

# **ABOUT ASIAN AMERICAN COMMUNITIES IN WASHINGTON, DC**

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# INTRODUCTION

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## × Goals

- + To increase awareness of Asian American communities in Washington, DC
- + To increase awareness of resources on Asian American community in Washington, DC

## × Topics

- + Characteristics of primary ethnic groups
- + Outreach tips to Asian American communities in Washington, DC

# ASIAN AMERICAN COMMUNITY TODAY



# ASIAN AMERICAN COMMUNITY TODAY

✘ Over 17.3 million Asians Americans live in the U.S.

+ Six largest Asian American groups:

✘ Chinese	3.35 million
✘ Filipino	2.55 million
✘ Asian Indian	2.84 million
✘ Vietnamese	1.55 million
✘ Korean	1.42 million
✘ Japanese	763 thousand
✘ Other Asian	1,298,478

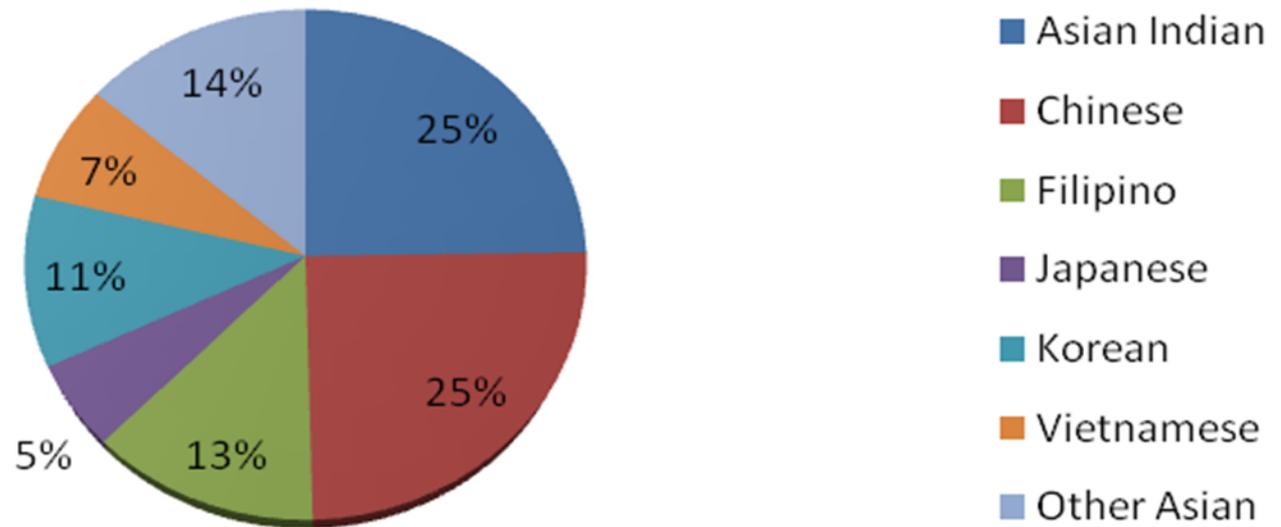
# ABOUT DC'S ASIAN POPULATION

- ✘ Asians represent 3.7% of DC's population (approximately 22,000 individuals)
- ✘ Asian population grew by 34% over the past 10 years
- ✘ Nearly **600,000 community members** in the National Capital area

