California Foundation for Independent Living Centers



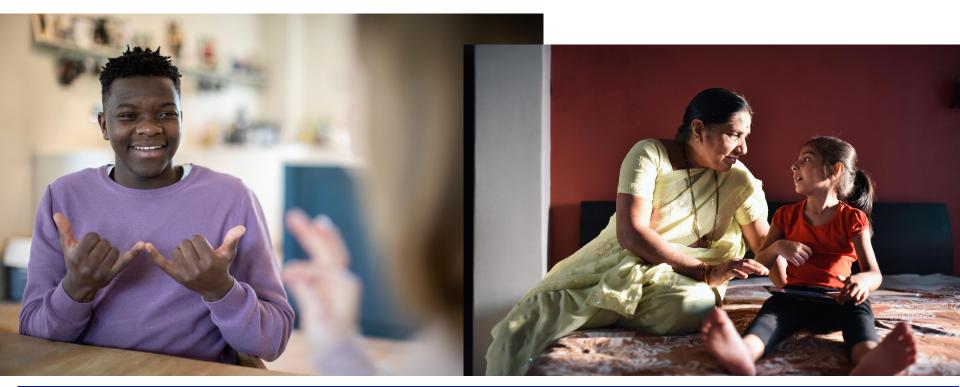
Disability Rights Education & Defense Fund



# 2020 Census Disabled People & Older Adults The Big Shift

May Day 2020

## Why are Disabled People & Older Adults Part of the Get Out the Count?



### **Barriers to Participation for Disabled People**

- Communication and language, including American Sign Language and plain language
- Accessibility of online form and website
- Accessibility of all outreach and education activities
- Limited or no access to the Internet
- Distrust and fear of the government
- Lack of disability cultural competency
- Knowledge of the Census

### **Barriers to Participation for Older Adults**

- Not comfortable using computers or the Internet
- Do not use a smartphone
- Have trouble completing forms
- Limited or no access to the Internet
- Unsure whether the information shared will be confidential
- Distrust the government

## **Outreach During Shelter-In-Place**

- **Strategy #1**: Mailing the old-fashioned way US Postal Service
- **Strategy #2**: Distributing flyers through Meals on Wheels and other services
- **Strategy #3**: Independent Living Centers phone banks, Facebook Live, and other activities
- Strategy #4: Social Media

### We're counting on you to be counted. TRINITY COUNTS!

### Take the Census online or by phone: my2020census.gov (844)330-2020

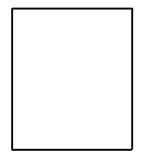
#1 Customized mailing to residents in a county with a very low response rate

"Junction City School lost hundreds of thousands of dollars over the last 2 decades due to our residents and students not being counted. **Please help us get counted so we can get our fair share of federal funds.** Trinity County students deserve the same opportunities as kids in large, urban areas." - Christine Camera, Superintendent

An accurate count is critical for our community to get our fair share of resources for schools, roads, health services, and senior centers. The Census is fast, easy, & secure.

### Take the Census

\*PO Boxes will not receive Census forms. For more info visit CaliforniaCensus.org.



### Older Adults Count! | You Count! The 2020 Census is Happening Through October

#### We Need You to Participate in the Census so California can:

- Fund community programs for seniors, children & families
- Provide healthcare where and when we need it
- Improve public transportation
- Expand services, including supportive housing for older adults
- Continue and expand Meals on Wheels
- And more!

#### Your answers are confidential, safe, and protected.

There are 4 ways to complete the Census:

**#2** 

**Flyers** 

- Online (in 13 languages). There will be many places in your community where you can go to take the Census online with assistance
  - Phone (in 13 languages)!
- Mail. Be on the lookout! Information from the US Census Bureau will arrive at the end of March - watch for an invitation to take the Census
- Questionnaire Assistance Center (QAC) in your local community

YOU COUNT! Your Participation Matters! THANK YOU!

#SeniorsCount2020



DisabilityCounts2020.org

iLas personas de la tercera edad cuentan! | ¡Usted cuenta!

#### El Censo del 2020 estará sucediendo hasta octubre

#### Necesitamos que participe en el Censo para que California pueda:

- Financiar programas comunitarios para personas de la tercera edad, niños y familias
- Brindar atención médica donde y cuando se necesite
- Mejorar el transporte público
- Expandir servicios, incluyendo vivienda con apoyo para personas de la tercera edad
- Continuar y expander comidas a domicilio (Meals on Wheels)
- ¡Y mucho más!

#### Sus respuestas son confidenciales, seguras y protegidas.

Hay cuatro formas de completar el Censo:

Vía electrónica (en 13 idiomas). En su comunidad podrá encontrar diferentes lugares donde puede ir y completar el Censo por vía electrónica

**Teléfono** (¡en 13 idiomas!)

Correo. iEste atento! La información de la Oficina del Censo de los Estado Unidos. Llegará a sus buzones a fines de marzo – esté atento de buscar la invitación para el Censo

Centro de asistencia de cuestionarios (QAC) en su comunidad local

¡USTED CUENTA! ¡Su Participación es Importante! ¡GRACIAS!



**#3** Independent Living Centers Aging & Disability Resource Centers are using

- Phone Banking
- Facebook Live events
- Reoccurring census webinar trainings
- One-to-one assistance by phone







### MAY IS OLDER ADULT MONTH



CALL A FRIEND and remind them to complete the 2020 Census online, by phone, or by sending back their survey by mail.

#SeniorsCount2020 #DisabilityCounts2020



#4

### Phone a friend!

## When SIP Ends

**Safely** (because our populations are particularly at risk):

- Activate the QACs at ILCs
- Distribute posters
- Continue social media campaigns
- Distribute flyers
- Continue virtual trainings and drop-ins

## **Social Media and Web**

## www.disabilitycounts2020.org #DisabilityCounts2020 #SeniorsCount2020

