

National I&R Support Center
Everybody Counts: Community Engagement Resources for the 2020 Census
March 11, 2020

My name is Nanette. On behalf of ADvancing States and the National Information & Referral Support Center, a project of ADvancing States, I would like to welcome listeners to today's webinar on Community Engagement Resources for the 2020 Census.

Let me cover a few housekeeping items before we get started. The slides, audio recording, and transcript from today's webinar will be posted to the ADvancing States website within the next several days. Please visit the National I&R Support Center project on the ADvancing States website and see our webpage on I&R/A Webinars. This weblink is also posted in the chat box for your reference.

All of our listeners are on mute during the webinar to reduce background noise. But we welcome your questions and comments through the Q&A function available on your screen. Please feel free to submit your questions at any time during today's presentation, and we'll address questions following the presentation.

We also have real-time captioning for today's webinar. On your screen, you should see a Multimedia Viewer Panel on the bottom right where the captioning will appear. You can minimize this panel or have it open, it will not block the slide presentation. You may need to enter the Event ID number (4344332) to see the captioning.

Beginning very soon, homes across the country will start receiving invitations to complete the 2020 Census. The Census provides an opportunity for everyone in the U.S. to help shape the future for their communities. Responses to the census help inform how billions of dollars in federal funding are allocated on programs and services that impact individuals, families and communities, including of course older adults and people with disabilities. Aging and disability agencies can play an important role in raising awareness of the 2020 Census so that older adults and people with disabilities are counted and in providing reliable information to inquirers. Today's webinar will share information to help you better understand the 2020 Census and know where to find resources. Joining us is John Stelmachowicz with the Census Bureau's National Partnership Program. John has 18 years of experience in health advocacy and public affairs and currently works at the U.S. Census Bureau as part of the 2020 Census National Partnership Program where he is responsible for developing national partnerships in the healthcare industry to spread the word about the importance of the 2020 Census.

With that John, let me turn it over to you to get started with our presentation.

Great, thank you for the introduction and thank you for ADvancing States to provide me with this opportunity to speak to all of you. It is exciting, today is March 11, and as of tomorrow, March 12, households will be receiving an invitation to respond to the 2020 census. As you have heard this is a very important time. This once in a decade

population count affects your representation in government and determines up to \$675 billion of funding for communities, and the data that provides help to plan for your future. So you see on our title slide, shape your future, start here.

Our approach to the 2020 census. The census is important and safe and easy. It's important because 2020 census counts every person living in the U.S. and we want to count everyone only once and in the right place. It is conducted every 10 years by the U.S. Census Bureau. A federal statistic agency. It is the largest statistical agency in the world. It is safe. It protects your answers and keeps them strictly confidential. Every employee census taker takes a lifetime oath to protect any personal information or organizational information that we come across. People can respond anytime, anywhere, so for the first time ever, the 2020 census, folks can respond online and over the phone up to in English and 12 non-English languages. Also by traditional mail method. The 2020 census will shape America's future for the next 10 years. Here is history of the census.

The U.S. Constitution requires a census every 10 years to determine representation in the United States Congress. Federal funding currently more than \$675 billion a year, is allocated based on the census data and the count. This count affects vital local services including education, housing, transportation, healthcare, special programs for the aging, title III part C nutrition as an example. Census data is used by businesses, governments, nonprofits, and civic organizations to inform a decision making. It's important to get an accurate and complete count. Why the 2020 census is important.

Obviously we are in a really interesting time right now both politically and now with the current health situation with our country. There are a lot of challenges that we have and a lot of people are asking there's a lot of sensitivity to government intrusion, privacy, and there is always what is in it for me. Why is this the 2020 census important?

Everything counts. Every person living in the United States is counted. I repeat, every person living and residing in the United States gets counted. It's about fair representation, every 10 years, the results of the census are used to reapportion the House of Representatives and determine how many seats each state gets. It's in the Constitution mandated that everyone in the country be counted every 10 years. It is about 675 billion dollars distributed through federal funds, grants and to support states and counties and communities based on census data. That money is used to spend on schools, hospitals, roads, public works and other programs. It's about redistricting. After each decade census, state officials redraw the boundaries of the congressional state legislative districts in their state to count the population shift. Also it's about taking part in your civic duty. Most folks don't realize that we all have three civic duties. We vote, we go to jury duty, and the third is the census. For me I have a social -studies, history background and this stuff right now where we are in our country and having this come every 10 years, I see this as a wonderful opportunity for the voiceless to have a voice. That is by being counted. When I go

