AHEAD ACT - AB 1726 MESSAGING GUIDE

March, 2016

"Beyond each race and ethnicity box is our community's fight for self-determination...for our community's needs and unique strengths to be revealed, not concealed, by transparent data systems."

- *Quyen Dinh, SEARAC Executive Director*

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TOPLINE MESSAGES

Data disaggregation moves us forward
For decades, distinct Asian American and Pacific Islander groups have been trying to show that we have unique languages, traditions, and histories. Data disaggregation is part of a historic movement forward for our communities' self-determination. We are united, but we are not the same.

K(NO)w history, k(NO)w self. K(NO)w Data, K(NO)w Change
Lumping us together doesn't empower us. Only when we have a fuller picture of who we are and what we need can we fight for the changes our communities need.

Transparent data can reveal our unique needs and strengths
We need transparent data systems that reveal, not conceal, our community's needs and unique strengths.

AB 1726 promotes efficiency and targeted intervention

AB 1726 facilitates data-driven, targeted interventions that are a better use of our tax dollars to uplift our communities in the critical areas of education and health.

APIs support AB 1726
APIs stand united for transparent data on our communities, and we will not succumb to those who wish to divide us. The bill also has broad support from professionals in the health, workforce development, and education fields, and from all regions of California.

BACKGROUND

AB 1726

• AB 1726 would require California Community Colleges, California State University, the University of California, the Department of Public Health, and the Department of Health Care Services to collect and release disaggregated demographic data.

• Data would be disaggregated for these additional Census categories including but not limited to: Bangladeshi, Hmong, Indonesian, Malaysian, Pakistani, Sri Lankan, Taiwanese, Thai, Fijian, and Tongan Americans.

• The data collected would include rates on admission, enrollment, completion and graduation in the education field, and disease rates, health insurance coverage, and birth and death rates for the health field.

Asian Americans, Native Hawaiians, and Pacific Islanders in California

- California is home to the nation's largest Asian American and second largest Native Hawaiian and Pacific Islander (NHPI) populations.
- The Census Bureau has identified 23 distinct communities within the Asian American population and 19 within the NHPI population.
- Between 2000 and 2010, the Asian American population grew by 34%, and the NHPI population grew by 29%, making these among the fasting growing ethnic groups in California.

SOCIAL MEDIA MESSAGES

#AAPI communities are diverse and #AllCACounts- over 50 CA orgs #AB1726 for better data

We support #AB1726 to ensure ALL our #AAPI communities are counted! #AllCACount

Visibility = equity = opportunity. #AB1726 would give voice to all our #AAPI communities. #AllCACounts

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HOW TO SPEAK WITH THE MEDIA[1]

Be ready to be a powerful spokesperson! Here are some tips for speaking with the media:

Come Prepared
Come with the three points you wouldn't want anyone to miss: write these three points down (no more than one sentence per point).

Concisely deliver your message
Lead with your message-- the one thing everyone should know if they know nothing else. Keep your answers short, and avoid talking to fill the silence.

Pivot
If the interviewer says something inflammatory, pivot to your point without repeating theirs.

Flagging
Use key words to flag the importance of key points:
- *"The bottom line is…"*
- *"The one thing you need to know about this issue is…"*

Use stories
Use stories (yours, or someone else's) to flesh out your message and argument. Statistics are important, but use sparingly and only for illustrating a point.

> *"Each of our diverse communities has unique social, economic, and educational needs that must be addressed differently. Instead of lumping many API communities together under the catch-all 'other Asian' category, the AHEAD Act would identify API subgroups that are being left behind."*
>
> - *Assemblymember Rob Bonta (D-Oakland)*

#AllCA Counts

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[1] Adapted from "Interviewing 101" from Fitzgibbon Media for Detention Watch Network.