Aging Network Census Webinar Series

Tuesday, February 18, 2020
## Today’s Agenda

<table>
<thead>
<tr>
<th>Topic</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>Welcome &amp; Introductions</td>
<td>Jason Echols, AgeOptions</td>
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<tr>
<td>Census Ambassador Volunteer Program for Congregate Meal Sites: Part 2</td>
<td>Amanda Wojan, AgeOptions</td>
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<tr>
<td>How Organizations Can Help People Complete Their Census: What to Do and Not Do (Including How to Host a Completion Event)</td>
<td>Jason Echols, AgeOptions</td>
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<tr>
<td>Open Q&amp;A (2:00-2:30) - We will stay on the line for an extra 30 minutes after the official webinar ends to answer questions.</td>
<td>Jason Echols &amp; Lucia Shah, AgeOptions</td>
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Part II: Volunteer Census
Ambassador Program

Amanda Wojan
<table>
<thead>
<tr>
<th>Week</th>
<th>Theme</th>
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<tbody>
<tr>
<td>March 9(^{th})</td>
<td>Kickoff &amp; First Discussion RE Census</td>
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<tr>
<td>March 16(^{th})</td>
<td>Check your mail!</td>
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<tr>
<td>March 23(^{rd})</td>
<td>It’s time to get online!</td>
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<tr>
<td>March 30(^{th})</td>
<td>FAQs</td>
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<tr>
<td>April 6(^{th})</td>
<td>Completion Reminder and/or events</td>
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<tr>
<td>April 13(^{th})</td>
<td>Scams Prevention</td>
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<tr>
<td>April 20(^{th})</td>
<td>Completion Reminder and/or events</td>
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<tr>
<td>April 27(^{th})</td>
<td>Recap &amp; Debrief</td>
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VCA Levels of Involvement

We expect each site to participate in at least level 1. Level 2 is a bonus!

• **Level 1** – *education*. This means that the VCA acts as an educator regarding the census and spreads positive messages to promote awareness and understanding.

• **Level 2** – *education & completion*. This means that the VCA serves as an educator (outlined above) AND assists meal site participants with completion of the census through one-on-one assistance and/or hosting meal site completion events.
Instructions for Sites

• Your VCA is to provide weekly messages that correspond with the themes in the provided timeline
  – Pick which day of the week works best for your site to provide these once weekly messages → Let Jason & Lucia know which day your site chose!

• Notify Jason & Lucia of which level your site is participating in.
Instructions for VCAs

• All VCAs must watch the introductory training webinar (~20 minutes) provided by AgeOptions

• If your site is participating in Level 2, VCAs must watch (live or recording) part II of this webinar which goes into detail on how to assist older adults with census completion.
Review VCA Materials

- Job Description
- Packet for congregate meal site managers
- Packet for VCAs
- AO Resource Webpage
- Training slides are coming soon!
  - Census 101
  - How to outreach to older adults
  - Potential census scams and how to avoid them!
Partnership with Oak Street Health

The 2020 Census is right around the corner
Get help and answers to your census questions

The 2020 Census is almost here, and Oak Street Health is working with AgeOptions to make sure you’re counted. Filling out the census is very important because it can help inform the distribution of over $675 billion of funds for your state and community. The money will be used for things such as:

- Senior centers and other community centers
- Programs for older adults, including meals, supportive housing, employment support and caregiver programs
- Medicaid and other benefit programs like the Supplemental Nutrition Assistance Program (SNAP)

The information you provide on the census will be kept strictly confidential. For more information and support on the 2020 Census, visit your nearest Oak Street Health.