out and do these presentations and I work with local community partners and national partners, this is like the Super Bowl of democracy. The fact that you register and are listening to this, it means a lot. This is an opportunity for you with all the information I will share with you which is a lot, the good thing that this PowerPoint and other resources will be shared afterwards which is great. There is so much to cover and so little time. We are in it right now. You as an attendee or organization -- you have the ability to partner with the 2020 Census and become a part of a powerful network of government nonprofit corporate and community organizations working together to basically work with communities to ensure everyone gets counted. And response to the census.

Why participation matters. This is an outline of the federal programs informed by census data. SNAP, CHIP, school lunch programs, Medicare and Medicaid. Medicare and Medicaid are the top two largest funded programs for almost all the states. That alone is important to work with those communities. Rural rental assistance programs, Indian health service, community development block grants and so much more. How do we conduct the census? First we establish where to counts. We motivate people to respond. There is the self response which officially will hit the household starting tomorrow. There is the nonresponsive outlook. From May to the July timeframe, all of the households that have not responded -- you will be receiving a knock on your door by a census taker and enumerator. After that the nonresponse follow-up. We calculate the data and release results to the president. By law has to be submitted to the president by December 31, 2020

Some important dates. As of tomorrow, the census, about 95% of the households which is 143 million households in the country will receive an invitation to respond to the 2020 census in their box. Between March 12 and March 20. The Bureau releases informational copies through the communities and enclosed materials and a reminder to households will be received. These materials can help the public know what to expect and avoid potential scams. >> As you can see in the communications campaign phase, we started the early education phase in January 2019. We've done a lot of work with national organizations and with local communities throughout the country. As of now, at the end of February we finished up the awareness phase and now we are at the motivation stage. The next phase will be the reminder phase about the nonresponse follow-up from May 2020 to July 2020. Then there will be a thank you phase and dissemination phase. When the report is submitted to the president by the end of December, from January 2021 and ongoing, data dissemination and allocating all the federal funds will take place that year along with the number of seats that each state will receive in the House of Representatives. Overall timeline.

January 2020, the census began the count in a rural fishing village in Alaska. This is cool and gives everyone an idea of how big this is. As I work for the Census Bureau I realize every day that this is something that is bigger than ourselves. This goes to show what the Census Bureau and the government -- what they do to ensure that everyone is counted. What's interesting about this, remote village in Alaska, which traditionally every census, the operations start in this remote village.

The reason why they start there is because when the water freezes over the only chance that we have as a Census Bureau to have a safe and cohesive count with the communities within this remote village, they did a big kickoff and it was neat. Unfortunately I would have loved to have been selected to go on that trip. They went on snowmobiles and dog sleds to ensure those folks in that fishing village were counted. Going from that 2020 and now to March, we are at that big motivation and kickoff phase. April 1, 2020 is the observed nationwide census day. By this date every home will receive an invitation to participate in the 2020 census. Once the invitation arrives, you should respond from your home in one of the three ways I mentioned, online, by phone, and by mail. April 2020 census takers will begin by visiting college students who live on campus, and senior centers and nursing homes. And assisted living which groups fall in the group quarters. They will be working with our field representatives in getting counts for them. Those groups will also be conducting quality check interviews to ensure accurate count when we do the enumeration. From May 2020, census takers begin visiting homes that haven't responded to the 2020 census. To make sure everyone is counted. December 2020, the census Bureau delivers an apportionment count to the President and Congress as required by law March 31, 2021: The data that is sent and used to redistrict counts are provided to the states and also information used to redraw legislative districts based on population changes.

>> March 12, tomorrow is a big day. Every household will have the option to respond online, by phone, by mail or in person. Every household will receive an invitation to participate delivered by postal worker or a census worker. With the current situation that we are dealing with now with the coronavirus, a thing I want to share and I'm sure some of the questions will be coming up after my presentation. One of the things we want to make sure of is now it's easier to respond on your own. If you don't want a census taker coming to your house, you can respond online or call by phone and record your message or go by mail. We are encouraging folks to use that method of responding without having to meet a census taker. We encourage everyone to respond online as soon as they received the invitation with the instructions. Instructions will include web address for the online questionnaire in English and instruction for those to respond online in 12 additional languages ensuring that 99% of households can respond online in their preferred language. The invitation will include phone numbers for English and the 12 additional languages ensuring we are providing the opportunity for 99% of U.S. households to respond over the phone. The 2020 census will count everyone living in the United States and in the five U.S. territories. This includes anyone who is living and sleeping at your residence most of the time. If someone is standing in your home on April 1 and has a home elsewhere, you should count them in your response.

