**January Field Work Talking Points (Motivate/Encourage Participation)**

**Conversation starter: “Can you believe the census is less than 3 months away?”**

**Conversation starter: “You can fill the census out online, via the telephone, or through a paper questionnaire. Have you thought about which option you will use?”**

**Yes**: Great!

**No:** If you don’t have access to the internet in your home, you can still be counted.

**TP1**: Starting March 2020, you’ll be invited to respond online- some households will also receive a paper questionnaire. The online questionnaire can be completed on a smartphone, on a computer, and desktop internet kiosks may be available at local post offices, libraries and other community centers. If your household doesn’t respond to the initial census invitation, you will be given the opportunity to complete the census through the traditional paper questionnaire.

**TP2**: Filling out the census has a major impact on our families and communities. It makes sure things like education programs, school lunches, medical care, and roads, bridges and highways get the most funding possible.

**TP3**: 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.

**TP4**: The more people we count in our community, we make sure we get our fair share of resources and representation. It’s about our community being heard.

**“The census is only 9 questions. Do you know what information they will ask?”**

**TP5**: The census is confidential, personal information cannot and will not be shared with any agency. 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. The Census Bureau cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.

**TP6**: You can respond online or by phone in English or in 12 additional languages. 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. Braille and large print guides are available online to assist with completing the paper questionnaire. Census takers are available who can communicate in ASL and additional languages. When the census taker visits to help you respond, you can request that another census taker who communicates in ASL returns or have another member of your household interact with the census taker.

**Check out** [**www.MIVoiceCounts.org**](http://www.MIVoiceCounts.org) **to see sample questions and check out more information about census 2020.**