The Montgomery County Department of Health and Human Services (MCDHHS) Asian American Health Initiative (AAHI), in partnership with the African American Health Program (AAHP) and Latino Health Initiative (LHI), hosted a free workshop entitled “Finding Census Data” as part of the Empowering Community Health Organizations (ECHO) Project 2016. This workshop is the second in a three-part series about health data. Launched in 2011, ECHO is a series of practical and professional training workshops aimed to build the capacity and sustainability of community organizations.

“Finding Census Data” invited community leaders to learn more about the data collected by the United States (US) Census Bureau. In particular, the workshop focused on how the US Census Bureau organizes data according to geography, the types of data collected by the Census versus the American Community Survey (ACS), and the different data tools available through the Census Bureau, such as American FactFinder. American Factfinder contains demographic, social, economic, and housing information that can be displayed by specific geographic places, such as state, city, or county. Workshop attendees practiced using American FactFinder in a hands-on, interactive demonstration.

The workshop was led by Nesreen Khashan, a Data Dissemination Specialist at the US Census Bureau. The workshop concluded with a brief question and answer session. Over 30 people attended the workshop, representing over 20 organizations from the community.

This document presents a summary of the discussion shared throughout the workshop. Text marked with an asterisk are post-workshop notes. Please note the information may be subject to change. Published on 11/30/2015.
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INTRODUCTION

Purpose
- By the end of this workshop, we will have a better understanding of how to retrieve data and be empowered to find the data we need in an enhanced way.
- We will also gain familiarity with use of the United States (US) Census Bureau’s American FactFinder.

Starting the Search
- When searching for data using American FactFinder, it is best to start by formulating a geography of interest.
- There are multiple types of geographies.

STANDARD HIERARCHY OF GEOGRAPHIES

Types of Geographies
- The US Census Bureau makes data available for different types of geographies.
- The standard hierarchy of geographic entities for which data is available starts with the nation and then narrows into regions, states, and counties.
- Refer to slides for image of “Standard Hierarchy of Census Geographic Entities.”

Places
- Data is also available for a geography called “places.” Places are entities in communities that have definable boundaries but may or may not be incorporated.
- Examples of incorporated places in Montgomery County include Rockville, Gaithersburg, and Takoma Park.
- Examples of unincorporated places in Montgomery County include Silver Spring, Germantown, Aspen Hill, and Langley Park.
• Refer to slides for an example of “Local Geographies: Montgomery County Places.”

Census Tracts
• More granular geographic entities also exist, such as Census tracts.
• Census tracts belong exclusively to the counties that they are located in and are based off population thresholds of about 5,000 persons.
• If one is interested in a geography that is exclusively in their county, but also want comparability in terms of population size, using data based on the Census tracts may be best since tracts are based on thresholds of 5,000 persons.
• Refer to slides for an example of “Local Geographies: Montgomery County Census Tracts.”

Zip Codes
• Another granular geographic entity is “ZIP Code Tabulation Areas.”
• Although zip codes are not regulated by the US Census Bureau, data is still available at the zip code level.
• Zip codes do not confine to county boundaries.

WHAT IS THE AMERICAN COMMUNITY SURVEY?

Census Long Form
• The Census Long Form was last used in the 2000 Decennial Census. Its use has since been discontinued. The Census Long Form went out to 1 in 7 households during Census years.
• It was from the Long Form that we got rich data of who we are as a nation.

Introduction of the ACS
• In 2005, the Census Long Form was converted to a new, separate product: the American Community Survey (ACS).
• Now the data that had historically been collected on the Census Long Form is collected annually through the ACS.

2010 CONTENT: POPULATION AND HOUSING

Decennial Content
• The Decennial Census will continue to collect basic demographic information but not detailed characteristics. Rather, the American Community Survey will provide us with data of who we are as a nation.
• The lowest geographic level for which Decennial Census data is available for are Census block levels.
• Refer to slides for detailed information around 2010 Census content.

CENSUS VS. AMERICAN COMMUNITY SURVEY

American Community Survey (ACS)
• ACS is an annual survey that captures changes in the population over time.
• ACS is a period of time estimate. Metaphorically, it is like a moving camera panning across the nation, capturing any changes.
• ACS data is collected on an annual basis.
• Since ACS is based on a smaller sample size, there is increased error surrounding the estimates. Therefore, ACS reports margins of error with each estimate. This is important to keep in mind when using ACS data.

Decennial Census
• The Decennial Census is a snapshot of the US population at a specific point in time.
• The Census is administered once every 10 years. Metaphorically, it is like taking a snapshot of the nation on April 1st.
• It contains official counts.

AMERICAN COMMUNITY SURVEY CONTENT
American Community Survey (ACS) Indicators
• The ACS includes more than 70 indicators under four different umbrellas: Social, Economic, Demographic, and Housing.
• Refer to slides for detailed information around what comprises each indicator.
• Indicators that pertain to and may be of interest to ethnic and racial communities include: Ancestry, Citizenship & Year of Entry, Language, Place of Birth, Age & Sex, Race & Hispanic Origin (plus Asian disaggregation).
• Indicators that are also collected during the Decennial Census as well as the ACS include: Age & Sex, Race & Hispanic Origin (plus Asian disaggregation), Tenure, Occupancy & Structure.

POPULATION THRESHOLDS FOR AMERICAN COMMUNITY SURVEY ESTIMATES
Types of American Community Survey (ACS) Estimates
• There are three different types of ACS estimates: 1-year estimates, 3-year estimates, and 5-year estimates.
• Population thresholds determine which geographies get which estimate. The larger the population size of a geography, the more frequent an estimate will be available.

5-Year Estimates
• Every geographic entity, whether it is the nation itself or a specific neighborhood, gets a 5-year estimate.
• The population threshold used for the 5-year estimate is less than 20,000 people. This means that regardless of the population size of a geography, a 5-year estimate will be available for the geography.
• The 5-year estimates for 2014 will not be available until December 2015.

3-Year Estimates
• Any geographic entity that has a population between 20,000 persons to 64,999 persons has a 3-year estimate available, as well as a 5-year estimate.
• Moving forward, the US Census Bureau will no longer publish 3-year estimates.
• In the US Census Bureau database, 3-year estimates are only available from 2005 to 2013. 2013 was the last year in which 3-year estimates were published.

1-Year Estimates
• Geographic entities with a population size greater than 65,000 persons will have all three population estimates, the 1-year, 3-year, and 5-year estimates. (Reminder: After 2013, 3-year estimates will no longer be available for any geographic entity.)
• 1-year estimates are released every year.
• The 2014 1-year estimates are currently available.
• When searching for data on American FactFinder, it is important to remember that 1-year estimates will not be available for all geographic entities. For some geographic entities that have smaller population sizes, only 5-year estimates may be available.

