

# United States Census 2020

In 2020, older adults are considered a **hard to count group**, as this will be the first time the census is ever to be completed **online**.

It's important to consider that **Limited English Speaking** older adults are an especially hard to count group, and targeted outreach to them is needed.

We need the help of all of our partners to promote a complete census count despite the challenges presented!



AgeOptions is committed to a **complete** census count in 2020. A complete count means that every Illinois resident is counted so that our state population accurately reflects our needs.



AgeOptions distributed **funding** to our network of senior dining sites in the form of stipends. These stipends will be used to support census outreach efforts across suburban Cook County through the dining programs that our seniors trust.



AgeOptions' network can **support** the complete count efforts.

## How to be involved:

- Outreach and education is important from now until March.
  - ✓ Mid-March is when Census completion days should be held.
- Start an interdepartmental team and designate a lead coordinator from within existing staff to facilitate an organized and integrated outreach effort.
- You are a trusted voice in your community, so you can motivate and train partners to speak to community members about the importance of the census and how to complete it safely.
- Form a [Complete Count Committee](#) or host a [Census Solutions Workshop](#) in your community.
  - ✓ A Census Solutions Workshop entails inviting key multisector community representatives to brainstorm suggested methods/language to reach specific hard to count populations.
- Develop a media plan.
  - ✓ Have the census message in ALL of your communications – use consistent census logos and imagery.
- Leverage your connections with existing outlets: libraries, faith-based organizations, health clinics, senior housing, recreation facilities, transportation agencies, schools, etc.



YOU can sign up for email updates from AgeOptions **HERE:**

<https://lp.constantcontact.com/su/fSGbun2/2020Census>



Remember, the census is **important**, it's **safe**, and it is available in **12 languages** other than English with access to language guides in 59 additional languages.

2020 Census Resources and FAQs available here: <http://ageoptions.org/gallery/2020census/>