**April Field Work Talking Points (Heavy Push/Get out the count)**

**Conversation starter 1: “Invitations to complete the census went out last month. Do you have any questions about the census that would help you decide to fill it out?**

**Conversation starter 2: “Invitations to complete the census went out last month. You can fill the census out online, via the telephone, or through a paper questionnaire. Have you received yours yet?”**

**Have you decided which option you will use?”**

**TP1**: The US Constitution requires a headcount of everyone in the USA, and covers the entire country, state, city, and town – this happens every ten years.

**TP2:** Our census count matters because it affects everyday services and resources we all come to rely on. This includes where new businesses open, funding for MiChild/Medicare/Medicaid, funding for education programs (Head Start, special education, and Title 1).

**TP3**: Self-responding to the census by mail, online or by phone, is the easiest way to make sure you are counted during the COVID-19 situation.

**TP4**: Now more than ever, issues like COVID-19 show how important a complete count is. Participating in the census ensures our communities get their fair share of funding for hospitals and health programs.

**TP5**: Public health experts, government officials, and first responders all rely on population data to make critical decisions in crises like the one we are currently experiencing.

**TP6**: To make sure our communities are heard, your household needs to complete the census. That means one person at the address fills it out on behalf of everyone there. And remember the census only happens every ten years, so don’t forget to include the kids in your house, too! Everyone who stays in the house counts.

**TP7**: Filling out the census benefits our families and communities beyond medical programs. If you’ve ever driven on a road or highway, visited a library, or eaten school lunch, you are feeling the direct impact of census data.

**TP8**: Talk to your family and friends about the importance of filling out the census. The more people we count in our community, we make sure we get our fair share of resources and representation.

**“The census is only 9 questions and takes less than 10 minutes to complete. Our kids/families/community are definitely worth 10 minutes!”**

**TP9**: The census is confidential. Personal information cannot and will not be shared with any agency, including the FBI, ICE, or DHS. And your federal tax dollars will come back to Michigan.

The census collects basic information such as name, age, sex, race and ethnicity, the relationship of household members, and homeownership status.  The census will **NOT** ask you about your citizenship or immigration status, or things like income, education level, or for your social security number.

**TP10**: You can respond online at [www.2020census.gov](http://www.2020census.gov) or by phone at 844-330-2020. To help you answer the census, the U.S. Census Bureau provides translated web pages and guides in 59 non-English languages, including American Sign Language, as well as guides in braille and large print. A video in American Sign Language (ASL) is available to guide you through responding online. You can also respond in English by TDD at 844-467-2020.

**Go to** [**https://2020census.gov/**](https://2020census.gov/content/dam/2020census/materials/news/2020-census%20operational-adjustments-long%20version.pdf) **to complete your census, see sample questions, and check out more information about census 2020.**