**2020 Census Social Distancing Messaging**

**& Outreach Resources**

The below list is designed to help communities bolster 2020 Census outreach and messaging efforts in times of social distancing. Please consider the following when planning and conducting outreach:

1. **Consider your programs:**

* How can 2020 Census information add value to existing virtual programs/communication?
* What programs are you offering?
* Can you include 2020 Census information in this program/communication?

1. **Consider your audience:**

* What does your audience need to know & why it's important to them?
* What do you hope your audience achieves as a result of this information?
* Review: [Counting For Dollars Fact Sheet](file:///\\uservol2.uaex.edu\users2\ELSmith\Downloads\55%20Federally%20Funded%20Programs%20Fact%20Sheet.pdf).

1. **Consider the method of communication:**

* What is the best way to communicate with them?
* Should you use phone, e-mail, social media, newsletters, videos?

**Census Education General Audience**

**Questions this Material Answers**

1. Why 2020 Census Matters
2. Timeline/Ways to Report
3. Security/Who Counts?
4. Coronavirus Updates

**Coronavirus Resources**

* [COVID-19 Messaging](https://censuscounts.org/covid-19/?fbclid=IwAR0wCpMlILgmc4a5jBqHsgo4_Z1a7tth4kU7LZz8dmcblzpmZOD-RAqzhqs)
* [Social Distancing Blog](https://www.uaex.edu/business-communities/ced-blog/posts/2020/March/How_to_Get_Out_the_Count_in_Times_of_Social_Distancing.aspx)
* [Press Release & Changes in Operations Chart](https://2020census.gov/en/news-events/operational-adjustments-covid-19.html)
* [Statement on 2020 Census & College Students Impacted by COVID-19](https://2020census.gov/en/news-events/press-releases/modifying-2020-operations.html)
* [COVID-19 & College Students PSA](https://www.youtube.com/watch?time_continue=127&v=B4Ee8ol_LxY&feature=emb_logo)

**Websites & PSA’s**

* [AR Counts](https://arcounts.org/pledge-card/)
* [CPED & 2020 Census](https://www.uaex.edu/business-communities/census/default.aspx)
* [Compressive List of U.S Census Bureau’s PSA’s](https://www.census.gov/library/video/2019/2020-census-psa-all-videos.html)
* [AR Advocates for Children & Family](https://www.aradvocates.org/2020-census-how-you-can-help/)
* [UAEX Extension Homemakers](https://www.uaex.edu/life-skills-wellness/extension-homemakers/lesson-guides.aspx)

**U.S Census Bureau Fact Sheets**

* [What You Need to Know About the 2020 Census](https://2020census.gov/content/dam/2020census/materials/partners/2019-10/census101.pdf)
* [We Will Keep Your Data Safe](https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Poster_About_Confidentiality_Option1.pdf)
* [How the Census Will Invite Everyone to Respond](https://2020census.gov/content/dam/2020census/materials/partners/2019-10/Fact_Sheet_About_How_Census_Invites_Everyone.pdf)
* [2020 Census Support for Languages](https://2020census.gov/content/dam/2020census/materials/partners/2020-02/2020-support-languages.pdf)
* [Respond to the Census Online](https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Fact_Sheet_Responding_Online.pdf)
* [2020 FAQ](https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Handout_With_General_FAQs.pdf)

**Family & Youth Audience**

**Questions this Materials Answers**

1. Why 2020 Census Matters for Families
2. Counting All Kids
3. Programs Integral for youth development
4. School Development & Programs

**Message Guides**

* [Count All kids Messaging Guide](https://thesocialpresskit.com/countallkids)

**U.S Census Bureau PSA Videos**

* [Every Moment Counts](https://2020census.gov/en/partners/psa-toolkit/moment.html)
* [Kids Benefit: We’re Counting on You](https://www.youtube.com/watch?v=9GrsEbW6vxo)
* [Even Babies Count](https://www.youtube.com/watch?v=GBJZ_81pbjM)
* [Shaping Her Future Through Education](https://www.youtube.com/watch?v=XIJxOVRgMT4)
* [Make Your Family Count with Sesame Street](https://www.youtube.com/watch?v=KZmLI7eYjmw)
* [Statistics in Schools](https://2020census.gov/en/partners/psa-toolkit/learn.html)

**U.S Census Bureau Fact Sheets**

* [Counting All Children](https://2020census.gov/content/dam/2020census/materials/partners/2019-08/cyc-factsheet.pdf)
* [Multi-Generational Families](https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Fact_Sheet_for_Multigenerational_Households.pdf)
* [Counting Older Populations](https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Fact_Sheet_for_Older_Audiences.pdf)
* [The U.S Census Touches Every Life](https://2020census.gov/content/dam/2020census/materials/partners/2019-12/Poster_About_2020_Census_Benefits_Option_2.pdf)

**Activities**

* [Every Family Is Different](https://media.thesocialpresskit.com/gmmb-team-23/101951003CAKActivitySheetsEnglishv5.pdf) (Coloring Pages)
* [Activities for Students](https://www.census.gov/programs-surveys/sis/2020census/2020-resources.html) (Online Resources)

**Rural Communities Audience**

**Questions this Materials Answers**

1. Why 2020 Census Matters for Communities/Local Government
2. Hospitals & Infrastructure
3. Programs Integral for public safety and disaster preparedness

**U.S Census Bureau PSA Videos**

* [What is the 2020 Census?](https://www.census.gov/library/video/2019/2020-census-psa-all-videos.html)
* [Blytheville](https://arcounts.org/communication-materials/)
* [Ft. Smith](https://arcounts.org/communication-materials/)
* [Baxter County](file:///\\uservol2.uaex.edu\users2\ELSmith\Desktop\•%09https:\arcounts.org\wp-content\uploads\2019\08\Community-Outreach-Toolkit.pdf)
* [Shaping the Future of Healthcare](https://2020census.gov/en/what-is-2020-census/focus/story/jerry.html)

**U.S Census Bureau Fact Sheets**

* [Every Town Has a Story](https://2020census.gov/content/dam/2020census/materials/partners/2019-07/Fact_Sheet_for_Rural_Audiences_Option1.pdf)
* [Community Benefits](https://2020census.gov/content/dam/2020census/materials/partners/2019-12/USCENSUS-YOUR_COMMUNITY_Factsheet.pdf)