



Aging Network Census Webinar Series

Tuesday, January 28, 2020

Today's Agenda

Topic	Presenter
Welcome & Introductions	Jason Echols, AgeOptions
Reaching Non-English/Non-Spanish Speaking Communities	Nareman Taha, Arab American Family Services
Census Ambassador Volunteer Program for Congregate Meal Sites: Part 1	Amanda Wojan, AgeOptions
Census Outreach Toolkit & Strategies	Lucia Shah, AgeOptions

Upcoming Webinars

February Webinars are scheduled – Tuesdays at 1 pm:

<http://ageoptions.org/gallery/2020Census/>

Date	Topic(s)
2/4/2020	Working with Libraries and Census Scams
2/11/2020	How Aging Service Agencies Can Embed the Census in Their Everyday Work
2/18/2020	Census Ambassadors Part 2; Home Delivered Meals Outreach; How Organizations Can Help People Complete the Census; Open Q&A
2/25/2020	What We Learned from Our Census Solutions Workshops



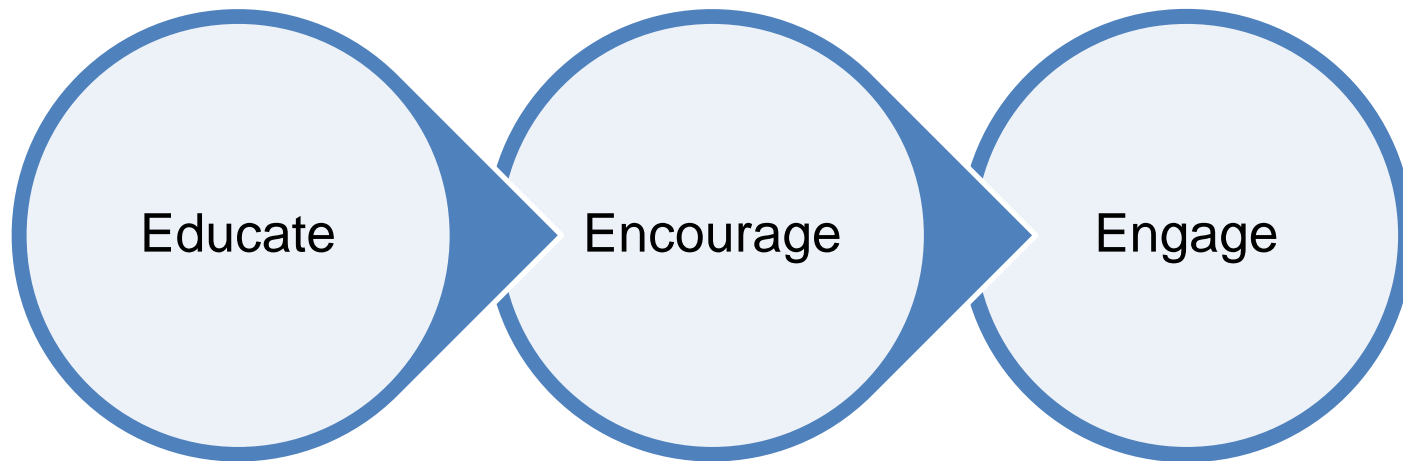


Volunteer Census Ambassador Program

Amanda Wojan

Background

- For each person who goes uncounted in the 2020 census, Illinois could lose about **\$1,400** per year.
- Prior to census day it's crucial that we:



Who

- AgeOptions has a network of over 40 congregated meal sites. These sites reach over 1,000 seniors across suburban Cook County each year.
- To expand upon our census outreach we partnered with our network of congregated meal sites to implement a volunteer census ambassador program.
 - This leverages the power of our congregated meal sites' amazing volunteer network



What

A volunteer census ambassador acts as the educational resource at congregant meal sites for the 2020 Census. The goal is to increase awareness of the 2020 Census, educate participants at congregate meal sites how participation can impact their wellbeing and provide assistance completing the census, if needed.

Answer questions

Lead scripted activities & presentations

Distribute educational & outreach materials

Educate seniors on how to avoid fraud around completing the census

Assist seniors with online completion when applicable

Provide outreach flyers & brochures to home delivered meal drivers



When

Jan - early Feb

Assist with development of a volunteer base & train congregate meal sites on VCA program

Late March – April

Census completion events & assistance at sites with online completion

Late Feb - early March

VCA outreach & education at congregate meal sites



Where

VCA efforts will occur at our participating congregate meal sites.



VCA led events (census solution workshops, census completion events, etc.) can occur in collaboration with other community stakeholders (libraries, park districts, etc.)



Why

As we work to promote a complete census count in the state of Illinois, we want to include as many diverse voices in our outreach as possible.

We want to involve and hear from those on the ground who work directly with our seniors day in and day out.

By spreading outreach and awareness through our sites' network of volunteers, we ensure that trusted voices are delivering information to our seniors which we hope will promote census engagement.



Steps to implement a VCA program...

Create a VCA job description

Assist sites with volunteer recruitment when necessary

Provide training to sites on VCA duties and expectations (*AgeOptions to provide a 3 module training outline*)

Provide a database of census materials (FAQs, handouts, flyers, factsheets) for VCA distribution (*AgeOptions has [webpage](#) serving as this database for our network*)



How to manage a VCA at your site ...

Use the [finding volunteers toolkit](#) to recruit a site volunteer

Share AgeOptions' training PowerPoint with the VCA at your site (*coming soon*)

Set a weekly schedule for your VCA to engage in their census outreach

Review AgeOptions' informational packet for VCA site managers (*coming soon*)

Schedule presentations, workshops, and complete count events in your community that your VCA can facilitate



How to be an affective VCA...

