



**MAKE NC  
COUNT**  
CENSUS 2020

## Let's Talk 2020 Census: A Safe Count for Latinx in NC

**Contributing writer:** *Missel De Leon, Community Public Relations Coordinator, Association of Mexicans in North Carolina, Inc. (AMEXCAN)*

### Why Do We Keep Talking About the Census?

The US Constitution requires the Census every 10 years to count every person living in the United States, regardless of age, race, citizenship, religion, or family status. It is very important that this data is as accurate as possible because the Census provides data to determine representation in the government and access to resources. Census data is used to distribute funding for programs such as Medicaid, Children's Health Insurance Program (CHIP), WIC (Women, Infants, and Children) programs, the National School Lunch Program (NSLP), Head Start programs, roads, public transportation, schools, senior services, housing programs, emergency services, and more.

However, there are several groups labeled as "hard-to-count" populations, who have been undercounted and underrepresented for decades. Unfortunately, the Latinx community is part of this group. In the state of North Carolina, even a 3% Latinx undercount will cost our communities more than \$545 million per year. There are many reasons why the Latinx population is hard to count, including lower education levels, language barriers, poverty, being undocumented, and a general fear and mistrust of the government. Additionally, there tends to be a lack of information about Census in Spanish and although there are many organizations that work hard to combat this, it still does not reach everyone. These are just some of the reasons why the Latinx community is undercounted every decade.

Children in general, and particularly within the Latinx community, are also often undercounted. Oftentimes parents do not think their children should be counted because they are simply not old enough. All people of all ages should be counted in the Census. It is so crucial for children to be counted because there are many federally funded programs that use Census data. Our children are the future and if they are not counted, their future is at risk because a lack of resources can have a negative toll on their education and wellbeing. By not counting all children in North Carolina by even 3%, we will lose at least \$333 million per year for our families and communities.

The Census is different in 2020 because it's the first time you can complete the Census online by visiting [my2020census.gov](https://my2020census.gov). Some people are not confident in their ability to use the internet or

---

Please visit the State Library of North Carolina YouTube Channel: <https://www.youtube.com/statelibrarync> for the recorded webinar Q&A related to this article.

The Let's Talk 2020 Census webinar series is sponsored by the State Library of North Carolina with content provided by the North Carolina Complete Count Commission and other statewide partners.



**MAKE NC  
COUNT**  
CENSUS 2020



**MAKE NC  
COUNT**  
CENSUS 2020

## **Let's Talk 2020 Census: A Safe Count for Latinx in NC**

technology, so you can still respond by mail or phone at 844-330-2020 (English) or 844-468-2020 (Spanish). All three options are available. Regardless of which option you chose, completing the census should take less than 10 minutes but will shape your future for 10 years.

People are also concerned about providing their personal information even though Census data is federally protected by law for 72 years. Individual data cannot be shared with anyone including service providers, government agencies, or law enforcement. The 2020 Census will also never ask for your citizenship status, religion, social security number, donations, or any other financial information.

The Census was supposed to officially start on April 1st and end on July 31st. However, the COVID-19 pandemic has altered our lifestyle since mid-March and has extended the self-response phase until October 31st. Our lifestyle now requires social distancing and wearing face coverings to protect ourselves. An undercount this year would be especially harmful seeing how COVID-19 has already harshly impacted our economy. Census data will also help determine where funds for recovery programs are distributed so it is so important that everyone completes the Census.

Effective communication continues to be an issue and we see that not only with Census efforts but with COVID-19 prevention measures. The lack of access to technology and the inability to use it impacts communication about the 2020 Census and COVID-19. Not all people can be reached online or through social media so other methods of communication are necessary. However, those methods must follow safety guidelines and social distancing requirements to prevent the further spread of COVID-19. Many public events to promote the Census were cancelled earlier this year so other ways to reach large groups of people had to be explored. By responding to the Census online or by phone, you never have to interact with another person.

You can respond to the Census by phone in Spanish by calling (844)468-2020 between 7 a.m. and 2 a.m. AMEXCAN is here to help answer any questions you may have about the Census. Please call (252)258-9967 between 9 a.m. and 7 p.m. and we will assist you in Spanish. Additionally, AMEXCAN will offer technology assistance at our food distribution events and COVID-19 testing events in eastern North Carolina to fill out the Census. Also, be sure to like and follow us on [www.facebook.com/amexcan.carolina](https://www.facebook.com/amexcan.carolina) to receive the latest updates of where our events will take place. NALEO Educational Fund can also answer your questions about census by calling their free

---

**Please visit the State Library of North Carolina YouTube Channel: <https://www.youtube.com/statelibrarync> for the recorded webinar Q&A related to this article.**

The Let's Talk 2020 Census webinar series is sponsored by the State Library of North Carolina with content provided by the North Carolina Complete Count Commission and other statewide partners.



**MAKE NC  
COUNT**  
CENSUS 2020



**MAKE NC  
COUNT**  
CENSUS 2020

## **Let's Talk 2020 Census: A Safe Count for Latinx in NC**

bilingual hotline at 877-EL-CENSO (877-352-3676) Monday through Friday from 8:30 a.m. -8:30 p.m. ET.

The COVID-19 pandemic has simply highlighted and pronounced the struggles of the Latinx community. The lack of access to resources and the lack of information becomes very evident as the days go by. The impact of this pandemic will carry on for decades. Similarly, the Census will affect everyone, whether directly or indirectly, for years to come. We only have this chance once every 10 years to count everyone and this is the one chance for everyone to have a voice. Responding to the 2020 Census is SAFE, EASY, and IMPORTANT. We will continue to push for more self-responses to the 2020 Census to make everyone count because we all count.

---

**Please visit the State Library of North Carolina YouTube Channel: <https://www.youtube.com/statelibrarync> for the recorded webinar Q&A related to this article.**

The Let's Talk 2020 Census webinar series is sponsored by the State Library of North Carolina with content provided by the North Carolina Complete Count Commission and other statewide partners.



**MAKE NC  
COUNT**  
CENSUS 2020