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Our Vision

Thriving Communities Built on Human Potential

Our Mission

American Public Human Services Association advances the well-being of all people by influencing modern approaches to sound policy, building the capacity of public agencies to enable healthy families and communities, and connecting leaders to accelerate learning and generate practical solutions together.

Because We Build Well-Being from the Ground Up

Washington DC Metro Area

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2020
EVENTS & MEMBER ENGAGEMENT OPPORTUNITIES
(as of October 2019)

APHSA
American Public Human Services Association


JUNE 7-10 <small>POLICY AND PRACTICE</small>  APHSA NATIONAL HEALTH AND HUMAN SERVICES SUMMIT ARLINGTON, VA	AUGUST 3-6 <small>PROGRAM INTEGRITY</small>  NAPIPM EDUCATION CONFERENCE PORTLAND, OR	AUGUST 23-26 <small>SNAP/TANF</small>  AASD/NASTA EDUCATION CONFERENCE MILWAUKEE, WI
SEPTEMBER 13-16 <small>TECHNOLOGY</small>  ISM ANNUAL CONFERENCE KISSIMMEE, FL	OCTOBER 4-7 <small>ORGANIZATIONAL EFFECTIVENESS</small>  NSDTA EDUCATION CONFERENCE SPOKANE, WA	OCTOBER 18-21 <small>LEGAL</small>  AAHSA EDUCATION CONFERENCE COLUMBUS, OH

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WWW.APHSA.ORG @APHSA1

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We Aim to:




Washington DC Metro Area

Influence integrated and outcome-focused policy and practice to advance system-level transformation in H/HS.

Build knowledge and capacity in the field that enables Value Curve Progression and fosters the desired outcomes.


Connect members, peer communities, and partners with each other to accelerate learning and generate solutions together.




**INFLUENCE
BUILD
CONNECT**

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Polling Question




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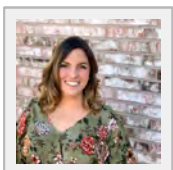
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Presenters:

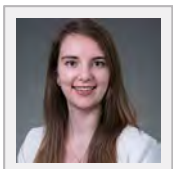





ROBIN BACHMAN
Chief, National Partnership Program, Communications Directorate
U.S. Census Bureau



MEGAN ATCHLEY
Director, Health and Human Services Practice
Adobe



CHRISTINA BECKER
Knowledge Mobilization Manager
APHSA



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The 2020 Census: An Overview

Robin Bachman
Chief
National Partnership Program
U.S. Census Bureau

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The 2020 Census is Coming, Learn How You Can Shape Your Community's Future

[Play Video]

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Our Approach to the 2020 Census

The Census Is Important, Safe, and Easy!



- **Important:** The 2020 Census counts every person living in the United States and five U.S. territories—once, only once, and in the right place. The census is conducted every 10 years by the U.S. Census Bureau, a federal statistical agency.
- **Safe:** The Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.
- **Easy:** People can respond anytime, anywhere—via the internet, over the phone, or by mail!

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The 2020 Census Will Shape America for the Next 10 Years



The U.S. Constitution (Article 1, Section 2) requires a census every 10 years to determine representation in the U.S. Congress.

Federal funding—currently more than \$675 billion a year—is allocated based on the census.

This funding affects vital local services, including:

- Education
- Housing
- Transportation
- Health care

Census data is used by businesses, governments, and civic organizations to inform decision-making.

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An accurate and complete count is essential!

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Why Participation Matters: Federal Programs Informed by Census Data

- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Section 8 Housing Choice Voucher
- State Children's Health Insurance Program (CHIP)
- School Breakfast Program
- National School Lunch Program
- Medicaid and Medicare
- Unemployment Insurance
- Violence Against Women Formula Grants
- Rural Rental Assistance Payments
- Indian Health Services
- Community Development Block Grants
- And many more.

