The H2R 2012 conference will bring together survey methodologists, sociologists, statisticians, demographers, ethnographers, and other professionals from around the world to present new and innovative techniques for surveying hard-to-reach populations.

Addressing both the statistical and survey design aspects of including hard-to-reach groups, researchers will report findings from censuses, surveys, and other research related to the identification, definition, measurement, and methodologies for surveying and enumerating undercounted populations.

**Calls for Submissions**

**February–March 2011:**
Invited Call for Submissions

**April–May 2011:**
Contributed Call for Submissions

**Identifying, Defining, and Measuring the Hard-to-Reach (HTR)**
- Defining HTR populations
- Measuring undercounts for HTR groups
- Improving measurement with administrative records
- Sampling HTR populations

**Techniques and Methodologies**
- Recruitment methods
- Targeting the HTR
- Use of social marketing and outreach campaigns
- Overcoming language and literacy barriers
- Use of community-based organizations
- Dealing with complex living and housing situations
- Tracking and tracing HTR populations

**HTR Subpopulations**
- Racial minorities
- Immigrant populations
- Indigenous populations
- Highly mobile and migrant populations
- Homeless and refugee populations
- Sexual minorities
- Populations affected by natural disasters
- Populations in zones of armed conflict
- Stigmatized populations
- Cross-cultural similarities and differences in HTR populations
- Linguistic and cultural minorities

For information, visit [www.amstat.org/meetings/h2r/2012](http://www.amstat.org/meetings/h2r/2012) or email H2R2012@amstat.org.