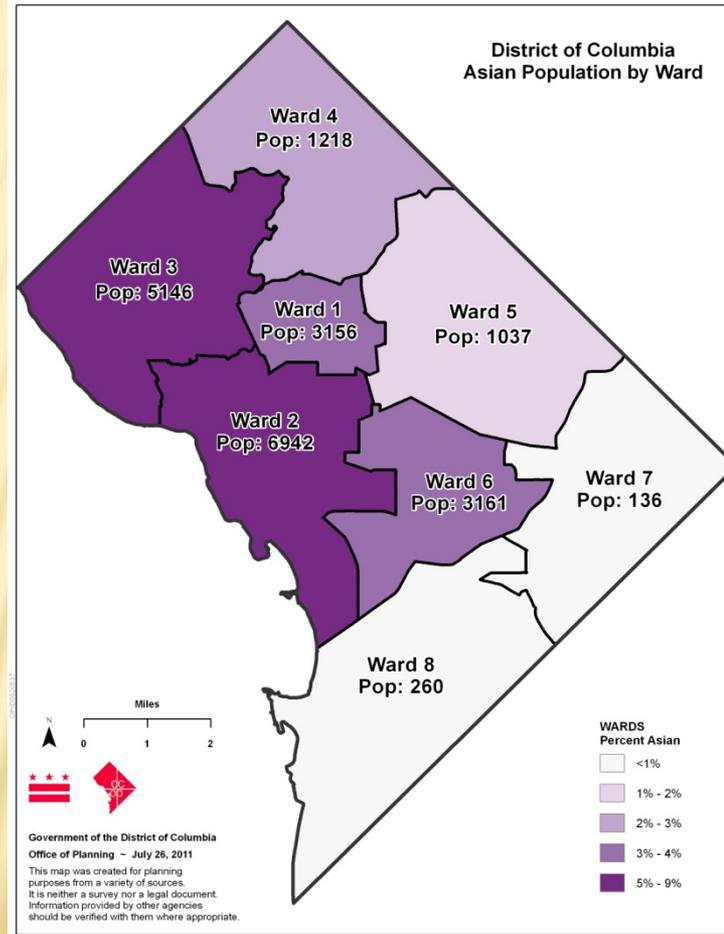


# ASIAN ETHNIC POPULATION BREAKDOWN

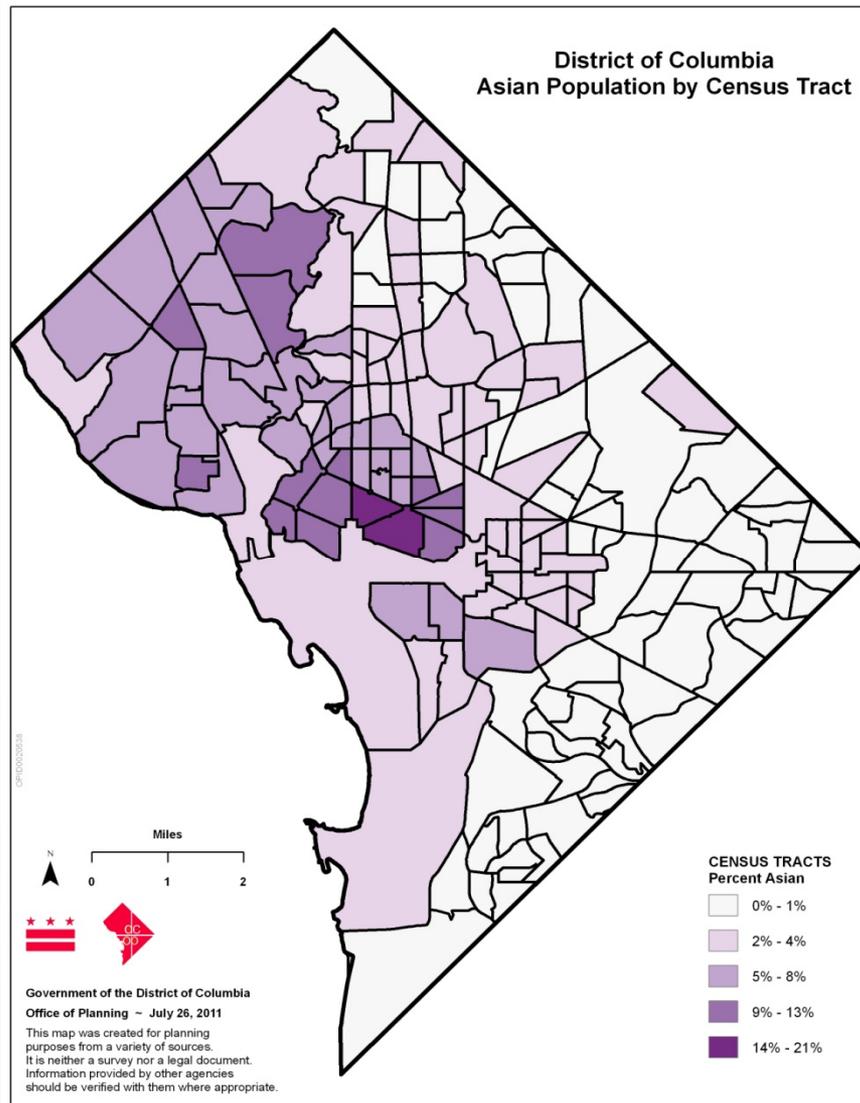
## Asian American Ethnic Group Population in 2010