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Timeline and important dates

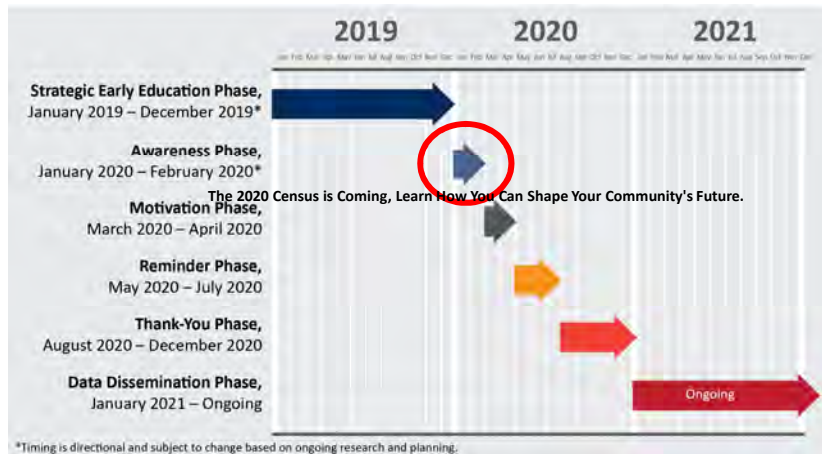
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Communications Campaign Phases



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Overall Timeline

January 2020: The Census Bureau begins counting the population in remote Alaska.

April 1, 2020: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. **Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.** When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.

April 2020: Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.

May 2020: Census takers begin visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.

December 2020: The Census Bureau delivers apportionment counts to the President and Congress as required by law.

March 31, 2021: By this date, the Census Bureau sends redistricting counts to states. This information is used to redraw legislative districts based on population changes.

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How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by mail, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census delivered by either a postal worker or a census worker.



95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. This happens in areas where many households do not receive mail at their home's physical location. They may use post office boxes or live in areas recently affected by natural disasters.



Fewer than 1% of households will be counted in person by a census taker instead of being invited to respond on their own. This is done in very remote areas like parts of northern Maine and Alaska, and in selected American Indian areas that ask for an in-person count.



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The 2020 Census will count everyone living in the United States and the five U.S. territories.

- Count everyone living in your home as of April 1, 2020.
- This includes anyone who is living and sleeping there most of the time.
- If someone is staying in your home on April 1 and has no usual home elsewhere, you should count them in your response to the 2020 Census.

Foreign citizens

- Citizens of foreign countries who are living in the United States, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of time.
- Citizens of foreign countries who are visiting the United States on vacation or business on April 1, 2020, should not be counted.

Questions? Visit: <https://2020census.gov/en/who-to-count.html>

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Hard-to-Count/Hard-to-Reach Populations

- Young children
- People who are highly mobile
- Members of racial and ethnic minorities
- People who do not speak English proficiently
- Low-income people
- People experiencing homelessness
- People who do not live in traditional housing
- Undocumented immigrants
- Individuals who identify as LGBTQ
- People who distrust the government
- Rural populations
- Persons with disabilities

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2020 Census questions

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2020 Census Questions and New Options

Information that will be requested in census questions:

- The number of people living or staying at your home on April 1, 2020.
- Whether the home is owned or rented.
- The sex of each person in your home.
- The age of each person in your home.
- Whether a person in your home is of Hispanic, Latino, or Spanish origin.
- The race of each person in your home.
- Your relationship to each person in your home.

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New Options:

- Write-in areas under the race question for those who identify as "White" or "Black or African American."
- Category answer options for people in same-sex relationships living in the same household.

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Responding Is Easier Than Ever—Online, by Phone, or by Mail

Self-response is easier than ever.

- You will be able to respond anytime, from anywhere. Regardless of how households receive their invitation to respond, they will be able to do so **online, by phone, or by mail**.
- The Internet Self-Response instrument has been optimized for responses from smartphones and mobile devices.
- You can respond in **English or one of 12 other languages**.
- Print and video language guides in **59 non-English languages** will be provided to field partnership specialists and made available online.
- A video language guide will be available in **American Sign Language**, and print guides will be available in **braille and large print**.
- Partnership specialists will be hired from within local communities, emphasizing the importance of **communicating in local languages**.