Also, one of the things we are working to and doing a massive focus on is focusing on children. I share this as a general PSA announcement. It just shows the importance of counting everyone. In 2010 over 1,000,000 children were undercounted under the age of 5. That is just an estimate. If you look at the funding that is allocated based on individual counts, especially programs that are servicing children and

to their families, it's important. To make sure everyone gets counted but also children get counted. As for foreign citizens. They are living in the United States including members of the diplomat community, they should be counted at their U.S. residence where they live and sleep. Citizens of foreign countries that are visiting on vacation or business, April 1, 2020, should not be counted. Hard to count and hard-to-reach population. The Bureau has done an amazing job in building national partnerships and local partnerships through local communities and cities throughout the country. Young children are hard to count population. People with disabilities are considered difficult to count. It's important. After listening to this go out to your communities and share what you learn and ask if your organization is partnering with the Census Bureau at a local census regional office. One of the things I will encourage, if your organization has not been partnering with a local Census office, please do. Later in my slides there is contact information for all six regional offices. Again, it is all about getting down to the grassroots and working with your local community. Just the effort you are making to attend this webinar means a lot. It is about taking what you are learning and seeing what you can do to make sure your community is getting accurate counts.

The residence rules. Where should residents at service-based locations be counted? People on census day that are in an emergency or transitional shelter that has sleeping facilities for people experiencing homelessness are counted at the shelter. Those are considered as group quarters. Staff members at the shelters are counted at the residence where they live and sleep most of the time. People who on census day are serving at soup kitchens or mobile food banks, they will be counted as well. People who are non-shelter outdoor locations where people are experiencing homelessness are counted. They do an amazing job working with social service programs and agencies in reaching out to folks who are homeless living in the communities. 2020 census questions.

Everyone gets confused and they say I took the census last year already but there is only one census and that happens every 10 years. This is considered the short form. The long form is called the American community survey which is distributed annually by the Census Bureau but not sent to the entire country in a large scale like this. It is based on ZIP Code and the lottery system. Also just to share with you quickly, for those of you who are trivia fans, if you get this question, what is the largest peacetime operation that the federal government undertakes? It is the 2020 decennial census. We are at full peak capacity from census takers on the ground through folks like myself working through the partnership program to the local census offices in the 6 regions throughout the country. All the folks that are making this happen. It will be half 1 million people who will be working to make this happen. Now to explain what to expect with the 2020 census questions. The 2020 questions that will be on the short form and there are new options for this year. The questions what to expect. You will be asked a number of people living or staying at your home on April 1, 2020. Whether the home is owned or rented. The sex of each person in your home. The age of each person in your home. Whether a person in your home is of Hispanic, Latino, or Spanish origin. The race of each person in your home. Your relationship to each person in your home.

Some new options available on the questionnaire are writing areas under the race question, for those who identify as white or black or African-American. There is a category answer option available for people in same-sex relationships living in the same household. As I mentioned before, responding is easier than ever. Online, phone, mail, and speaking to a census taker.

Responding is easier than ever. You can respond anytime, anywhere. The Internet self-response instrument has been optimized for responses from smart phones and mobile devices. You can respond in English and up to 12 other languages. On the 2020 census website which encourage you to go to to see the materials we have that you can share, whether social media, PSA's, videos . It is an amazing thing what they put together and its turnkey. If you are curious to see what is out there, it is an amazing selection of resources for everyone to use. >> There is video language guide available in American sign language. And print guides available in braille . Local partnership specialist will be hired with local communities emphasizing importance of communicating to local languages are also out there. The Census Bureau has done a great job in hiring folks who speak specific languages. Those folks will work with the organizations throughout their communities to ensure those populations are being connected and educated. As you can see in the next slide, it is a snapshot of what the census has done with the multilingual population and the different options they have.