# ASIAN POPULATION BY WARD



# ASIAN AMERICAN POPULATION BY CENSUS TRACT



# ASIAN AMERICAN POPULATION IN DC

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- ✘ Most of the District's Asian residents live in Ward 2
- ✘ Asian residents made up 9% of Ward 2 and 7% of Ward 3.
- ✘ The percent of DC's Asians living in Ward 6 nearly doubled over 10 years from 2000 to 2010.
- ✘ The Asians living in DC increased in six out of the eight wards.

# ISSUES AFFECTING ASIAN AMERICANS



# TOP ISSUES AFFECTING ASIAN AMERICANS

- ✘ Access to safety net of services and benefits
- ✘ Bias and discrimination
  - Hate crimes and hate incidents; perceived as foreigners; glass ceiling
- ✘ Immigration status
- ✘ Language access

# ABOUT ASIAN ETHNIC GROUPS



# DC COMMUNITY PROFILE

## CHINESE AMERICANS

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- *Countries of Origin:* People's Republic of China & Taiwan
- *Languages Spoken:* Standard Chinese or Mandarin, Cantonese, and Fujianese
- *Religions Practiced:* Daoism (Taoism), Buddhism, Christianity and Islam
- Historically, Chinese Americans arrived in the 1930s
- Chinatown used to extend from G Street north to Mass Avenue, and from 9th Street east to 5th Street.
- Primarily live in Wards 2, 6 & 3

# DC COMMUNITY PROFILE

## SOUTH ASIAN AMERICANS

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- *Countries of Origin:* India, Pakistan, Bangladesh, Sri Lanka
- *Languages Spoken:* Hindi, Urdu, Bangla, Punjabi, Tamil, and more
- *Religions Practiced:* Hinduism, Islam, Christianity, Sikhism
- Tremendous socioeconomic diversity within community
- One of the Largest Asian community in DC

Primarily live in Wards 2 and 3

# DC COMMUNITY PROFILE

## VIETNAMESE AMERICANS

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- *Country of Origin:* Vietnam
- *Languages Spoken:* Vietnamese (official), plus some French, Chinese, and Khmer
- *Religions practiced:* Buddhism, Catholicism, Cao Dai
- Growing population in Columbia Heights/Mount Pleasant area
- Educational attainment; housing discrimination; linguistic access remain important needs (66.4% are LEP)

Primarily live in Wards 1 and 2

# DC COMMUNITY PROFILE

## KOREAN AMERICANS

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- ✘ *Countries of Origin:* North Korea and South Korea
- ✘ *Language Spoken:* Korean
- ✘ *Religions Practiced:* Christianity, Buddhism and Confucianism