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The 2020 Census Is Multilingual

Language Options for Self-Response (Online and Phone) and Advertising Campaign

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

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Language Options for Video and Print Language Guides, Glossaries, and Language Identification Cards

- 59 languages besides English
- Language guides available in:
 - American Sign Language
 - Braille
 - Large print

Language Options for Paper Questionnaires, Mailing Materials, and Field Enumeration Instrument

- English
- Spanish

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Nonresponse Followup

What You Need To Know

- Temporary Census Bureau employees, known as census takers, will determine the housing unit status for addresses that have not responded to the 2020 Census.
- Census takers will visit these housing units to count everyone in the household.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-Field operation begins in **May 2020** and **concludes in July 2020**.



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Cybersecurity—Your Data Are Safe and Secure



Cybersecurity Focus

- From the moment respondents submit their answers to the census, their **data are encrypted**. **Census Bureau employees take a lifetime oath to keep all personal data safe and secure.**
- The Census Bureau is **partnering with government and industry experts** to protect the data it collects and maintains.
- The Census Bureau continually **identifies, protects, detects, responds, and recovers** from possible cyber threats.

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Data are Confidential



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Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law (Title 13 of the U.S. Code) and can be used only for statistical purposes.
- All Census Bureau staff take a lifetime oath to protect your personal information. Any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

- We will not share an individual's responses with immigration enforcement agencies or law enforcement agencies nor allow them to be used to determine eligibility for government benefits.

We will never ask for:

- Your full Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

Hearing Rumors?

www.2020census.gov/en/news-events/rumors.html

More Info on Privacy:

www.2020census.gov/en/data-protection.html

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Share Statistics in Schools Materials

SIS classroom resources include materials in English and Spanish, like these:

- Student storybook.
- Song and video.
- Activities that teach about the census and the use of statistics in everyday life.



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www.census.gov/programs-surveys/sis.html

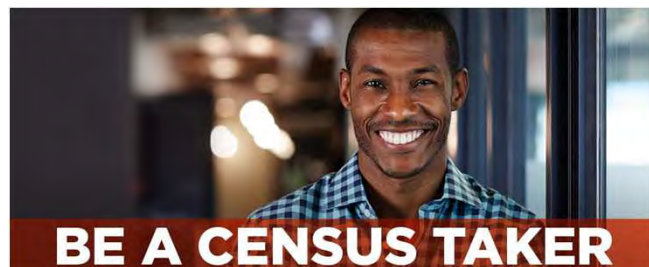
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Encourage people to apply for a job with the Census Bureau

- We are hiring an estimated 500,000 people from local communities for temporary positions.
- Both full-time and flexible part-time positions are available.
- Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors, and census takers.



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APPLY ONLINE!
2020census.gov/jobs

The U.S. Census Bureau is an
Equal Opportunity Employer.

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Connect to your local Complete Count Committee (CCC)

WHY?

Community influencers on Complete Count Committees (CCC) create localized messaging that resonates with the population in their area. These influencers are trusted voices who are well suited to mobilize community resources efficiently.

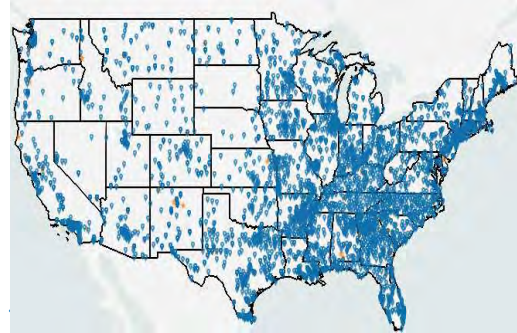
WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations and local influencers also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, health care, and other sectors of the community. These trusted voices develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage people to respond.

Find a Complete Count Committee in your community



www.2020census.gov/en/partners/complete-count.html

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Connect with Us



Sign up for email updates and alerts
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



More information on the 2020 Census:
<http://www.census.gov/2020Census>



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau



pinterest.com/uscensusbureau

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Questions? Contact Us!

National organizations can share ideas about they can work with us by contacting the 2020 Census Partnership Program at census.partners@census.gov.