**FINDING DATA**

**Examples**

• Refer to slides for example graphs, tables, and maps that highlight Montgomery County data that can be captured from the American Community Survey (ACS).

**Data Mapping**

• American FactFinder has multiple functionalities, one of which is data mapping.
• Data mapping helps to synthesize, visualize, and understand the data more quickly.
• Refer to slides for example maps.

**Disaggregated Data**

• ACS also captures disaggregated data.
• Specifically, within the Asian racial group and the Hispanic or Latino ethnic group, data can be disaggregated by origin.
• When using disaggregated data, it is important to remember that ethnic groups are not comprised of only foreign-born individuals, but also include second- or third-generation Americans who declare a specific ethnic origin.
• Refer to slides for example graph of disaggregated data.

**Data-Access Tools You’ll Use**

• Refer to slides for chart on some of the data tools made available by the US Census Bureau.

**POPULATION ESTIMATES**

**What are Population Estimates?**

• Population estimates are the official population counts during intercensal years (the nine years in between each Decennial Census).
• Population estimates are released every year except for Census years.
• Estimates are made available for the following geographic entities: nation, state, county, and incorporated places (i.e., Gaithersburg, Takoma Park). Estimates are not available for unincorporated places (i.e., Silver Spring, Aspen Hill).

**Calculating Population Estimates**

• Population estimates are calculated by the US Census Bureau.
• Using the most recent Decennial Census as the base population, different components of population change are factored to calculate the population estimate.
• Components of population change include: number of births, number of deaths, net internal migration, and net immigration.
• When viewing population estimates, the estimate will cover a period of time that will begin with the most recent Decennial Census data (i.e., April 1, 2010) and end with July 1 of the year of interest (i.e., July 1, 2014)
• Refer to slides for examples of population change data.
For the American FactFinder Interactive Demonstration, each table was provided with a laptop to give attendees an opportunity to practice finding data using American FactFinder. Selections were made for specific race/ethnic groups, geographies, and topics. Using these combined selections, in small groups, attendees followed speaker instructions on how to find data matching that criteria. Provided below are the general steps attendees followed during the interactive demonstration along with helpful tips provided by the speaker.

**ACCESSING FACTFINDER**
- Visit [http://factfinder.census.gov/](http://factfinder.census.gov/)
- Click “Advanced Search.”
- Click the button “Show Me All.”

**SEARCHING FACTFINDER**

*Limit your Search to a Specific “Geography”*
- In the search box, there are two input fields. Start the search by entering a geography into the search field on the right and then click “GO.” To view data for the entire United States, do not enter anything into the search field and simply click “GO.”
- It is highly recommended that one starts searching by geography first to avoid getting inaccessible tables as results.

- Because not all city or county names are unique, sometimes the geography needs to be narrowed down to ensure correct selection. In those instances, select the correct geography from the list provided in the pop-up box entitled “Were you looking for...” Click on the correct geography.
• After clicking the geography it will appear under “Your Selections” on the top left of the screen.

![Your Selections](image)

**Add Filters to your Search**

• On the left panel under the menu bar with the heading “Search using the options below” are several filters that can be used to locate needed data.
• Specifically, there are several categories under the filter “Topics.”

![Search Options](image)

• Within “Topics,” a frequently used filter is the “People” filter which contains an array of social and demographic information filters.
- Expanding each category reveals blue hyperlinks of interest.

- By clicking on a hyperlink, it is added as a filter and will appear in “Your Selections”.

- Multiple filters can be used at one time. Additional filters can be added from the menu bar “Search using the options below.” For example, the filter “Race and Ethnic Groups” helps limit the search to a specific race and/or ethnicity. Clicking on a blue hyperlink adds the filter to “Your Selections.”
• More “Race and Ethnic Groups” options are available under “Detailed Groups.” The “Detailed Groups” tab is a filter within the “Race and Ethnic Groups” filter. Click the hyperlink for the desired group to add it to “Your Selections.”

• After the filters have been selected, click the “Close X” button to view the tables meeting the criteria.

*VIEWING RESULTS
View Results and Select a Relevant Table

• Searches will yield a list of tables. Tables that are most recent and relevant will appear at the top of the list.

• For each search result an “ID,” “Table, File or Document Title,” “Dataset,” and “About” will be provided. “Dataset” refers to the source that the table came from (e.g., ACS, Census). For ACS, it will be indicated if it is a 1-year, 3-year, or 5-year estimate (highlighted in the image below).
• Clicking on a blue hyperlink under “Table, File, or Document Title” allows one to view that particular table.

**Tips for Viewing Results**

• When looking for information about particular races or ethnicities from the “Basic Groups” filter in the “Race and Ethnic Groups” filter, most of the tables in the results focus on one race only (e.g., Black or African American Alone).

• Sometimes, ACS 1-year or 3-year estimates are unavailable. This is due to the confidentiality laws that protect the identity and privacy of people. Whenever there is a smaller population of the group being searched, more recent and 1-year estimates may be unavailable. In these situations, the 5-year estimate should be available to provide the desired data without compromising confidentiality.

• To return to “Advanced Search,” it is best to click the “Back to Advanced Search” button on the right side of the screen.

**Revising a Search to Include More Geographies**  

• In “Table View” it is possible to compare data between multiple geographies by clicking “Add/Remove Geographies” above the table, under “Actions.” In the pop-up box, type the name of the desired geography or browse for its name.

**OTHER FEATURES OF AMERICAN FACTFINDER**

**Downloading or Printing the Data from a Table**

• Tables can be downloaded from American FactFinder by clicking the “Download” link under “Actions.” Downloadable formats include CSV and PDF, among others. It is also possible to print tables.
Accessing a Table in the Future
- A table can be retrieved in the future by clicking “Bookmark/Save” under “Actions,” which provides a direct URL link to the table. The link can be saved for future use.

*Mapping Data Using FactFinder
1 – Select the Geography of Interest
- Under the menu bar, “Search using the options below,” select the “Geographies” filter.
- The default tab is “List.” Click on the “Name” tab. This is a filter within a filter.
- Type the geography of interest into the search field. Click “GO.” It will appear on the side in the box labeled “Your Geography Filters” (highlighted in yellow below).
- Next, select the type of geography you are interested in mapping from the side bar “Geography Filter Options” (highlighted in green). Options include city or town, Census tracts, and zip codes among others.
• For purposes of this example, “ZIP Code/ZCTA” has been selected. Once the selection has been made, it will appear under “Your Geography Filters” and will yield a list of tables.

