providing language assistance to respondents in languages other than the five languages in which the questionnaire was provided.

However, the participants were unified in their recommendation that major adjustments need to be made by the Census Bureau to make QACs and BC sites more helpful and effective in serving respondents during the 2010 Census. Specifically, the Census Bureau should:

- ◆ Ensure all respondents clearly under-

stand the purposes of the QACs and BC sites.

- ◆ Ensure forms are available at BC sites and re-supplied in a timely manner especially during periods of peak demand.
- ◆ Ensure that QAC workers are well-trained and competent as well as provide customer service training to workers at QACs.
- ◆ Use only paid workers at the QACs - not a combination of paid workers and volunteers.
- ◆ Ensure the QACs are open during periods of peak demand including all evening and weekend hours.
- ◆ Continue to make census questionnaires (Be Counted forms) available in different languages at QACs.

Topic #7

How can the Census Bureau Best Communicate its Commitment to Confidentiality

The focus group participants agreed that the Census Bureau should pay more attention to

educating people about the legal facts, privacy laws, and stiff penalties regarding confidentiality. They made the following recommendations in this area. The Census Bureau should:

- ♦ Educate faith-based leaders extensively about confidentiality so they have a clear understanding about the consequences that will occur if any census worker breaks confidentiality laws.
- ♦ Include census confidentiality facts in promotional materials explaining how census information can and cannot be used.
- ♦ Try not to use the word “confidentiality” on informational materials. That word can be intimidating and some people with literacy problems may not understand what it means. Instead, use words and phrases they would understand like “secret” or “no one will know for 72 years”, etc.
- ♦ Be sure to highlight the stiff fines and penalties that will be imposed on any census worker who violates the law regarding the confidentiality of census information.
- ♦ Communicate that the fine was increased from \$5,000 to \$250,000. This shows individuals that the confidentiality of their per-

sonal information is taken very seriously by the Census Bureau.

General Comments

The participants provided the following general comments during the focus groups:

- ♦ The participants noted that some of their recommendations are things the Census Bureau is already doing. If this is the case, the participants suggest that the Census Bureau continues conducting these activities. For example, the Census Bureau already conducts data workshops for faith-based organizations. Participants stated this is a highly valuable service that should continue on a wider scale.
- ♦ Lastly, the participants were impressed by the fact that the U.S. Government sought their opinions about how to strengthen outreach to their communities. This indicated to the participants a very positive, proactive, and inclusive approach by the Government which is unprecedented. The participants hope that this type of forum is the beginning of a new type of strategy by the Government in planning and conducting the census.



Appendix A

List of Participating Organizations by Focus Group City

Newark, NJ March 18, 2003

<u>Organization</u>	<u>City, State</u>
Bethany Baptist Church	Cherry Hill, NJ
Chester Friends Meeting	Chester, PA
City of Detroit, Census 2000 Faith-Based Project	Detroit, MI
Community Life Worship Center	Columbia, MD
Faith Tabernacle Baptist Church	Willowgrove, PA
Gethsemene Baptist Church	Guttenberg, NJ
Ministerial Alliances in the City of Dallas	Dallas, TX
National Black Catholic Congress	Baltimore, MD
National Council of the Churches of Christ in the USA	Maplewood, NJ
New Britain Area Council of Churches	New Britain, CT
St. John the Evangelist Church	Philadelphia, PA

Atlanta, GA March 19, 2003

<u>Organization</u>	<u>City, State</u>
Abyssinia Baptist Church	Pompano Beach, FL
Atlanta Chinese Christian Church	Lilburn, GA
Carter Temple Christian Methodist Episcopal Church	Matteson, IL
Christ Universal Temple	Chicago, IL
Faith Tabernacle of Praise	Biloxi, MS
First African Baptist Church	Savannah, GA
Good Shepard Services	Chamblee, GA
Mt. Horizon Baptist Church	Birmingham, AL
New Pilgrim Baptist Church	Birmingham, AL
Reform Jewish Temple	Brentwood, TN
St. Joseph Catholic Service	Dalton, GA
Trinity United Church of Christ	Chicago, IL
Westside Ministers Coalition	Chicago, IL

San Francisco, CA March 25, 2003

<u>Organization</u>	<u>City, State</u>
Archdiocese of Chicago	Chicago, IL
Good Samaritan Family Resource Center	San Francisco, CA
Harvest Fellowship Church	Oakland, CA
Interfaith Coalition for Immigrant Rights	San Francisco, CA
Life Fellowship Church	Portland, OR
Office of Hispanic Ministry-Diocese of Phoenix	Phoenix, AZ
Sikh Temple	Fremont, CA
Sikh Temple	Fremont, CA
St. Augustine Episcopal Church	Oakland, CA
The Church of Jesus Christ of Latter-Day Saints	Salt Lake City, UT
Union Baptist Church	Pascagoula, MS