State and local organizations can contact their [regional census center](#) to speak with U.S. Census Bureau Staff in their area.

Atlanta (AL, FL, GA, LA, MS, NC, SC)

404-889-6520

Atlanta.rcc.partnership@2020census.gov

Los Angeles (AK, CA, HI, ID, NV, OR, WA)

213-314-6500

Los.Angelos.rcc.partnership@2020census.gov

Chicago (AR, IL, IN, IA, MI, MN, MO, WI)

312-579-1605

Chicago.rcc.partnership@2020census.gov

New York (CT, ME, MA, NH, NJ, NY, RI, VT, PR)

212-882-2130

New.York.rcc.partnership@2020census.gov

Dallas (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY)

972-510-1800

Dallas.rcc.partnership@2020census.gov

Philadelphia (DE, DC, KY, MD, OH, PA, TN, VA, WV)

267-780-2530

Philadelphia.rcc.partnership@2020census.gov

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Thank you!

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INTRODUCTION

- COMMON CHALLENGES
- BEST PRACTICES
- FUTURE VISION

- What can HHS agencies learn from the digital modernization of the US Census?

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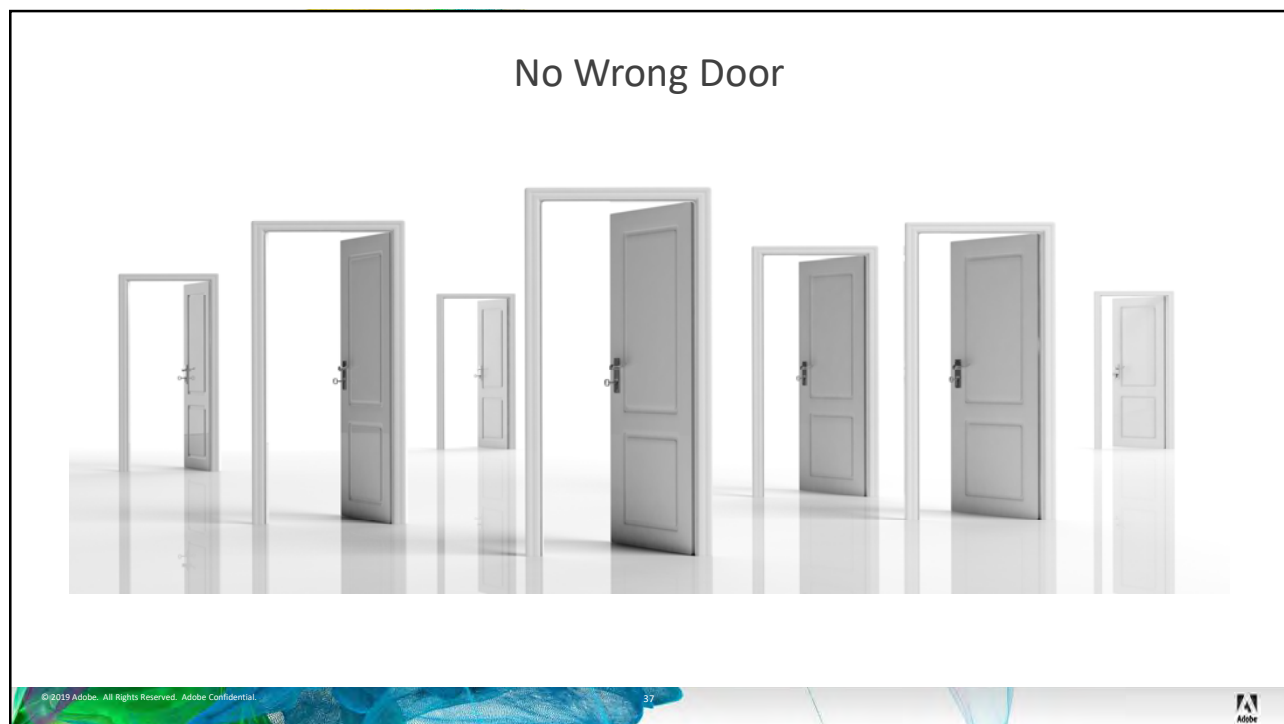
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Challenges in Health & Human Services

