PLEASE FILL OUT YOUR CENSUS FORMS:

Carib ID
11 hrs ·
Half of all of the households in the US have responded to the 2020 Census but we still have another half to go. Have you filled out your census form? It has never been easier to respond to the census on your own at https://2020census.gov/
#StandUpAndBeCounted #ShapeYourfuture
CARIBBEAT: Now, Caribbean-Americans and other groups can ‘Stand Up and Be Counted’ in the 2020 census

By JARED MCCALLISTER

After years of lobbying governmental agencies and elected officials, Caribbean-Americans and other census respondents will now be able to record their country of origin/ancestry on the 2020 census forms through a write-in option.

The “Stand Up and Be Counted” slogan refers to all Americans attaining their rightful political and economic power in the United States by filling out the U.S. census.
Homepage of the U.S. Census 2020's website. The Census is also hiring temporary part-time workers for the national tally the country’s residents. (U.S. Census 2020)

And for first- and second-generation Caribbean-Americans and their descendants, it’s a major opportunity to finally get their immense political and economic potential realized, organized and recognized.

As another ever-important census approaches this year, veteran Caribbean-American journalist-entrepreneur-activist Felicia Persaud is reciting that “Stand Up and Be Counted” slogan, created by her initiative.

Promoting census involvement for more than a decade, she continues to urge Caribbean people in the U.S. to chant the phrase with vigor — and participate in the key national count. “It’s a relief, mixed with joy, that the 2020 census reflects this [write-in] option for the first time for us as a community in the history of the census,” said Persaud, the U.S.-based, Guyana-born owner of Hard Beat Communications and its News Americas Now News and CaribPR public relations subsidiaries, and the “Invest Caribbean” global private-sector investment agency.
Felicia Persaud, owner of Hard Beat Communications and its subsidiaries, has been lobbying and promoting more Caribbean involvement in the U.S. Census for more than a decade. (Hard Beat Communications)

Back in 2007, while starting Hard Beat Communications, Persaud made time to found the Carib ID initiative, targeting the 2010 census. She knows the importance of the census. The 2020census.gov website says that census results help determine how billions of dollars in federal funding flow into states and communities each year and determine how many seats in Congress each state gets.

The 2020 census data will affect federal funding that localities receive for education, health care, highways, social services and other essential needs.

“After dialogue with members of the Puerto Rican Legal Defense fund and a leading Dominican-American organization, I realized the importance of being accurately counted by the census, and they offered advice on how to get the process started, but warned it would be a huge battle,” said Persaud of her decade-old initial effort to get a Caribbean-American category on the 2010 census.

Not new to Census advocacy, Felicia Persaud's Carib ID 2010 initiative promoted the importance of the count in determining how federal funds and other monies are allocated. (Hard Beat Communications)

Persaud later met with U.S. legislators, including Rep. Lacy Clay (D-Mo.), “to begin to test the waters for support for a Caribbean category.”

"This led to serious dialogue with Congresswoman Yvette Clarke’s chief of staff” and resulted in the Brooklyn Democrat introducing the Caribbean Count Bill (H.R. 2071) in April 2009.

In the Senate, New York Democrats Chuck Schumer and Kirsten Gillibrand introduced the legislation as bill S.1083.

Though these measures were too late to make the printing schedule for the 2010 census, the 2020 forms now have the write-in option in which nationality or origin can be recorded,
Persaud explained, noting that the [census’ National Advisory] Committee approved and recommended the write-ins for the 2020 census.

Today, more than a decade after founding Carib ID, Persaud continues to promote the census by posting on social media, publishing articles, writing news columns and appearing on media programs.

Persaud said she was recently interviewed about the 2020 count by Miami Herald writer Jacqueline Charles for an upcoming article.

"We [Hard Beat Communications] have regrouped for 2020 to spread the word as best as we can through media interviews globally, press releases and a PSA campaign pushed through social media and our Facebook page.

"The message is simple this year: ‘Show Your Flag, Write in Your Origin’ and ‘Stand Up and Be Counted,’ ” she said.

Visit 2020census.gov for information on the census. Also click the “Jobs” link to learn about opportunities for temporary part-time employment — including positions as census takers, census field supervisors, recruiting assistants, clerks and office operations supervisors. The positions offer competitive wages of $25 to $28 an hour in New York’s five boroughs.