The nonresponse. What you need to know. There will be temporary census employees known as numerators that will walk throughout your neighborhood. They will determine how the statuses for the addresses that have not responded. One of the -- incentives , if you don't want to knock you can go online and respond or call or you can mail in your questionnaire that is sent to your house. Census takers will visit those housing units to count everyone in the household that has not responded to May. If there is no one at home that taker will leave a notice of visit to encourage self response. In most situations census takers will make at least six attempts to resolve the case of a nonresponsive household. The in-field operation will begin May 2020 and concluded in January 2020.

There are a lot of questions about how secure is my data and I don't want to provide information to the government. As I mentioned before, as a federal employee, I take a lifetime oath. If I get caught sharing information to any agencies were any government entities, there is a five-year imprisonment in federal prison and also a \$250,000 fine. The Bureau has done an amazing job working with tech leaders to ensure that your data is safe and secure. Cyber security is the focus . We want responses to the census. It's all about the data and the count. Data is encrypted. Employees take a lifetime oath. The Census Bureau is -- partnering with government agency experts to protect and recover from possible cyber attacks. The data is confidential. Cannot -- I can't say that anymore that your data is confidential. Responses are confidential and safe and secure. Answers cannot be used against you in any way. We will never ask you the following. This is important. Especially for my

parents who are at that senior age demographics. My mom and dad are old-school. They don't answer any doors . Anybody knocking on the door. They don't do email or the Internet. At the end of the day we all have to worry about fraud and scams. I want to highlight the things we will never ask. The Census Bureau for the 2020 census, we will never ask for your full Social Security or for money or donations. We will never ask anything on behalf of a political party. Also any bank or credit card information. Avoid frauds and scams. It is a shame. The world we live in today, there are phishing scams and scammers out there walking neighborhoods. We really want to encourage folks to be aware and also we want to educate folks to be conscious of these. This is something out of our control but the Bureau has worked tirelessly to identify and avoid fraud and scams. Phishing, the Census Bureau will not send any unsolicited emails to request any participation in the census. We will never ask those things that I said before. The Bureau will never contact you on behalf of a political party. If you want to verify a census taker, if they come to your home, make sure they have a valid government ID badge with their photograph and a U.S. Department of Commerce watermark. With an expiration date. You still have any questions about a person's identity after you see them when they start walking , or even now if there are scammers. They should not be in your neighborhood right now. You can call this 800-number. To speak with a Census Bureau representative.

How can I get involved. >> You guys have taken a first step. You are attending the webinar. Which is exciting. As we learn about the census and we see how it impacts not only ourselves but the communities that we serve, this is again , this is a Super Bowl of democracy. An opportunity to work with your local nonprofits. To work with your community service providers and your faith-based organizations. This is all us. It is an opportunity for all to get involved and to do something bigger than ourselves.

As a mentioned, on the 2020 census.gov website, we have an abundance of outreach materials. I encourage you to go there and see what's available. They are downloadable. The census bureau done an amazing job with a social media toolkit. All of the content and links and graphics are created. This is a very turnkey site. If you haven't already followed I'd encourage you to sign up to the newsletter which we will be sending out timely , 2020 census operation announcements and updates. Also to follow our social media platforms as our # is #2020census. You will start to see a lot of those. Another thing, as I mentioned before, for those trivia folks, this is the largest peacetime operation the government takes. We can't do this alone. We will be hiring a ton of people. We've already hired a ton but we will hire folks all the way through the month of May. I want to encourage anyone who has any family or friends who is looking for a part-time, flexible, temporary job, and to do something bigger than themselves and be a part of this historical occasion, please encourage them to apply. We are hiring estimated half 1 million people from local communities, full-time, part-time. They are work from home . The requirements, 18 years of age, active email address, U.S. citizen , and you also have to pass a federal background check. People get scared from those but it's not that evasive. Even if

those folks who would be afraid, I encourage them to apply. Positions are wide range from recruiting to clerks and also to census takers.

How can you connect locally? We encourage you if your organization -- if you have not already done so, connect with a local complete Count committee. What are they? They are volunteer groups that are working for the benefit and the needs of the community. They're community influencers. They work now throughout the country to ensure that all of your communities locally are being represented and also counted. There is a CCC as known as complete count committee available on our website. If you want to look and find out where your state or your county or borough complete count committee is and you want to reach out, there is a finder on the website.