• Select the table of interest. After clicking on the table it will appear in “Your Selections,” which is outside the “Geographies” filter. Click “Close” to close the “Geographies” filter overlay.

2 – Select Other Filters of Interest

• Next, add the other filters of interest. For example, “Languages Spoken at Home.” This will also appear in “Your Selections.”

• Click “Close” to close the filter.

3 – Select the Table of Interest

• Based on “Your Selections,” search results will be yielded.

• It is important to note that when the selected geography is zip code, the search results will be limited to 5-year estimates due to the population threshold.

• Select the table that best matches your interest.
For purposes of this example, the table with the ID number “B16001” has been selected as it may be of interest for organizations working with ethnic communities.

The resulting table includes the English proficiency for speakers of other languages for all zip codes either fully or partially in Montgomery County.

4 – Create a Map

- To map the data, select “Create a Map” under the “Options” bar (highlighted in yellow).
- A dialog window will appear that says “Click on a data value in the table to map.” Every data value in the table will turn into a hyperlink.
- Select the specific data of interest and click on a blue hyperlinked number within that row.
- For example, if interested in seeing data mapped for Spanish speakers who “Speak English less than ‘very well’” click on the blue hyperlink “2,233” (highlighted in green).

A following dialogue box will appear. Click “SHOW MAP” and a map will be generated that includes every zip code in the table.
5 – Mapped Data

- Above is an example of the resultant map.
- Maps may be slow to load. If after some time, the map does not generate, open a new browser with the URL.
- It is possible to zoom in and zoom out of the maps using the scale bar on the left (highlighted in yellow).

6 – Adding Boundaries or Features

- It is also possible to apply different boundaries and labels to the map by using the option “Boundaries and Features” (highlighted in green in the above map) on the left panel.
- By clicking on “Boundaries and Features,” an array of options will appear in the dialogue box.
- Select specific boundaries to be defined or features to be labeled and click “UPDATE.”
- The resulting map will include the boundaries or features selected.
AUDIENCE QUESTION & ANSWER

The following questions were asked during the Q&A session and throughout the presentation.

Does “Black or African American” include people born in Africa?
Yes, the category includes foreign-born Black or African Americans.

What exactly does “margin of error” mean? Is it based on experience?
Margin of error is the statistically tested confidence interval. The smaller the margin of error, relative to the estimate, the more accurate the number provided.

What does it mean to be “Native, born outside of the United States?”
“Native, born outside the United States” means someone who was born to American parents outside of the country. For example, military children born abroad.

How do you add the ability to disaggregate by Asian subgroup to an existing table that shows data for all Asians?
To uphold confidentiality, the US Census Bureau needs to protect the identity of households. Therefore, for smaller subgroups, disaggregation may not be possible. If a population is large enough, like Chinese in Maryland, it may be possible to get more detailed data.

If someone was both Chinese and Korean, would their data be double counted when searching for data about both Chinese and Koreans?
Yes, they will be counted under both Chinese and Korean.

How do the surveys go out?
ACS goes out to 1 in 7 households. Once your household is selected, your house will not be selected again for at least 5 years.

When a household has two races, what happens to the data for that household?
The surveys provide space for the respondent to indicate different racial or ethnic classifications for each household member.

What are the overall response rates?
Nationally, the response rate is 98%. Respondents can respond online, via mail, over telephone, and through door-to-door interviews. Language assistance is available to respondents who require it.

While looking at a table about employment, what does “Other” mean?
“Other” means everything that is not described in the categories in the table.

Is there a helpline for this tool?
Unfortunately, there is no helpline. You can contact the speaker, Nesreen Khashan with questions. Webinars are available from time to time.
WORKSHOP FEEDBACK

The response rate from the workshop evaluations was 87.9%. Percentages may not add up to 100 due to rounding and skipped questions.

1. Please rate this workshop:

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Fair</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
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<tr>
<td>a. Value of topic</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>31%</td>
<td>69%</td>
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<tr>
<td>b. Quality of presentation content</td>
<td>0%</td>
<td>0%</td>
<td>10%</td>
<td>31%</td>
<td>59%</td>
</tr>
<tr>
<td>c. Quality of interactive demonstration</td>
<td>0%</td>
<td>3%</td>
<td>7%</td>
<td>31%</td>
<td>59%</td>
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<td>d. Quality of speaker</td>
<td>0%</td>
<td>10%</td>
<td>7%</td>
<td>21%</td>
<td>62%</td>
</tr>
<tr>
<td>e. Usefulness of handouts</td>
<td>3%</td>
<td>3%</td>
<td>10%</td>
<td>24%</td>
<td>55%</td>
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<tr>
<td>f. Length of workshop</td>
<td>0%</td>
<td>3%</td>
<td>14%</td>
<td>38%</td>
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<tr>
<td>g. Time for questions and answers</td>
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<td>3%</td>
<td>17%</td>
<td>45%</td>
<td>31%</td>
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<td>h. Overall rating of workshop</td>
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2. Please rate the following:

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<th>After attending this workshop:</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Undecided</th>
<th>Somewhat Agree</th>
<th>Agree</th>
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</thead>
<tbody>
<tr>
<td>a. I received the information I wanted to learn about data collected by the US Census Bureau</td>
<td>0%</td>
<td>3%</td>
<td>7%</td>
<td>34%</td>
<td>55%</td>
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<tr>
<td>b. I am more knowledgeable about the types of data the US Census Bureau collects</td>
<td>0%</td>
<td>4%</td>
<td>11%</td>
<td>21%</td>
<td>64%</td>
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<tr>
<td>c. I feel that I can understand and interpret US Census Bureau data</td>
<td>3%</td>
<td>3%</td>
<td>10%</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>d. I feel confident in my ability to use the US Census Bureau’s American FactFinder to find data that I need</td>
<td>0%</td>
<td>0%</td>
<td>17%</td>
<td>34%</td>
<td>48%</td>
</tr>
</tbody>
</table>
WORKSHOP ATTENDEES

The following workshop registrants provided permission to publish their name, organization and email.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Email Address</th>
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</thead>
<tbody>
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Telephone: 240-777-1833  
Fax: 301-421-5975  
Website: http://www.onehealthylife.org  
Email: http://www.onehealthylife.org/contact.html

Asian American Health Initiative  
Montgomery County, Maryland  
Department of Health and Human Services  
1335 Piccard Drive, Lower Level  
Rockville, MD 20850  
Telephone: 240-777-4517  
Fax: 240-777-4564  
Website: www.AAHlinfo.org  
Email: info@aahiinfo.org

Latino Health Initiative  
Montgomery County, Maryland  
Department of Health and Human Services  
8630 Fenton Street, 10th Floor  
Silver Spring, MD 20910  
Telephone: 240-777-3221  
Fax: 240-777-3501  
Website: www.lhiinfo.org  
Email: lhi.website@montgomerycountymd.gov
Handouts from the “Finding Census Data” ECHO Workshop

Please note the information provided in this section may be subject to change. Please contact the respective organizations to ensure the most current information. The following documents were compiled on 11/19/2015.
Empowering Community Health Organizations Workshop: Finding Census Data

November 2, 2015

Accessing U.S. Census Bureau Demographic and Housing Data

November 2, 2015

Silver Spring Civic Building
Agenda

Census Bureau geographies

American Community Survey (ACS) and Population Estimates programs

Data Tools

Demonstrations and Exercises

Standard Hierarchy of Census Geographic Entities
Local Geographies: Montgomery County

Places

Local Geographies: Montgomery County

Census Tracts
What is the ACS?