<h3>ACCESS</h3> <p>Lack of self-service and digital channels to apply and maintain benefits creates barriers for people receiving a service.</p>	<h3>COMMUNICATION</h3> <p>Improving outcomes requires delivering the right information at the right time through the entire customer journey.</p>
<h3>AWARENESS</h3> <p>There are many available services that could help, but people don't know they exist.</p>	<h3>COORDINATION</h3> <p>Challenges related to people, process, and technology make coordinating service delivery across programs and departments hard.</p>

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Best Practice #2: Personalization

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State Department of Health

The Healthy Women program offers women's health and family planning services at no cost to eligible women.

Apply Now

Expecting? You may qualify for no cost health care benefits during your pregnancy.

Apply Now

Hi Lisa, Regular check ups are an important part of staying healthy. As a participant within the Healthy Women program, your wellness visits are fully covered at no cost to you.

Click on the button below to find a provider within your area and schedule your next wellness visit.

Find a Doctor

Applicant Info Dependents Income Attachments Signature Submit

Name Of Applicant
Lisa Johnston

Email Address
lisa.johnston@gmail.com

Receive emailed notices and service recommendations? ☒ Yes ☐ No

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Best Practice #2: Personalization

Personalized experiences improve conversion rates and customer experience

Are you called to be a Foster Parent?