Questions. One of the things I mentioned before, please contact your local census offices. You can see there are six regional offices from Atlanta, Chicago, Dallas, Los Angeles, New York, Philadelphia. If you want to volunteer or partner with your organization with the local offices, please do.

These are the ways you can connect with us with social media or email and alerts. Also more information on 2020 Census. I threw a lot at you. I want to thank you for listening to me. I threw a ton of information. I try not to read the slides verbatim but this ensures that I'm sharing the information that we would like to present. Now, we will open up to questions and looking forward to answering questions you may have.

Thank you so much. Again, if you have any questions or comments you want to share, you can use the Q&A function available on your screen. We did have a question come in asking about slides from today's presentation. They will be made available on the ADvancing States website and a link is in the chat box for your reference. We will send a follow-up email with additional links and resources to help you in your effort to support us.

John, we do have a question from a participant who asks, if a person can respond by text on their phone. Will it take text based answers.

No. That's a good question. There is no text based functionality. Once the invitations are received at household there will be instructions and specific URL that folks can take. They can do it from a smart phone, iPad, any handheld device, laptop computer, they will be able to send in their individual or household responses.

Great. Maybe a future census will be textbased responses. One of the things we found in the IRN field for younger individuals and families is that that is their primary mode of communication. It's interesting.

I'm sure they will eventually develop those capabilities for 2030.

We had questions come in. The first asks. Relating to counting older adults and people with disabilities. This may be turning back to the reporters information that you shared. What are you doing to include older adults in nursing homes and long-term care facilities.

It's a great question. The goal for group quarters enumerations is to count everybody who are staying in local and group quarters. Nursing facilities, field nursing facilities, nursing homes, long-term care, resident treatment centers, group homes, even expanding it to colleges. The purpose of the group quarters is to conduct a population count for everybody living in the group quarters. What we do is we work with -- the approaches it is a data collection option. There is plan to data collection option where there is electronic response data transfer to a response where a group administrator from the Census Bureau will electronically work with that organization or facilities administrator and provide a response through that method. Another option for group quarters, is an in person interview. A census worker will be conducting a face to face interview with each person who was served or staying at a facility on census day. This is available for folks in group quarters and areas where there are groups, especially the homeless community. That will be in person. The other data option for group quarters is a drop off pickup of the questionnaire. A Census Bureau worker will leave questionnaires to be completed for each person being served at that facility. They will pick up the completed questionnaires at agreed-upon location. Then there is the paper response a collection. The worker will meet with the administrator of the facility to obtain a paper listing a census response data. Field operations are working hard and they have communicated to ensure that folks, especially elderly, and disabled, will be counted.

Thank you. We have a related question which you may have responded to, asking when does the group quarters count start.

It has already started. With the field representatives and the locations are well aware of what to expect and the response will be going as of now and into a few months as we collect the overall census count.

I will ask a follow-up question. Several of us sitting here today were on COVID-19 webinar earlier. We have been working to help inform our states and work with federal partners. There is significant issues now about visitation or individuals being able to go into group quarters. I'm sure there have been conversations at the Census Bureau because it's so important to make sure everybody is counted. I don't know if you are aware of alternate strategies or encouraging to drop off or pick up of a form or other ways you are approaching what has become a very deep concern with group quarters like nursing homes about who may be coming into the facility. And enjoying every effort is taken to limit potential for COVID-19.

It's a great question. Right now everyone else -- we are having these conversations and try to develop strategies and to adapt to this

current situation. I will say that the Census Bureau will follow guidance from public health authorities when conducting our overall operations but specifically group quarters. If we need to delay or discontinue non-response follow-up visits in a community we will adapt our operation to ensure the safety as we go through this situation nationally. We will ensure that we will get a complete accurate count for group quarters. One of the things I would encourage. The folks -- is to respond online and by phone. As I mentioned, it is easier than ever to respond to the 2020 census. To minimize contact or having folks come to your home. We encourage everyone to take advantage of those response methods and when it comes down to group quarters our field operation folks will be working with those administrators of those locations to ensure we are following guidelines and safety precautions. I'm sure the Census Bureau will be releasing more information and announcements regarding that.

Keep your eyes and ears open for announcements. I will ensure ADVancing States get timely updates. And then share them with you all.

We have a participant who notes that you indicated you would not ask for Social Security number and full. Will you ever ask for a partial number?

Could you repeat that?