The 2020 Census is right around the corner
Get help and answers to your census questions

The 2020 Census is almost here, and Oak Street Health is working with AgeOptions to make sure you’re counted. Your 2020 Census can be used to disperse over $675 billion in funds for state and local communities such as:

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- Programs for older adults, including meals, housing, employment and caregiver programs
- Medicaid and other benefit programs like the Supplemental Nutrition Assistance Program (SNAP)

The information you provide on the census will be kept strictly confidential. For more information and support on the 2020 Census, visit your nearest Oak Street Health.
Home Delivered Meals Outreach

• March 25\textsuperscript{th} is our official HDM census outreach day!
  – We, in collaboration with Oak Street Health, will provide census post cards to be attached to meal deliveries.
AgeOptions Funding Requirement

• All agencies receiving funding from AgeOptions should include Census information in your regular messaging to your community and in your social media.
  – Help us get the word out!
Helping People Complete the 2020 Census

February 18, 2020
What can your organization do now?

Educate! Educate! Educate!

And help people make a plan to complete the 2020 Census.
Text “Pledge” or “Censo” to 987-987

• From DHS, you can now text 987-987 to:
  – Ask a Census Question
  – Pledge to Complete the Census
  – Learn More About Census Jobs

Contact Us

Text "Question" or "Pregunta" to 987987 to get answers to your questions about the Census.
Text "Jobs" or "Empleo" to 987987 to get support in applying for federal Census positions.
Text "Pledge" or "Censo" to 987987 to commit to completing the Census.

https://www.dhs.state.il.us/page.aspx?item=117935
Helping People Complete the 2020 Census

Online
Phone
Mail

AgeOptions
1048 Lake Street, Suite 300
Oak Park, IL 60301-1102
phone (708)383-0258
fax (708)524-0870
(800)699-9043
ageoptions.org
Guidelines for Helping

• Goal is **Self-reporting**
• Right to Choose How to Respond
• Wait for Them to Ask for Help
• Helping Is Not Doing
• Read Questions Verbatim
Remember: 3 Ways to Respond

- Online
- Phone
- Mail
If someone does not want to complete the 2020 Census online, they do not have to.

What response method would they prefer?
Help People Respond Online

• Make a computer or tablet available at an event or public place (e.g. your office, place of worship, etc) & have it open to my2020Census.gov
• Be sure the device is secure, including software updates
• Connect to WiFi with a password (see guidelines)
• Make it clear that you do not work for the Census Bureau
Help People Respond Online (Cont)

• Invite people to complete the Census online on your device.
• Let them know you are there to help – they just need to ask
• If someone is uncomfortable completing it online, tell them about the other ways to complete the Census (phone & mail)
Help People Respond Online (Cont)

• If you’re hosting a big completion event, consider inviting the Census Bureau

• my2020Census.gov
  – Video preview of the online form is available on this page: https://2020census.gov/en/ways-to-respond.html
Help People Respond Over the Phone

• Have a phone available in your waiting area or with your online response station if possible
• Connect people who call your office
• Phone lines go live March 9th – do not call before
  – English: 844-330-2020
  – Spanish: 844-468-2020
If people want help with the paper questionnaire...

• Paper questionnaire will come in the mail by early April
  – Some people may get it with their March 12\textsuperscript{th} mailing.
  – Encourage people to mail in their responses early.

• Offer to help if people can bring in their paper questionnaire.
  – Make sure the person puts completed form in the return envelope and seals it to be mailed at the end of your time.
Materials at Your Completion Station

• For Your Reference:
  – A Sample of the Paper Questionnaire
  – A Relevant Language Guide(s)

• To Handout
  – Census 101 Tip Sheets
  – Buttons or Stickers

Helping in Languages Other Than English

Your Guide to the 2020 Census

How to Respond to the 2020 Census Paper Questionnaire

Su Guía para el Censo del 2020

Cómo Responder el Cuestionario Impreso del Censo del 2020

2020년 센서스 인구조사 안내서

2020년 센서스 인구조사 종이 설문지 작성 요령

जनगणना 2020 के लिए आपकी गाइड

जनगणना 2020 के कागजी प्रश्नावली पर प्रतिक्रिया कैसे दें

AgeOptions

1048 Lake Street, Suite 300
Oak Park, IL 60301-1102

phone (708)383-0258
fax (708)524-0870
ageoptions.org
Help Online or Phone for Languages Other than English

• Online or Phone supports 13 languages
  – English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese and Japanese

• Have your online device open to the language your clients use.

