



Census 2020 Trusted Messenger Talking Points

Topic	Question	What to Say
Why it matters	The Census doesn't really matter to me. Why should I care?	<p>The 2020 Census helps decide how much money your community will get for important programs, including:</p> <ul style="list-style-type: none"> • SCHIP (health insurance) • Medi-Cal (health insurance) • CalFresh (Food Stamps/SNAP) • WIC • School Breakfast & Lunch Programs • Head Start / Early Head Start • Child Care • Special Education • Cash Assistance • Section 8 Housing
Privacy	Is my information protected?	<ul style="list-style-type: none"> • YES! • By law, the U.S. Census Bureau must keep your information private. • It is illegal for the U.S. Census Bureau to share your information. Census workers will never ask for your Social Security information. • If you want to make sure the person at your door is really a Census worker, check their badge.
Immigration	Is there an immigration question?	<ul style="list-style-type: none"> • NO! • The Census will not ask if you are a U.S. citizen. • You do not need to worry about your own immigration status or that of anyone else living at your address. • The Administration tried to add this question to the 2020 Census, but the question was NOT added. EVERYONE should respond to the Census. • It's illegal for the Census to share information with anyone.
Accessibility	What if I don't have time to fill it out?	<ul style="list-style-type: none"> • It's easy to fill out! You can fill it out anywhere, anytime—online from any device or by mail or phone. • The entire questionnaire is only 7 questions and can be completed in 5 minutes.



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Topic	Question	What to Say
Multi-family households & different living situations	What if there are people living in my home temporarily who are not on my lease?	<ul style="list-style-type: none"> • Count them! • It's very important that you count everyone living in your house or apartment, or mobile home. • It does not matter if they are not listed on the lease or rental agreement. • By law, the U.S. Census Bureau cannot share your information with your landlord.
Young children	Do I count my baby?	<ul style="list-style-type: none"> • YES! • Count ALL kids (including babies) living at your address. This includes nieces, nephews, grandchildren, foster children, and people not related to you if they are living with you on April 1, 2020. Count children who live with you most of the time. • Babies born on or before April 1 need to be counted, even if they are still in the hospital.
Homelessness	I am currently experiencing homelessness. Do I count?	<ul style="list-style-type: none"> • YES! • You don't need an address to participate in the Census. • You can use address of a shelter or a geographic area where you sleep. • If you are temporarily staying with someone, make sure they include you on their household's Census form.
Language	What if English is not my first language?	<ul style="list-style-type: none"> • Filling out the Census form for your address is easy. • You can respond to the Census online or by phone in English, Spanish, or 11 other languages. You can even do it on your smartphone! • Video and printed guides are also available in 59 non-English languages. • There will also be a printed guide in braille and one with large print.

For more information, visit www.headstartca.org/census2020