You noted that census staff will never ask a respondent for their Social Security number. Is there ever -- will there be instances when a person will be asked to provide a partial Social Security number such as the last four digits?

None. Great question. There will be no questions asked for an individual to provide anything related to the Social Security number.

Okay. That's helpful to know as you talked about this earlier for fraud prevention. For agencies that will have a clear messaging about fraud avoidance for the census. Individuals would never be asked for their full or partial Social Security number.

We have a listener who asks, what response is being provided for minority groups such as undocumented immigrants that may be afraid of participating in the census.

It's a great question. There is a lot of efforts working with local communities to ensure that everyone residing in the United States is counted. For those communities that are questioning the census, that is where we need and we are working with local trusted leaders to ensure and to educate those folks who would be -- have questions and concerns about getting counted. As we know, the citizenship question was a big topic. The Supreme Court ruled not in favor of it. That question will not be asked. And we encourage every one residing in United States to get counted.

Great, thank you. We have a question . Let me know if you need me to clarify further. Mailings may go to guardians or a person's guardian and not to the home address of the person who is being supported or under guardianship. Can you talk about those situations. What about for people under guardianship?

It's a great question. The best way that we can answer that question is -- a guardian who essentially would be the head of a household. If that guardianship person or individual is living in that household, they should be counted. But let's say you have a guardian who lives in a individual household but the person who is receiving the guardianship is living in and other household address full time . April 1 is a point of reference. Where are you living or where are you on April 1. Then the head of the household should count that individual receiving guardianship even though the person who is providing the guardianship is living in another household address. If that makes sense.

That does make sense. I think that's helpful point of reference that it is the place of residence or the person is on April 1 . That is the guiding factor as far as responses.

To folks listening who may be working with people in some type of supported arrangement.

We have more questions. One of the listeners who shares I collaborate with social service directors of 100 skilled nursing facilities. What educational material can I email them to help educate them .

I provided ADvancing States a package of resources and links that talked to healthcare audiences. Those folks who are healthcare providers or also nurses, we have an amazing selection of PDFs, that talk about -- the importance of the healthcare services and programs that the community members are receiving. I would say look out for the follow-up from ADvancing States. Also if you are interested to go right away, go to [2020 census.gov](https://2020.census.gov) and outreach materials. As you scroll down the page you will be able to filter through all of the resources and materials we have available for the public which are downloadable and shareable through social media. Thank you for asking that.

We will also provide that follow-up to this webinar with some of the links and resources.

A listener asks about reporting fraud contacts. Should people report fraud contacts like about political issues or shared political information like you discussed. I think you provided a number where fraudulent activity should be reported.

Yes. I will provide that again. If anybody -- if you witness or experience any fraud or phishing emails , one of the things is the Census Bureau will never contact any individual by email. If you get

that email, please, contact this number. 1-800- 923-8282. You will be able to speak with the local representative to report that fraud .

We have a question related to the guardianship question. Whether support staff should help with the -- helping individuals respond to the census. What is your -- don't know if you have approaches or guidance when people might be supported to respond to census information.

That's a great question. , Assisted living centers but also the elderly. One of the things I will share with you. A lot of local partnerships are working with AAA . They are doing an amazing job in terms of providing Internet and computers to their community members who may not have that. That is also one of the challenges we face. Not every household has that access to Internet. There will be folks that will be helping individuals to respond online. We encourage folks to interpret questions but our guideline is that if there is an individual who is helping another individual respond on their census questionnaire, they can advise what the question is asking but that person cannot do the answer for that individual. They can provide assistance interpreting questions whether it should be translated. But we advise folks to be there for support role and that individual who is providing the support role should not respond for that individual specifically.

I don't want to go too deep into the weeds on this but I do feel it's important for everyone to be counted including people with cognitive or intellectual disabilities. Some people may not use written language. They may use other augmented communication. Is this anything the Census Bureau has dealt with to ensure that a full range of people with disabilities are able to be counted? It's important for people to respond on their own behalf. Or maybe go beyond. >> It is a deep question for sure. As I mentioned, a lot of the local partnerships and specialists and field operations -- specially for those that have disabilities and communication challenges, we are working with service providers. We have identified support methods to ensure those folks are getting counted. It will be ongoing. As I mentioned before, American sign language . We have printed braille options for those folks. Individuals as well. Again, that is where we encourage. All of those service programs and providers to folks who are servicing those communities and to ensuring that those individuals are accurately counted but also are able to respond to their individual census. We are working with caregivers as well. We have a national partnership with a multitude of national caregivers alliances and organizations. We are educating families and caregivers for those individuals who are supporting family members or friends as a caregiver.