- A large national survey that uses continuous measurement methods to produce detailed population and housing estimates each year.

- Designed to produce critical information that had previously come from the decennial census.

2010 Content: Population and Housing

Basic demographic and housing characteristics only:
- Population
- Age
- Sex
- Race (disaggregated for Asian)
- Hispanic or Latino Origin
- Households and Families
- Housing Occupancy (occupied or vacant)
- Housing Tenure (owned or rented)

*No long form, no detailed characteristics, no SF3 data*

Data are available at the Census Block Level—the lowest level of geography.
## Census vs. ACS

<table>
<thead>
<tr>
<th>Decennial Census</th>
<th>American Community Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official counts</td>
<td>Sample estimates</td>
</tr>
<tr>
<td>Population totals</td>
<td>Population characteristics</td>
</tr>
<tr>
<td>Every 10 years</td>
<td>Yearly</td>
</tr>
<tr>
<td>Point in time, April 1</td>
<td>Period of time</td>
</tr>
</tbody>
</table>

## ACS Content: Population

- **SOCIAL**
  - Ancestry (White and Black)
  - Citizenship & Year of Entry
  - Disability Status
  - Educational Attainment
  - Field of Degree
  - Health Insurance
  - Grandparents
  - Fertility
  - Language
  - Marital Status & History
  - Place of Birth (World Regions and in sometimes, by Country)
  - Migration
  - Relationship
  - School Enrollment

- **ECONOMIC**
  - Employment & Work Status
  - Income & Earnings
  - Industry & Occupation
  - Class of Worker
  - Commuting
  - Poverty Status
  - SNAP Receipt

- **DEMOGRAPHIC**
  - Age & Sex
  - Race & Hispanic Origin (+ Asian disaggregation)
ACS Content: Housing

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent

What percentage of homes in my city are owner-occupied?

What’s the vacancy rate of rental units in my city?

How do households heat their homes?

Population Thresholds for ACS Estimates

<table>
<thead>
<tr>
<th></th>
<th>1-year estimates</th>
<th>3-year estimates</th>
<th>5-year estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>65,000+ people</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20,000+ people</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Less than 20,000 people</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

New Estimates Released Every September-December
Montgomery County: Characteristics of Foreign-Born and Native Populations

- Bachelor’s Degree
  - Foreign-born not U.S. citizen: 14.0%
  - Foreign-born naturalized: 24.7%
  - Native: 29.3%

- Management, business, science, and arts occupations
  - Foreign-born not U.S. citizen: 32.3%
  - Foreign-born naturalized: 52.4%
  - Native: 62.9%

- Service occupations
  - Foreign-born not U.S. citizen: 31.5%
  - Foreign-born naturalized: 17.5%
  - Native: 10.2%

- Per capita earnings: $75,000 or more
  - Foreign-born not U.S. citizen: 20.0%
  - Foreign-born naturalized: 51.4%
  - Native: 39.3%

Montgomery County: Estimates of languages spoken by English-language proficiency

- Spanish: 64,245
  - Speaks English less than "very well": 87,559
  - Speaks English "very well": 16,919

- French: 16,919
  - Speaks English less than "very well": 8,800
  - Speaks English "very well": 15,289

- Hindi: 6,108
  - Speaks English less than "very well": 6,019
  - Speaks English "very well": 15,289

- Chinese: 18,672
  - Speaks English less than "very well": 6,019
  - Speaks English "very well": 15,289

- Korean: 5,751
  - Speaks English less than "very well": 5,751
  - Speaks English "very well": 15,289

- Tagalog: 9,954
  - Speaks English less than "very well": 4,869
  - Speaks English "very well": 15,289

- Vietnamese: 4,874
  - Speaks English less than "very well": 1,769
  - Speaks English "very well": 17,824

- Arabic: 15,289
  - Speaks English less than "very well": 1,769
  - Speaks English "very well": 17,824

- African Languages: 9,304
  - Speaks English less than "very well": 1,769
  - Speaks English "very well": 17,824

Source: 2013 American Community Survey 1-Year Estimates
Table ID: S0501

Source: American Community Survey 2013 1-Year Estimates
Table ID: B16001
Estimates of languages spoken: Spanish, Limited English-language proficiency—By Place

Estimates of languages spoken: African Languages—Zip Code Tabulation Areas (ZCTA)s
### Montgomery County: Foreign Born Country of Birth

<table>
<thead>
<tr>
<th>Countries of Birth</th>
<th>Estimated Population</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. El Salvador</td>
<td>37,251</td>
<td>+/- 4011</td>
</tr>
<tr>
<td>2. China</td>
<td>27,405</td>
<td>+/- 3138</td>
</tr>
<tr>
<td>3. India</td>
<td>21,361</td>
<td>+/- 2930</td>
</tr>
<tr>
<td>4. Philippines</td>
<td>13,706</td>
<td>+/- 2882</td>
</tr>
<tr>
<td>5. Ethiopia</td>
<td>10,960</td>
<td>+/- 2625</td>
</tr>
<tr>
<td>6. Korea</td>
<td>10,633</td>
<td>+/- 2133</td>
</tr>
<tr>
<td>7. Peru</td>
<td>10,294</td>
<td>+/- 2899</td>
</tr>
<tr>
<td>8. Guatemala</td>
<td>9720</td>
<td>+/- 2796</td>
</tr>
<tr>
<td>9. Vietnam</td>
<td>9211</td>
<td>+/- 2496</td>
</tr>
<tr>
<td>10. Iran</td>
<td>8569</td>
<td>+/- 1882</td>
</tr>
</tbody>
</table>

Source: 2013 American Community Survey 1-Year Estimates; Table ID: B05006

### Hispanics in Montgomery County by Origin

Source: 2014 ACS 1-Year Estimates; Table ID: B03001
Fertility in Montgomery County by Race and Hispanic Origin

