



# Understanding Hard-to-Count Populations

## 2 Identifying resources to reach hard-to-count populations

Georgia has many different groups of hard-to-count populations. However, almost every county has five general HTC groups. This worksheet will help guide your efforts in identifying the needs of each HTC population and who can help.

Five General HTC Populations	How to reach them	Who can help? <small>Consider people or groups that could help reach these communities</small>
<p><b>Distrustful of Government</b> Promote key messages: security, funding, planning, and representation.</p> <p>Inform individuals that completing the census questionnaire is required by law.</p> <p>The public should be informed of the arrival of the census by March 2020 and its impact on their community.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p><b>Children</b> Main focus on undercounted children. Primary age range: 0–4; secondary age range 5–9.</p> <p>Inform parents and families about how to count children.</p> <p>Individuals born up through Census Day, April 1, 2020, should be counted.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p><b>Non-English Speakers</b> Information and messaging needs to be accessible.</p> <p>Emphasize that regardless of citizenship or legal status, these individuals still need to be counted in the census.</p> <p>Promote the idea of confidential responses.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p><b>Rural Communities</b> Inform communities on where and how census forms can be completed.</p> <p>Households with limited Internet access can fill out their questionnaire on paper or over the phone.</p> <p>Emphasize the benefits of completing the questionnaire (funding, representation, etc.).</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p><b>College Students</b> Inform students how and where they will be counted in the census (students living on- or off-campus).</p> <p>Students living off-campus will either fill out their own form or be accounted for with their parents, depending on where they live the majority of the year.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>