We will keep an eye on this for a few minutes to see if we have additional questions. I will jump in.

You shared some great outreach materials. One of the issues you talked about is around scams and fraud. On our webinar earlier today that came

up as we are already seeing scams where people are pretending to be from the Center for Disease Control and scaring people into providing personal identifiable information. One of the things that I&R programs can do a great job with, and aging and disabilities programs more broadly, using their social media to raise awareness of scams and scam alerts. In addition to that sort of positive outreach resources that you have at the Census Bureau, do you have any social media information or widgets or anything that addresses scam avoidance or fraud avoidance? >> If you go to the 2020 census.gov website you can filter and there are social media content that addresses and provides information about avoiding scams or frauds. There is also PSA announcements and also handouts. PDF downloadable handouts.

Great. Thank you. One of your other last slides is around employment. I was hearing some folks chatting on the Metro about census jobs. Some of our programs may partner or operate with the senior community service employment program. Does the Census Bureau ever work with those kinds of programs? For lower income older adults? Placing them in community placement or part-time work. You said 18+. I am not sure if you are partnering with programs that might serve younger adults. Is that something the Census Bureau does? Vocational rehabilitation partnering?

Yes. The Census Bureau has been working hard with vocational services throughout the state and local communities. I can speak for Pennsylvania for example. PA career link. They are working closely with the Census Bureau. Also one of the things we are working with also is senior communities and organizations that provide employment opportunities for seniors. It's amazing that as I traveled the country and meet people from all over, I got a chance to meet an individual who has turned 100. This is his seventh census. 70 years. He lives in a rural part of Sullivan County in upstate Pennsylvania. The community is very small borough of about 2800. He is a lifelong resident. He has worked at every census over the last 70 years as a census taker. Pretty remarkable. Opportunities for seniors as I mentioned to be a census taker. One of the things we encourage folks is this is a neighbor to neighbor program. We encourage folks who have the ability and want to earn a few extra dollars and has a flexible schedule, as I mentioned, you have to be 18 years of age. All the way to an older age. We are asking folks of all ages to work for us to make sure your neighbors are counted and community is counted.

We love that story. Again, if you have more questions, feel free to put them in the Q&A. I will ask the last question relating to slide 15 were you talked about the census questions and new options. Unlike the longform which is very important for the disability field because it has disability questions, it looks like the short form for every 10 years census has a contained number of questions. If I put on my I&R cap, some of these questions are difficult to ask. For example the sex of each person. These are questions, demographic questions, that programs struggle greatly to ask. How does the Census Bureau -- approach these things. Demographic questions that can be very tricky questions.

I completely agree. For me it's always -- when I get this question it's hard for me to be honest to give an appropriate answer under my pay grade. As a census employee, we do not set the questions that will be presented and asked. These questions are serving to get a better understanding of the U.S. population. Some people might have sensitivity to these questions. We encourage folks, please answer the question to the best of your ability. Sorry, I don't have a really good answer for that.

I did not mean to put you on the spot at all. I&R programs, get a lot of peer support around these questions. I will be curious when I get my census invitation to see how you asked them. They are difficult to ask.

Part of what I love about this job is I'm here to be a resource and educate and create awareness. I can really be honest. This whole process is not perfect but what we all need to remind ourselves of is that it's about getting an accurate count of. There is so much funding and so much at stake based on census data. As mentioned this happens once every 10 years. A community to a county to a state. Those numbers that are counted and provided, those numbers stay for 10 years. It is important to get counted. There are too many local services and programs. That money is allocated to support community feeds based on that. I encourage everyone to respond.

Thank you. I think that is a great parting message particular for those working in aging and disability services. Responses are so important for the allocation of resources that support our programs. While we are certainly in a challenging time with the spread of COVID-19, as you said John, the importance of the census will carry on for 10 years. While it is hard to do everything I hope that agency listening will be inspired from what they heard today and use the census resources shared that are available from the census website and that we will share through a follow-up email. With that, John, thank you for joining us. Thank the listeners. Thank our captioneer. Wish everyone a good week and but that we are going to close today's webinar.