Source: 2013 ACS 3-Year Estimates
Table ID: S0201

Health Insurance Coverage in Montgomery County by Race and Hispanic Origin

Source: 2013 ACS 1-Year Estimates
Table ID: S0201
Data-Access Tools You’ll Use

<table>
<thead>
<tr>
<th>Data-Access Tool</th>
<th>What it Does</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Facts and Quick Facts 2.0</td>
<td>Basic indicators for your community, including latest Population Estimates, with just a few clicks. Check out the new Beta version.</td>
</tr>
<tr>
<td>American FactFinder</td>
<td>Limited to Comprehensive Searches in three formats: Community Facts, Guided Search &amp; Advanced Search</td>
</tr>
<tr>
<td>Census Business Builder Small Business Edition</td>
<td>Census Business Builder Small Business Edition offers small business owners selected Census Bureau and other statistics to guide their research for opening or expanding their business</td>
</tr>
<tr>
<td>EasyStats</td>
<td>Web App with select indicators, particularly good at disaggregation by Race and Hispanic Origin</td>
</tr>
<tr>
<td>My Congressional District</td>
<td>Web App with select indicators, including Ancestry, Jobs, Education and Income, by Congressional District, across U.S. Easy to use, downloadable and sharable via social media and web widget</td>
</tr>
<tr>
<td>Census Explorer</td>
<td>Online dynamic mapping tool with select indicators in several editions: Young Adults, Then and Now; People, Education &amp; Income; Population Estimates; Retail Edition</td>
</tr>
<tr>
<td>2010 Census Interactive Population Map</td>
<td>Use this tool to explore 2010 Census statistics down to the block level, compare your community with others, and embed charts on your web site.</td>
</tr>
<tr>
<td>Language Mapper</td>
<td>Mapped data on speakers of languages other than English and on their English-speaking ability</td>
</tr>
<tr>
<td>Flows Mapper</td>
<td>County-to-County Migration Flow Tables, which come from data collected by the American Community Survey. Most recent years are 2009-2013.</td>
</tr>
</tbody>
</table>

Population Estimates


Released Every Year Except Census Years

National, State, and County, Incorporated Places Estimates

Official Population Count During Intercensal Years
Population Estimates

Montgomery County, MD

Population Estimates

Estimates of the Components of Resident Population Change: April 1, 2010 to July 1, 2014
2014 Population Estimates

Cumulative Estimates of the Components of Population Change

<table>
<thead>
<tr>
<th>Geography</th>
<th>Total Population Change [1]</th>
<th>Natural Increase</th>
<th>Vital Events</th>
<th>Net Migration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery County, Maryland</td>
<td>50,941</td>
<td>31,094</td>
<td>24,699</td>
<td>41,150</td>
</tr>
</tbody>
</table>

Annual Estimates of the Components of Population Change

<table>
<thead>
<tr>
<th>Geography</th>
<th>Total Population Change [1]</th>
<th>Natural Increase</th>
<th>Vital Events</th>
<th>Net Migration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery County, Maryland</td>
<td>10,660</td>
<td>7,294</td>
<td>3,876</td>
<td>10,146</td>
</tr>
</tbody>
</table>
Montgomery County, MD

Total Hispanic Population

- 1980 Census: 22,790
- 1990 Census: 55,684
- 2000 Census: 100,604
- 2010 Census: 165,398
- 2014 Population Estimates: 192,877

Hispanics as a Percentage of Total Population

- 1980 Census: 3.4%
- 1990 Census: 7.4%
- 2000 Census: 11.5%
- 2010 Census: 17.5%
- 2014 Population Estimates: 18.7%
Demonstrations & Exercises

Questions and Support

Nesreen Khashan
U.S. Census Bureau
Washington, D.C.-based
Data Dissemination Specialist
nesreen.khashan@census.gov
202-510-6403

Please don’t forget your evaluations. Your comments count!
How the American Community Survey Works for Your Community

About 1 in 38 U.S. households per year receives an invitation to participate in the American Community Survey (ACS).

Individuals can complete the questionnaire for their household either online or on a paper form.

The Census Bureau publishes statistics as reports, tables, and other products through its Web sites, American FactFinder, and QuickFacts.

Government agencies use these statistics to help with decision-making and to allocate over $400 billion each year back to your community.

Civic & academic institutions, and businesses use the ACS for a variety of purposes.

The ACS is an official Census Bureau survey that is part of the Decennial Census Program. It is sent to a small percentage of U.S. households monthly.

Federal Government Agencies, States, and Local Communities

$400 Billion Per Year

Schools

Roads

Hospitals

Your Community

U.S. Census Bureau

www.census.gov/acs
Census Bureau Statistics—Foreign Born and Ethnic Identity Tables to Track Tip Sheet

Featuring Data From the Following Programs:

**Decennial Census**—Once every decade, basic demographic and housing characteristics only. Origins data available for Asians and Hispanic only.

**Population Estimates**—Official population counts for the nation, states, counties and cities during the years the decennial are not conducted. Select tables provide updates on the number of new immigrants each year, and disaggregate population by Race and Hispanic Origin, but not place of origin.

**American Community Survey (ACS)**—Yearly Estimates that provide more than 69 indicators up to neighborhood-level geographies. Due to confidentiality laws, the table IDs identified may not always be available, or may not be available as 1-year estimate in every community. Look for the 3-year or 5-year estimates instead.

<table>
<thead>
<tr>
<th>Table Number</th>
<th>Table Name</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>QT-P10</td>
<td>Hispanic or Latino by Type (2010 Census)</td>
<td>Decennial</td>
<td>Hispanic or Latino by place origin, from the most recent decennial and updated annually with ACS estimates</td>
</tr>
<tr>
<td>B03001</td>
<td>Hispanic or Latino by Type (ACS)</td>
<td>ACS</td>
<td></td>
</tr>
<tr>
<td>PCT5</td>
<td>Asian Alone With One Asian Category for Select Groups (2010 Census)</td>
<td>Decennial</td>
<td>Asian by origin from the most recent decennial and updated annually with ACS estimates.</td>
</tr>
<tr>
<td>B02006/B02011</td>
<td>Asian Alone/+ In Combination By Select Groups (ACS)</td>
<td>ACS</td>
<td></td>
</tr>
<tr>
<td>GCT-PL1</td>
<td>Race and Hispanic or Latino: 2010—State—County/County Equivalent or Place</td>
<td>Decennial</td>
<td>Race and Hispanic Origin in your state, for every county or every city</td>
</tr>
<tr>
<td>PEPTCOMP</td>
<td>Estimates of the Components of</td>
<td>Population</td>
<td>Yearly updates for the nation, states and counties on the components of</td>
</tr>
<tr>
<td>Dataset</td>
<td>Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resident Population Change Estimates</td>
<td>population change, including internal migration, immigration and birth and death rates.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEPSR5H</td>
<td>Annual Estimates of the Resident Population by Sex, Race Alone or in Combination, and Hispanic Origin for the United States, States, and counties.</td>
<td>Population Estimates</td>
<td>Data by Race, allows toggling by sex and between Hispanic and non-Hispanic populations. Differs from PEPSR6H (below) by including multi-racial/ethnic counts.</td>
</tr>
<tr>
<td>PEPSR6H</td>
<td>Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and counties.</td>
<td>Population Estimates</td>
<td>Data by Race, allows toggling by sex and between Hispanic and non-Hispanic populations.</td>
</tr>
</tbody>
</table>

