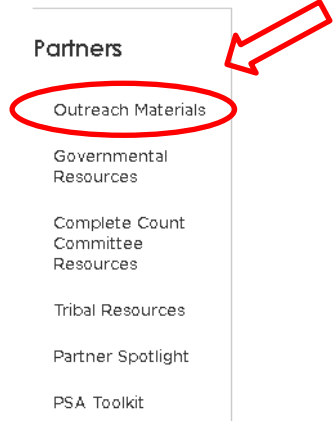


Census 2020 Online Outreach Materials

The Census Bureau has great information and resources online for our use. Illinois Action for Children created this simple guide for quick and easy access on some of their outreach materials. Feel free to use this if you have not visited their website:

<https://2020census.gov/en/partners.html>

For marketing and outreach materials, you can click the link on the left side of the page that says, "Outreach Materials"--



You can filter your search by--		
Language	Type	Information for
<p>Language ▼</p> <ul style="list-style-type: none"><input type="checkbox"/> English<input type="checkbox"/> Spanish<input type="checkbox"/> Russian<input type="checkbox"/> Vietnamese<input type="checkbox"/> Korean<input type="checkbox"/> Japanese<input type="checkbox"/> Tagalog<input type="checkbox"/> Portuguese<input type="checkbox"/> Arabic<input type="checkbox"/> Polish<input type="checkbox"/> Haitian Creole<input type="checkbox"/> Chinese (Simplified)_Mandarin	<p>Type ▼</p> <ul style="list-style-type: none"><input type="checkbox"/> Web Link<input type="checkbox"/> Brochure<input type="checkbox"/> Social Media<input type="checkbox"/> Fact Sheet<input type="checkbox"/> FAQ<input type="checkbox"/> Video<input type="checkbox"/> Infographic<input type="checkbox"/> Poster<input type="checkbox"/> Toolkit	<p>Information For ▼</p> <ul style="list-style-type: none"><input type="checkbox"/> Educators and Schools<input type="checkbox"/> Hospitals and Clinics<input type="checkbox"/> Complete Count Committees<input type="checkbox"/> Rural Audiences<input type="checkbox"/> Black African American Audiences<input type="checkbox"/> Faith Communities<input type="checkbox"/> Businesses and Foundations<input type="checkbox"/> General Public<input type="checkbox"/> American Indian and Alaska Native Audiences

Census 2020 Online Outreach Materials

Census Materials

Topic	Type	Direct link
Census 101	Flyer	https://2020census.gov/content/dam/2020census/materials/partners/2019-10/census101.pdf
Confidentiality	Poster	https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Poster_About_Confidentiality_Option1.pdf
Confidentiality	Poster	https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Poster_About_Confidentiality_Option2.pdf
Kiosk Location	Poster	https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Poster_Indicating_Response_Location.pdf
Young Children	Poster	https://2020census.gov/content/dam/2020census/materials/partners/2019-07/Poster_About_Counting_Young_Children_Option2.pdf
Young Children	Hand-out	https://2020census.gov/content/dam/2020census/materials/partners/2019-10/Handout_for_Partners_CYC.pdf
Young Children	Fact Sheet	https://2020census.gov/content/dam/2020census/materials/partners/2019-08/cyc-factsheet.pdf
Education	Poster	https://2020census.gov/content/dam/2020census/materials/partners/2019-07/Poster_About_Education_Option2.pdf
Hispanic Audience	Fact Sheet	https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Fact_Sheet_for_Hispanic_Audiences.pdf
Homeless	Fact Sheet	https://2020census.gov/content/dam/2020census/materials/partners/2019-11/Fact_Sheet_for_Homeless_Audiences.pdf
Renters	Fact Sheet	https://2020census.gov/content/dam/2020census/materials/partners/2019-07/Fact_Sheet_for_Renters_Option1.pdf
Web Badges	Social Media	https://2020census.gov/content/dam/2020census/materials/partners/2019-03/Census%20Partnership%20Web%20Badges_1A_v1.8_12.10.2018.jpg
Census Bureau Youtube channel	Social Media	https://www.youtube.com/playlist?list=PLEwV-zKXDZki3m8jrb0VJcnPatHEkkZDm
Customizable content	Social Media	https://2020census.gov/content/dam/2020census/materials/partners/2019-03/social-media-content.pdf

Children's resources are available by following the link on the upper left, "Educators."