Do business with your firm

Google how to become a foster parent

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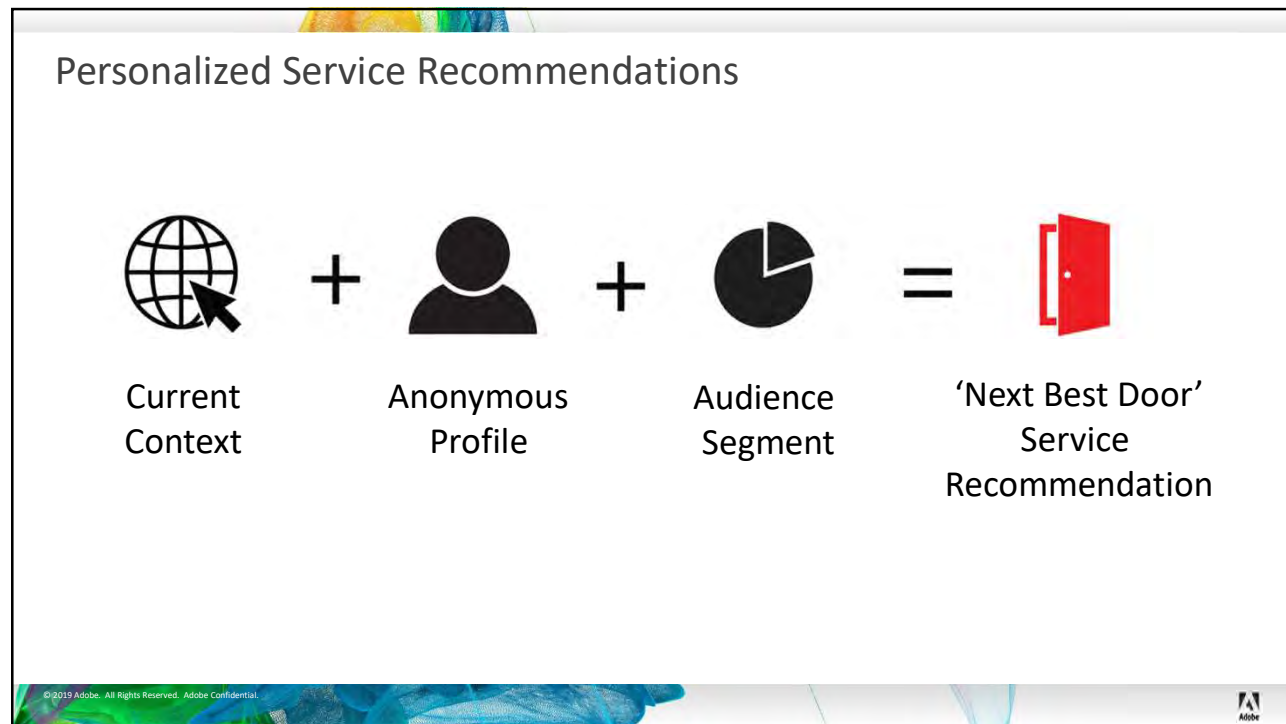
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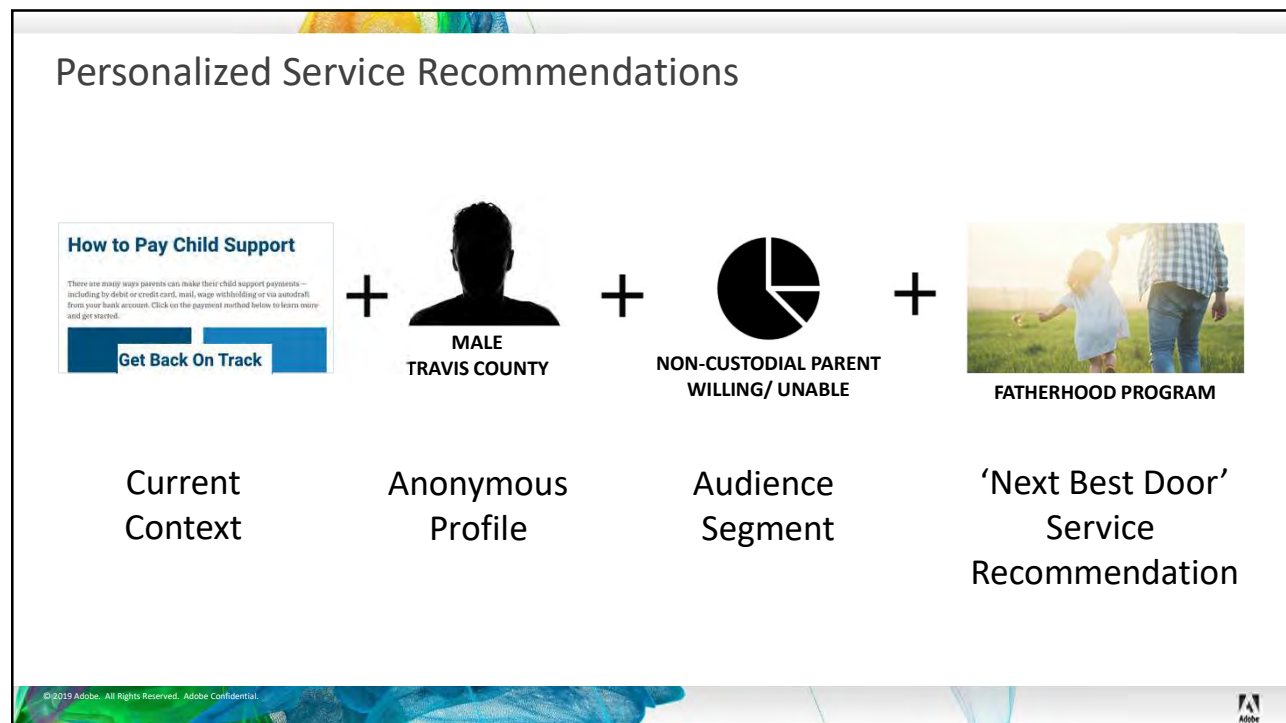
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Challenges in Health & Human Services

ACCESS

Lack of self-service and digital channels to apply and manage benefits creates barriers for people receiving a service.

COMMUNICATION

Improving outcomes requires delivering the right information at the right time through the entire customer journey.

AWARENESS

There are many available services that could help, but people don't know they exist.

COORDINATION

Challenges related to people, process, and technology make coordinating service delivery across programs and departments hard.

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RESOURCES



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#AdobeRemix
Jon Noorlander

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Additional Resources

Adobe Census Blog



Stephen Buckner, US Census at the Adobe Digital Government Symposium



<https://theblog.adobe.com/the-u-s-census-modernized/>

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