**B04001** First Ancestry Reported ACS | The ancestry indicator on the ACS provides data for ethnic origin of respondents. If you need to know the origin of your racially White (including those from the Middle East and North Africa) and African immigrant respondents, this is the best source. First Ancestry refers to the first ancestry declared for those respondents who may claim multiple origins.

**B04002** Second Ancestry Reported ACS | The ancestry question allows respondents to report one or more ancestries. Only the first two responses reported are coded.

**B04003** Total Ancestry Reported ACS | Because respondents may cite multiple origins, total ancestry reported are estimates for all ancestry responses in a given geography. Like B04001 and B04002, B04003 reports ancestries, not the number of people who claim them. For that, you should seek B04004-B04006.

**B04004** People Reporting Single Ancestry ACS | Includes all people who reported only one ethnic group such as “German.” For example, in this type of table, the count for German would be interpreted as “The number of people who reported that German was their only ancestry.”

**B04005** People Reporting Multiple Ancestry ACS | Includes all people who reported more than one group, such as “German” and “Irish” and were assigned two ancestry codes. The German line on this table would be interpreted as “The number of people who responded that German was part of their multiple ancestry.”

**B04006** People Reporting Ancestry ACS | Includes all people who reported each ancestry, regardless of whether it
was their first or second ancestry, or part of a single or multiple response. This estimate is the sum of the two estimates above (for Single and Multiple ancestry). People can be listed twice in this table. For example, if someone reports their ancestry as “German and Danish,” they will be listed once in German and once in Danish, and therefore the sum of the rows would not equal the total population.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>B05001</td>
<td>Nativity and Citizenship Status</td>
<td>ACS</td>
<td>Good for a quick glance of the number of naturalized U.S. citizens and non-U.S. citizens in your community</td>
</tr>
<tr>
<td>B05006</td>
<td>Place of Birth for the Foreign Born</td>
<td>ACS</td>
<td>Estimates that identify the world region and country of origins of foreign-born residents.</td>
</tr>
<tr>
<td>B16001</td>
<td>Language Spoken at Home by Ability to Speak English for the Population Age 5 Year and Older</td>
<td>ACS</td>
<td>Estimates that identify languages spoken and ability to speak English in your community.</td>
</tr>
<tr>
<td>S0501</td>
<td>Selected Characteristics of the Native and Foreign-Born Populations</td>
<td>ACS</td>
<td>Compares indicators of foreign-born population with native populations including per capita income and educational attainment. Disaggregates foreign born by those who are and are not naturalized.</td>
</tr>
<tr>
<td>S0502</td>
<td>Characteristics of Foreign-Born by Period of Entry into U.S.</td>
<td>ACS</td>
<td>Compares indicators of foreign-born populations, disaggregated by periods of entry. Includes per capita income and educational attainment.</td>
</tr>
<tr>
<td>S1601</td>
<td>Language Spoken at Home</td>
<td>ACS</td>
<td>Languages spoken at home by age group and major language-tree families (Spanish, Indo-European or Asian &amp; Pacific Island)</td>
</tr>
<tr>
<td>S0201</td>
<td>Select Population Profile in the United States</td>
<td>ACS</td>
<td>Select in conjunction with a Race, Ethnicity or Ancestry Group, for example, “Chinese,” or “Honduran.”</td>
</tr>
<tr>
<td>DP02</td>
<td>Select Social Characteristics</td>
<td>ACS</td>
<td>This is a general table with a variety of social characteristics including Year of Entry, Language Proficiency, World Region of Birth for Foreign Born. When using for a particular ethnic community, look for the “Select Population Tables” version</td>
</tr>
</tbody>
</table>
Ancestry refers to a person’s ethnic origin, heritage, descent, or “roots,” which may reflect their place of birth or that of previous generations of their family. Some ethnic identities, such as “Egyptian” or “Polish” can be traced to geographic areas outside the United States, while other ethnicities such as “Pennsylvania German” or “Cajun” evolved in the United States.
FACT SHEET

The African American Health Program (AAHP) was created in 1999 to address health care disparities which disproportionately affect African American in Montgomery County, MD. Today, AAHP is committed to eliminating health disparities and improving the number and quality of years of life for African Americans and people of African descent in the County.

AAHP aims to address the most critical health concerns currently facing its target population.

**CANCER** is the second leading cause of death in America, and African Americans are more likely to die of cancer than any other racial group. According to a 2013 report from the U.S. Cancer Statistics Working Group, the rate of new cancer cases in the U.S. is highest among Black men. The rate of deaths from cancer is also highest for Black men.

**CARDIOVASCULAR HEALTH** is important for everyone, but especially African Americans. According to the Centers for Disease Control and Prevention (CDC), nearly 1 in 3 deaths in the U.S. each year is caused by heart disease and stroke. Blacks are nearly twice as likely as whites to die from preventable heart disease and stroke. Factors that negatively influence cardiovascular health include high blood pressure, tobacco use, high cholesterol, obesity, lack of physical fitness, and congenital defects.

**DIABETES** continues to have a detrimental effect on the health and well-being of the African American population. According to the CDC, in 2010, the risk of diagnosed diabetes was 77% higher among non-Hispanic Blacks when compared to non-Hispanic white adults, and 18.7% of all non-Hispanic Blacks, aged 20 years or older, had diagnosed or undiagnosed diabetes.

**HIV/AIDS** disproportionately affects African Americans, according to the CDC. In 2010, African Americans accounted for an estimated 44% of all new HIV infections among adults and adolescents, despite representing only 12-14% of the U.S. population. This rate is 7.9 times higher than the rate for the white population, and higher than any other racial/ethnic group.

**INFANT MORTALITY** occurs at a disproportionately high rate in the African American population – regardless of socioeconomic status. According to the CDC, the infant mortality rate for non-Hispanic black women in 2010 was 11.6 deaths per 1,000 live births, more than twice the rate for white women. Advanced maternal age, substance use, stress, cord/placental complications, and a history of premature births increase the incidence of infant mortality.