Follow the duties on your job description (*coming soon*)

Review AgeOptions' informational packet of materials for VCAs (*coming soon*)

Familiarize yourself with the 2020 census resources/materials → refer to FAQ pages when necessary ([AgeOptions](#) & [Census Bureau](#)).

Remember, you are a trusted voice in the community and you can make an impact! → Be aware of hard to count populations and if your are working with one!



Since 1974, **AgeOptions** has established a national reputation for meeting the needs, wants and expectations of older adults in suburban Cook County. We are recognized as a leader in developing and helping to deliver innovative community-based resources and options to the evolving, diverse communities we serve.



AgeOptions.

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2020 Census:
Community Outreach Toolkit
Overview

COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring
census outreach efforts for the
people you serve

United States[™]
Census
Bureau



<https://2020census.gov/content/dam/2020census/materials/partners/2019-03/toolkit.pdf>



Why is the toolkit useful

- It provides useful tips and evidence-based guidance on how to make your communications and outreach efforts as effective as possible



How to use this toolkit:

STEP 1

READ THE INTRO

PAGE 03

Welcome!
Find out what this toolkit is, who it's for, and how to use it.

STEP 2

GET A CENSUS REFRESHER

PAGE 04

Take Census 101—get a refresher on the reasons census matters to your community and the United States at large.

STEP 3

LEARN THE BASICS OF OUTREACH

Get quick tips & best practices on how to design your outreach based on behavioral science research.

PAGE 06

STEP 4

IDENTIFY YOUR AUDIENCE TO UNDERSTAND THEIR BARRIERS TO PARTICIPATION



"I don't think the census has any impact on my life."

PAGE 11

"I don't feel comfortable sharing my information."



PAGE 12



"I have trouble completing census forms."

PAGE 13

"I don't have time to fill out the census."



PAGE 14

STEP 5

TAILOR YOUR OUTREACH

PAGE 15

Answer some questions and fill in the blanks to create a plan for your outreach strategy.

STEP 6

USE OUR RESOURCES

PAGE 16

See examples and get printable materials to support your census outreach efforts.

Census Refresher

- Once a decade everyone comes together to participate in the decennial census its in the constitution!
- It helps the federal government in reapportioning congressional seats, redistributing billions of dollars in federal funding to support the state of Illinois, your county, and local community programs
- **EVERYONE COUNTS!**
 - Local government officials
 - Residents
 - Real-estate Developers
 - Businesses
- Your information is **CONFIDENTIAL**



Basics of Outreach

- Make it Actionable
 - Keep it Simple
 - Make it visual
 - Create a checklist
 - Prompt people to make a plan
- Make it Relevant
 - Make it salient
 - Make it personal
 - Make it social
 - Consider the right incentives
- Plan the Delivery
 - Consider the messenger
 - Consider the timing
 - Consider the location
 - Get creative with your mechanism



Identify Your Audience and Breaking Barriers

- The Toolkit provides a couple specific examples of how to apply the tactics talked about in the Basics of Outreach





WHAT THEY SAY

“I don’t feel comfortable sharing my information.”

WHO THIS MIGHT BE

This person wonders: How is my data used and stored?
Are the data really confidential?



MAKE IT ACTIONABLE

Preview census questions

Walking people through the questions the census contains before they actually take it can help to clarify the type of information “the government” is asking them, and help build clarity that there is no identifying information such as name or social security number.



MAKE IT RELEVANT

Start with a sure win

If you acknowledge something you know is a concern of your audience, they are more likely to relate to the next thing you say. For example, try highlighting data security as a legitimate concern before explaining how information is protected.



PLAN THE DELIVERY

Connect early

Because these individuals may require more information and discussion than other groups, begin outreach with them early. Early outreach will enable more time for informational efforts to build their confidence with how census data is used and protected.

Reputation matters

Finding a familiar person this group trusts is particularly important. Choose someone who has community standing rather than the most “well known” person.



WHAT THEY SAY

“I have trouble completing census forms.”

WHO THIS MIGHT BE

This audience contains non-native English speakers or recent immigrants. They may not understand the importance of participating in a census or survey.



MAKE IT ACTIONABLE

Reduce word count

Especially for non-native English speakers, complete an exercise where you communicate actions to taking the census with as few words as possible.

Make a worksheet

Help people prepare to take the census with a worksheet or checklist that clearly specifies what people need to know in order to complete the census (how many people live in their house, their ages, etc.).



MAKE IT RELEVANT

Promote responsibility to a group

These often tight-knit communities will value the fact that taking the census to represent their voice and enable a more accurate allocation of resources for their entire community requires everyone to participate.



PLAN THE DELIVERY

Meet people where they are

Identify services individuals use—such as public transportation—and bring census messaging there.



Tailor Your Outreach

- Toolkit provides a checklist to keep in mind when your creating your outreach messaging including some things like:
 - Know your Audience
 - Have an Objective
 - Make it Actionable
 - Make it Relevant
 - Plan the Delivery



Resources

- Outreach Planning Worksheet
- Census 101 handout
- Printable stickers

Community Outreach Toolkit:

<https://2020census.gov/content/dam/2020census/materials/partners/2019-03/toolkit.pdf>



Questions?



Thank You!

Plan to be counted in
the 2020 Census
and
tell your friends!

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Updated 1/13/20

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Thank You!

Next Webinar:

Tuesday, February 4 at 1 pm

Topics: Working with Libraries and
Census Scams

Guest Speaker: Amy de la Fuente,
Reaching Across Illinois Library System

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Visit the Illinois Aging Network 2020 Census Resource page:
<http://ageoptions.org/gallery/2020census/>

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