Partners **Educators**  
 Get the Facts How To

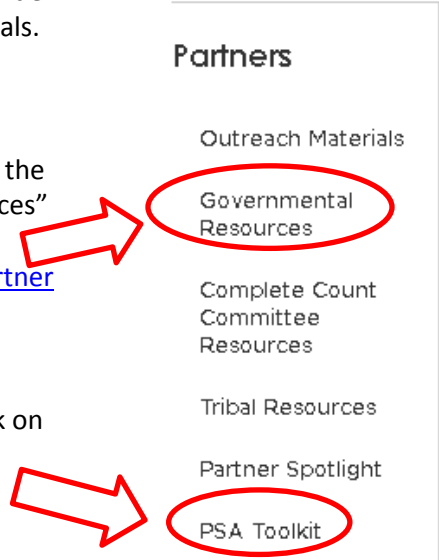
Activity (also in Spanish)	2-year-olds	https://www.census.gov/programs-surveys/sis/2020census/2020-resources/pre-k/i-count-you-count.html
Activity (also in Spanish)	4-year-olds	https://www.census.gov/programs-surveys/sis/2020census/2020-resources/pre-k/everyone-is-special.html
Activity book (also in Spanish)	4-year-olds	https://www.census.gov/programs-surveys/sis/2020census/2020-resources/pre-k/story-and-activity-book.html

Census 2020 Online Outreach Materials, Part 2

The Census Bureau has other great information and resources online for our use. Illinois Action for Children created another simple guide for quick and easy access on some more of their outreach materials. Feel free to use this if you have not visited their website:
<https://2020census.gov/en/partners.html>

When reaching out to local Aldermen or legislators, you can click the link on the left side of the page that says, "Governmental Resources"
 --Here is a helpful toolkit for them to become more involved:
<https://2020census.gov/content/dam/2020census/materials/partners/2019-09/toolkit-state-local-officials.pdf>

For Public Service Announcement materials, you can click the link on the left side of the page that says, "PSA Toolkit"--



You can filter your PSA Toolkit search by--

Language	Type	Information for
Language ▾ <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Russian <input type="checkbox"/> Vietnamese <input type="checkbox"/> Korean <input type="checkbox"/> Japanese <input type="checkbox"/> Tagalog <input type="checkbox"/> Portuguese <input type="checkbox"/> Arabic <input type="checkbox"/> Polish <input type="checkbox"/> Haitian Creole <input type="checkbox"/> Chinese (Simplified)_Mandarin	Type ▾ <input type="checkbox"/> Radio <input type="checkbox"/> Script <input type="checkbox"/> Fact Sheet <input type="checkbox"/> Video	Information For ▾ <input type="checkbox"/> Hispanic Audiences <input type="checkbox"/> Black_African American Audiences <input type="checkbox"/> American Indian and Alaskan Native Audiences <input type="checkbox"/> Educators and Schools <input type="checkbox"/> Government Audiences <input type="checkbox"/> Native Hawaiian and Pacific Islander Audiences <input type="checkbox"/> Asian American Audiences <input type="checkbox"/> General Market

Topic	Type	Direct link
Data security	Video	https://2020census.gov/en/partners/psa-toolkit/safe.html
School activities	Audio clip	https://broadcast.census.gov/comm/2020census/audio/psas/TodayILearned_Eng_60.wav
Counting entire household	Video	https://2020census.gov/en/partners/psa-toolkit/moment.html

Census 2020 Online Outreach Materials, Part 2

Here are a couple more census websites that can be perused for useful materials along with links to a few suggested materials—

Website:

<http://ilcountmein2020.org/>



Topic	Type	Direct link
Barriers, Attitudes, Motivators	Research Report	http://ilcountmein2020.org/wp-content/uploads/2019/03/2020-report-cbams-focus-group.pdf
Census Day	Toolkit	https://drive.google.com/drive/folders/1iHwQ4hOhfjRMbY14mf1NGdJZpiK3qDZB
Helping to count children	Fact sheet	https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/counting-young-children-in-2020-census.pdf

Website:

<https://countallkids.org/>

This website is a great resource for counting young children



Topic	Type	Direct link
Young Children	Fact Sheet (Spanish)	https://countallkids.org/wp-content/uploads/2019/08/Naleo-Factsheet-Spanish.pdf
Ideas to engage grandparents	Toolkit (reference)	https://countallkids.org/wp-content/uploads/2019/09/2019-Grandparents-day-social-toolkit-FINAL.pdf
Young Children	Poster (reference)	https://countallkids.org/wp-content/uploads/2019/07/AL_Voices_Poster_Census_2020.pdf