**ORAL HEALTH** plays a major role in overall well-being as well as several diseases that disproportionately affect the African American population. Diabetes increases the risk of gum disease and cavities while noticeable white spots in the mouth can be the first signs of AIDS.

Giving Every Person Every Opportunity for Health
OVERVIEW
In 1999, the Montgomery County Department of Health and Human Services created the African American Health Program (AAHP) to address health disparities disproportionately affecting African Americans in the County. Services provided include outreach, health education, support groups, and nurse case management. The program is staffed by registered nurses, health educators, and community outreach personnel. There are no financial or insurance requirements to receive AAHP services.

OUR VISION
African Americans and people of African descent will be as healthy and safe as the rest of the population.

OUR MISSION
Eliminate health disparities and improve the number of years and quality of life for African Americans and people of African descent in Montgomery County.

OUR STRATEGY
Bring together community partners and resources in a collaborative and effective manner to support AAHP goals.

OUR GOALS
- Raise awareness in the Montgomery County community about key health disparities.
- Integrate African American health concerns into existing services and programs.
- Monitor health status data for non-Hispanic Blacks in Montgomery County.
- Implement and evaluate strategies to achieve specific health objectives.

AAHP SERVICE HIGHLIGHTS

S.M.I.L.E. PROGRAM
Every child has every chance.

The goal of the S.M.I.L.E. (Start More Infants Living Equally healthy) program is to reduce the number of premature and low-birth-weight babies born to African American/Black women in the County. S.M.I.L.E. provides: assessment of high-risk pregnancies and parenting; case management and home visits by registered nurses; childbirth education classes; breastfeeding education; and counseling and referrals.

HIV TESTING AND COUNSELING
Know Your Status. Gain Confidence. Take the Test.

AAHP provides free and confidential HIV testing as well as counseling, referrals, and education. It also coordinates a support group for HIV-positive women.

DIABETES EDUCATION AND SELF-MANAGEMENT
Take Control!

Diabetes classes, counseling, and dining clubs are offered to help patients prevent and manage diabetes. Classes are accredited by the American Association of Diabetes Educators. One-on-one counseling sessions are also available.

CANCER EDUCATION AND AWARENESS
Early detection is critical! Know where you stand.

AAHP provides cancer education and helps refer eligible County residents for free mammograms as well as colon and prostate cancer screenings.

ADDITIONAL SERVICES
- Blood Pressure Screening
- Oral Health Education
- When I Get Out (W.I.G.O.): Healthy and Safe Lifestyles (classes presented at the Montgomery County Correctional Facility to prepare participants for good health upon release)

FOR MORE INFORMATION:
Visit us online at www.onehealthylife.org
ABOUT AAHI:
A part of Montgomery County’s Department of Health and Human Services (MCDHHS), the Asian American Health Initiative (AAHI) was established in 2004 as the first health-focused agency for pan-Asian Americans in the County. Since its inception, AAHI has worked to eliminate health disparities that exist between Asian Americans and their non-Asian counterparts.

Mission:
AAHI’s mission is to identify the health care needs of Asian American communities, to develop culturally competent health care services, and to implement health education programs that are accessible and available to all Asian Americans in Montgomery County.

DEMOGRAPHICS:
Asian Americans constitute 13.9% of Montgomery County’s population.

AAHI IN ACTION:
AAHI Patient Navigator assisting a client with medical interpretation
AAHI Health Promoter reviewing a community member’s bone density screening results
AAHI intern teaching breast-self exams at an outreach event
AAHI publication compiling personal narratives of Asian Americans in Montgomery County

AAHI CONTACT:
1335 Piccard Drive
Rockville, MD 20850
Tel: 240-777-4517
Fax: 240-777-4564
Email: info@AAHIinfo.org
Website: www.AAHInfo.org

www.healthymoco.blogspot.com
Search: ‘Asian American Health Initiative’
Twitter @AAHI_Info

Together To Build A Healthy Community
COMMUNITY SUPPORT

Steering Committee

AAHI is supported by its Steering Committee which is composed of stakeholders representing various ethnic and professional groups in the community. They are responsible for advocating, advising, and assisting AAHI in achieving its mission.

Health Promoters Program

Similar to Community Health Workers, Health Promoters are a group of bilingual and bicultural volunteers who assist program staff in identifying community partners, developing cultural awareness, and providing language assistance during outreach events.

Patient Navigators Program

AAHI Patient Navigators assist limited English-speaking and low-income County residents in accessing County services through two main services offered in Chinese, Hindi, Vietnamese, Korean, and English: 1) Multilingual Health Information and Referral Telephone Line and 2) Trained Multilingual Medical Interpreters.

COMMUNITY PROGRAMS

Outreach and Health Education

Working with community-based and faith-based partners, AAHI provides the community with direct services such as preventative screenings and health education on diseases shown to disproportionately affect the Asian American community. On average, AAHI attends 40-50 events per year.

E.C.H.O.

Launched in 2011, the Empowering Community Health Organizations (E.C.H.O.) Project is a series of practical and professional training workshops aimed to build the capacity and sustainability of community organizations. The workshops are held twice a year in the fall and the spring.

Hepatitis B Prevention

AAHI partners with community- and faith-based organizations to expand hepatitis B education, screening, vaccination, and treatment referral for Asian American communities.

HEALTH COMMUNICATION

Educational Materials

AAHI has created culturally and linguistically tailored health education materials for the Asian American community. These materials are available in English, Chinese, Korean, Vietnamese, and Hindi. You can download these materials for free on our website: www.AAHIinfo.org.

Website & Social Media

AAHI’s website and social media are platforms to disseminate educational materials and update the community with upcoming events and other important information.

AAHI in the News

AAHI develops educational articles on various health topics affecting Asian Americans. These articles are published in multiple media news sources in both English and Asian languages.

SPECIAL PROJECTS

Needs Assessments

Conducted in 2005 and 2008, the needs assessments examine the health status of the Asian American community in Montgomery County. It provides recommendations to guide AAHI.

Strategic Plan

Based on the needs assessments, scientific literature, and MCDHHS’ priorities, AAHI formulated a strategic plan to define and guide their goals and objectives between 2011 and 2015.

Conferences

In 2006 and 2009, AAHI hosted an Asian American Health Conference, convening public health professionals and practitioners from around the nation to offer an expert array of conceptual and substantive presentations related to Asian American health and to help facilitate the AAHI strategic planning process.
The influx of Latino people into Montgomery County over just the past two decades has helped transform this County into the most diverse one in Maryland. As the Latino population continues to grow, its contributions to the County’s economic, political, social and cultural landscape will continue to increase and accordingly, County services must reflect evolving demographics and related health trends.