• Each language will have a unique phone number that goes live March 9th – do not call before
## Phone Numbers for Other Languages

<table>
<thead>
<tr>
<th>LANGUAGE LINE</th>
<th>TOLL-FREE NUMBER</th>
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<tbody>
<tr>
<td>English</td>
<td>844-330-2020</td>
</tr>
<tr>
<td>Spanish</td>
<td>844-468-2020</td>
</tr>
<tr>
<td>Chinese (Mandarin)</td>
<td>844-391-2020</td>
</tr>
<tr>
<td>Chinese (Cantonese)</td>
<td>844-398-2020</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>844-461-2020</td>
</tr>
<tr>
<td>Korean</td>
<td>844-392-2020</td>
</tr>
<tr>
<td>Russian</td>
<td>844-417-2020</td>
</tr>
<tr>
<td>Arabic</td>
<td>844-416-2020</td>
</tr>
<tr>
<td>Tagalog</td>
<td>844-478-2020</td>
</tr>
<tr>
<td>Polish</td>
<td>844-479-2020</td>
</tr>
<tr>
<td>French</td>
<td>844-494-2020</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>844-477-2020</td>
</tr>
<tr>
<td>Portuguese</td>
<td>844-474-2020</td>
</tr>
<tr>
<td>Japanese</td>
<td>844-460-2020</td>
</tr>
<tr>
<td>English (Puerto Rico residents)</td>
<td>844-418-2020</td>
</tr>
<tr>
<td>Spanish (Puerto Rico residents)</td>
<td>844-426-2020</td>
</tr>
<tr>
<td>Telephone Display Device (TDD)</td>
<td>844-467-2020</td>
</tr>
</tbody>
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Help with Paper Form for Languages Other than English

- Paper questionnaire will be mailed in English or English/Spanish. No other languages
Translated Webpages and Language Guides

• There are 59 language guides available online at https://2020census.gov/en/languages.html
  – Will include an American Sign Language (ASL) video, Braille and Large Print
What to Do. What Not to Do.

Do

Don’t

AgeOptions®
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What Not to Do; What to Do Instead

<table>
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<tr>
<th>What you should <strong>not</strong> do:</th>
<th>Instead you could:</th>
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<tbody>
<tr>
<td>Don’t let someone mistake you for a Census Bureau employee</td>
<td>Say who you <strong>do</strong> work – You are a trusted messenger in your community</td>
</tr>
<tr>
<td>Don’t collect responses to later enter on your own</td>
<td>Encourage people to respond in the way they are most comfortable</td>
</tr>
<tr>
<td>Avoid “hovering” over people as they respond if you provide an online device</td>
<td>Invite people to respond, briefly show them the website, point out where you will be and let them come to you for help</td>
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What the Census Bureau Says

• The Census Bureau encourages trusted community organizations to help people complete the Census

• Their guidelines are in “Questions and Answers for Stakeholders Supporting the 2020 Census”:

• Includes steps for setting up online response station
Scenario #1

• Andy sets up a computer at his congregate meal site according to the Census Bureau guidelines and announces that if anyone wants to complete the Census today, they can come back and do it online.
  – A participant says that she’s not comfortable using a computer. What could Andy do next?
Scenario #2

• Joyce is a home delivered meal driver and is taking information about the Census to people on her route.
  – What should Joyce tell them?
  – Joyce knows that Paul on her route has very low vision. What could be her message to him about the 2020 Census?
Questions?
Reporting for PSA 13

The reporting form we are about to share is only for agencies in suburban Cook County receiving Census outreach funding from AgeOptions.
Thank You!

Next Webinar:

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