## ABOUT DC'S ASIAN POPULATION TRUE OR FALSE?

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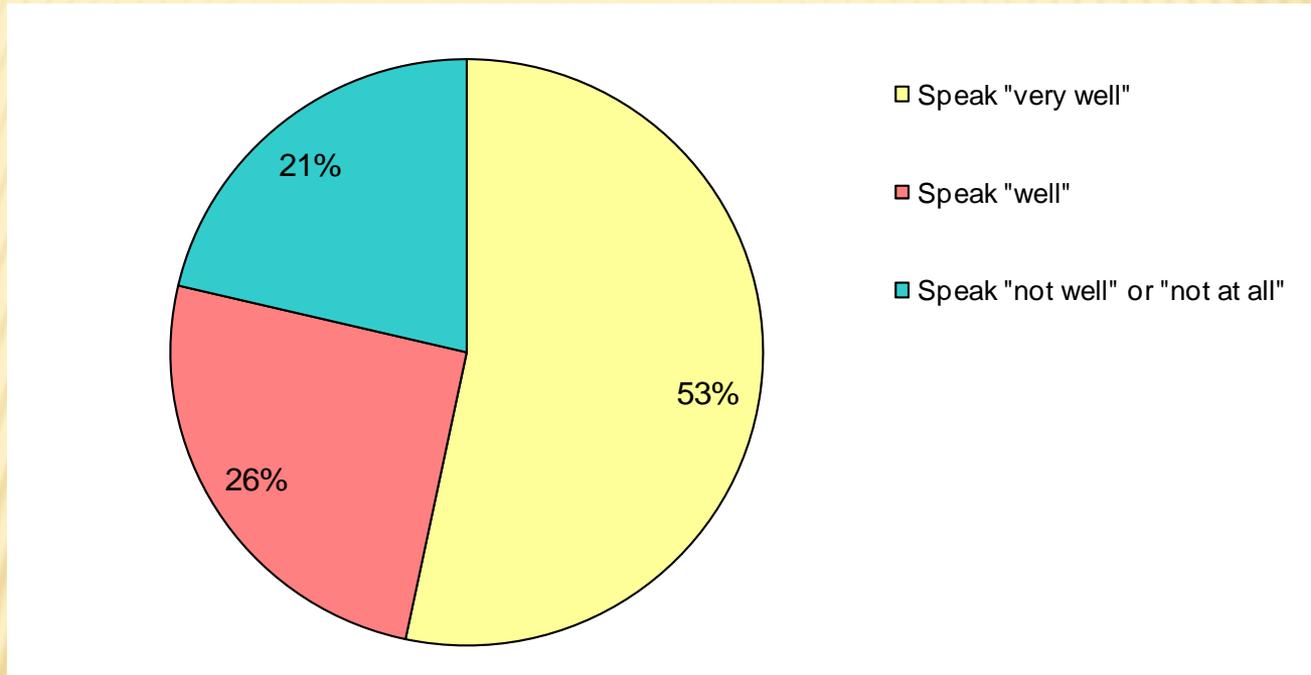
- ✘ Most Asians in DC are foreign-born.
- ✘ Nearly 20% of Asians in DC say that they speak English less than very well.
- ✘ Senior citizen Asians are a growing Asian population in DC
- ✘ Asians represent a growing segment of DC's labor force.

## ABOUT DC'S ASIAN POPULATION TRUE OR FALSE?

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- ✘ Point 1. True
- ✘ Point 2. True.
- ✘ Point 2. False – Only 6.5% of Asians in the District are seniors.
- ✘ Point 3. True - The percentage of District Asians in the labor force in 2007 was 69.7% compared to 62.8% of the entire District's population in the labor force.

# LANGUAGE NEEDS (ASIAN AMERICANS IN DC)



# ISSUES & CHALLENGES

- + Don't say/express what's on their mind
- + Yes doesn't always mean I agree
- + They don't always question if they don't understand



# ISSUES & CHALLENGES

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- + Not speaking up in public
- + Hate to discuss problems
- + Accent/language proficiency



# “AMERICAN” & “ASIAN” VALUES

- ✘ Compare the values on the next slide between the two sets to help better understand and appreciate how Asian behave compared to American behaviors.



