



## **October Field Work Talking Points (Building Awareness)**

**Conversation starter: "Have you ever heard of the census?"**

**Yes:** Great!

**No:** The census is a count of every living person in the U.S. It happens every ten years. The next census is spring 2020.

**TP1:** The census has a major impact on our families and communities. Filling out the census makes sure things like school lunches, medical care, and educational programs get the most funding possible.

**TP2:** 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, don't forget to include the kids in your house, too! Everyone who stays in the house counts.

**TP3:** 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.

**"Knowing this, how likely are you to fill out the census?"**

**TP4:** You can fill it out online, via the telephone, or through a paper questionnaire.

**TP5:** 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:** Starting March 2020, you'll be invited to respond online- some households will also receive a paper questionnaire.

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