The Latino Health Initiative (LHI) of the Montgomery County Department of Health and Human Services was established in July 2000 with the support of the County Executive and County Council.

OUR MISSION
The mission of the LHI is to improve the quality of life of Latinos living in Montgomery County by contributing to the development and implementation of an integrated, coordinated, culturally and linguistically competent health wellness system that supports, values, and respects Latino families and communities.

OVERALL FUNCTIONS
• Enhance coordination between existing health programs and services targeting Latinos.
• Provide technical assistance to programs serving the Latino community.
• Develop and support models of programs and services to adequately reach Latinos.
• Advocate for policies and practices needed to effectively reach and serve Latinos.

WHO IS INVOLVED WITH THE LHI?
The LHI is comprised of staff members from the Department of Health and Human Services and a group of volunteer professionals and community leaders. These individuals work as a team to inform the Latino community about the LHI and to collect feedback from them regarding their health concerns. In addition, this group acts as the planning body for the LHI and advocates to improve the health of Latino communities.

FOR MORE INFORMATION ABOUT THE LHI
For more information about the Latino Health Initiative, please visit our website at www.lhiinfo.org.
BLUEPRINT FOR LATINO HEALTH

In 2000, soon after the LHI was established, the Latino Health Steering Committee engaged in a two year long intensive community participatory process to determine the major health priorities crucial to improving the health of Montgomery County Latinos. This effort culminated with the development of the *Blueprint for Latino Health in Montgomery County Maryland*.

Every five years, the Blueprint is updated in response to the changing social-political landscape and to the progress achieved in the prior five years. The document offers socio-demographic and health profiles of Montgomery County Latinos, and it also outlines seven action-oriented priority areas each accompanied by policy recommendations:

A. Improving Data Collection, Analysis and Reporting
B. Ensuring Access to and Quality of Health Care
C. Ensuring the Availability of Culturally and Linguistically Competent Health Services
D. Enhancing the Organizational Capacity of Latino Community-Based Organizations to Provide Health Services
E. Enhancing Community Participation in Decisions that Impact the Health of Latinos
F. Expanding Health Promotion and Disease Prevention Efforts Targeting Latino Communities
G. Increasing the Number of Latino Health Care Professionals Working in the County

PURPOSE OF THE BLUEPRINT FOR LATINO HEALTH

The Blueprint plays a pivotal role in guiding the LHI programs and activities and in informing, engaging and mobilizing policy and decision makers, stakeholders and community members. The Blueprint aims to help readers:

- Make strategic and programmatic decisions that will better correspond to the needs of low-income Latino people.
- Obtain funding and other support from government and private sources for programs that correspond to the needs of the Latino community.
- Support policy initiatives and budget requests from local and State governments that will further the health interests of the Latino community.
- Enhance collaborations with academic and non-profit organizations to increase resources, funding, and support for programmatic activities.

HOW CAN I GET A COPY OF THE BLUEPRINT?

Major Programs and Activities

Community Programs and Campaigns

“Ama tu Vida” Campaign
The “Ama tu Vida” campaign promotes health and wellness in the Latino community. The “Ama tu Vida” campaign invites the community to make a commitment to living a healthier life, and encourages them to adopt lifelong health promotion and disease prevention habits.

Asthma Management Program
This program is designed to increase the knowledge of Latino parents of children with asthma regarding the condition and its management, and increase awareness and utilization of pediatric clinical services. The desired outcome is Latino families who are empowered to appropriately self manage asthma in their children.

Health Promoters Program
“Vías de la Salud”
The mission of the HPP is to improve the health and well being of the low-income Latino community in Montgomery County through training and empowerment of Latino health promoters to promote healthy behaviors, facilitate access to health services, and advocate of health policies that benefit the community.

Latino Youth Wellness Program (LYWP)
This program provides the unique opportunity for participating youth between the ages of 12-19 and their families to engage in a holistic approach to wellness by including components that address mental, physical, social, environmental and emotional issues in a culturally and linguistically competent manner. This program has a component to improve physical fitness.

Program for Licensure of Foreign-Trained Health Professionals
This program is a multi-institutional collaboration of the LHI, Montgomery College, Holy Cross Hospital, Washington Adventist Hospital and Workforce Investment Board. The program provides a comprehensive, integrated and coordinated approach to effectively address the needs and decrease the challenges and barriers Latino nurses encounter in Maryland to obtain the nursing license. The program incorporates four components: support and guidance system, academics, practical exposure to the U.S. healthcare system, and mentoring.

Smoking Cessation Program for Latinos
The goal of the program is to reduce the prevalence of cigarette use among low-income Latinos who live or work in Montgomery County. Smoking cessation interventions are available to current smokers willing to try to quit smoking.

System Navigator & Interpreter Program
The goal of this program is to guide, provide resources and professional medical interpretation in a culturally competent manner in order to facilitate access to health care for low-income, uninsured Latinos. Another component of the program is the Bilingual Health Services Information Line (301-270-8432) which informs callers of existing health and human services and other related programs in Montgomery County and assists them to successfully access these services.
Special Projects

Emergency Preparedness Project
This project is a collaborative effort between the Latino Health Initiative and the Montgomery Advanced Practice Center (APC). This project intends to increase awareness, understanding and knowledge of public health emergency threats among low income Latino families and to develop and test culturally and linguistically appropriate educational interventions. The project uses the health promoter model as a strategy.

Workgroups

Latino Data Workgroup
Under the auspices of the Latino Health Steering Committee, this Workgroup brings together stakeholders to collaboratively develop and implement an action plan that will enhance the current system for collecting, analyzing, and reporting health data on Latinos in Montgomery County.

Community Engagement Workgroup
Under the auspices of the Latino Health Steering Committee, this Workgroup seeks to unite stakeholders in Montgomery County to increase community participation in decisions that impact the health of the Latino community by increasing the number and capacity of Latino service providers, community leaders and consumers who lead efforts to improve health.

The Latino Health Initiative’s list of programs and activities is available at www.lhiinfo.org.

The Latino Health Initiative’s website contains many resource materials that can be downloaded and used. Any material may be photocopied or adapted to meet local needs without permission from the LHI, provided that the parts copied are distributed free or at cost (not for profit) and that credit is given to the Latino Health Initiative of the Department of Health and Human Services, Montgomery County, Maryland. The LHI would appreciate receiving a copy of any material in which parts of LHI publications are used. Material(s) should be sent to LHI, 8630 Fenton St., 10th floor, Silver Spring, MD 20910.