# “AMERICAN” & “ASIAN” VALUES

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## “AMERICAN” VALUES

- Spontaneity, casualness
- Respect for change, self determination
- Questions authority
- Cites accomplishments
- Tough, individualistic, and authoritative leadership
- Welcomes conflict

## “ASIAN” VALUES

- Self control/discipline
- Fatalism
- Obedience to authority/hierarchy
- Humbleness
- Collectivism
- Harmony

# APA CULTURAL AND RELIGIOUS NORMS

Asian Americans have a range of cultural and religious norms:

- + Looking at people in the eye
- + Shaking hands
- + Space between individuals

# CULTURAL AND RELIGIOUS NORMS

- + Deferring to others
- + Distrust/misunderstanding of how government works



# CUSTOMER SERVICE AND ASIAN AMERICANS

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Employees should:

- ✘ *Greet all customers appropriately*
- ✘ *Be prepared to assist individuals with limited or no-English proficiency.*
- ✘ *Use resources to identify the language being spoken.*
- ✘ *Remain calm, patient and professional at all times.*

# CUSTOMER SERVICE AND ASIAN AMERICANS

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Employees should:

- ✘ *Provide assistance to customers in the order which they arrive.*
- ✘ *Ensure that commonly requested documents are available in the languages spoken by their customers.*
- ✘ *Use translation or interpretation resources to respond appropriate to clients.*
- ✘ *Be mindful of cultural differences that can lead to misunderstandings.*

# OUTREACH TIPS AND STRATEGIES

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- ✘ **Language Lesson** – Translating your message is the most basic step in helping you get the word out to the API community.
- ✘ **Knowledge is Power** – Understanding the history and make-up of the target audience, their behaviors, attitudes, and needs.
- ✘ **The Usual Suspects** – A familiar looking face bridges initial fears by many in the API community.
- ✘ **A Good Buy** – Getting buy-in by community leaders will help in creating advocates for your programs and efforts.

# OUTREACH TIPS AND STRATEGIES

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- ✘ **Comfort Zone** – In going to where the target community feels comfortable, you break down one barrier of being in a new, unfamiliar place.
- ✘ **Community Connectors** - Building a group of liaisons between an Agency and the community through existing networks or new approaches.
- ✘ **Action, no Reaction** – Outreaching before an incident happens is the an effective means to address issues in the community. It also helps build trust and avoid negative situations that could be linked with your Agency, giving a negative perspective of your Agency in the community.

# OUTREACH TIPS AND STRATEGIES

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- ✘ **Relevant Information** – Distributing information that is unrelated to issues facing the community leads to a similar thinking people have towards junk mail. Make sure to distribute materials that are relevant to the community you are outreaching to.
- ✘ **No Dead Zones** – Staying connected with the community on a regular basis is important to establishing familiarity and trust.

# OUTREACH TIPS AND STRATEGIES

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- ✘ **Secret of Your Success** – Successful resolution of issues in the community play a significant factor in trust and reliance by the API community on the Agency. Positive and negative news flows throughout the community word of mouth and how many community groups get their clients coming to their doors.
- ✘ **Don't Trick, Treat** – Providing give aways or other items provides incentive to find out information many may not know is important—it helps get their attention.

# RESOURCES

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- ✘ Visit [www.apia.dc.gov](http://www.apia.dc.gov) and you will find:
- ✘ Language Access Resources
  - + Toolkit with information, tips, tools on engaging Asian American community
  - + Language Disclaimer – statement that you can include on English documents that let’s Asian American community know how to get services.
  - + Data and Information on Asian American community
  - + Best Practices on setting up Frontline Center

# ADDITIONAL RESOURCES

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- ✘ Community Based Organizations – on OAPIA website under About AAPI Community
- ✘ Census Data – on OAPIA website under About AAPI Community
- ✘ OAPIA weekly calendar of events – contact [oapia@dc.gov](mailto:oapia@dc.gov) to receive listing

# FOR MORE INFORMATION

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- ✘ Contact Office on Asian and Pacific Islander Affairs and we can set up one-on-one support and technical assistance.