

## Gilchrist Center launches Census Education Toolkit

Gilchrist Immigrant Resource Center staff have learned a lot from our clients as we've talked with them about the Census. Now we're sharing the wealth with useful tools now available on our [website](#). We have created these materials to help us all inform Montgomery County residents about why they should complete the census, the measures in place to keep them safe, and how to complete it.

### The Gilchrist Center's Census Education Toolkit will help you:

- Be prepared to answer your clients' questions and help them understand the importance of the Census: [Frequently Asked Questions](#), [Talking Points](#)
- Find useful links to resources, including a sample Census Form and invitation letter, online practice sites, and much more: [Resource List](#).
- Incorporate lessons about the Census into English classes. [Lesson Plan Ideas](#), [Census Vocabulary](#), [Case Study](#)

These tools have been shared at the Downcounty Network Providers Meeting and the MCAEL Providers Network Meeting in February, and in trainings for ESOL teachers with four different county ESOL providers.

### Quick tips from the Gilchrist Center:

- Residents have lots of concerns, and lots of questions - your ability to answer their questions will increase their confidence in the Census.
- Show them the sample Census Form - seeing it can allay some of their concerns.
- Read up on Questions 8 (Hispanic/Latino) and 9 (Race), which is quite confusing. The article "Identity in a Box" in this toolkit might help: <https://changeagent.nelrc.org/wp-content/uploads/2020/01/Census-Packet.pdf>.
- Consider that some of the vocabulary used in the Census Form is difficult for English Language Learners. Be prepared to explain words that they might not be familiar with. Residents can complete the Census online or by phone in English, plus 12 languages, and there are guides and glossaries in 59 languages.
- It's helpful to prepare an "elevator speech" that quickly explains why residents should complete the Census - with examples that they can identify with.

Questions about the Gilchrist Center's Census Education Toolkit can be directed to Anna DeNicolo at [Anna.denicolo@montgomerycountymd.gov](mailto:Anna.denicolo@montgomerycountymd.gov).