

The 2020 U.S. Census and COVID-19

Messaging the Census During a Global Pandemic, Revised

The Challenge

Community members, advocates, organizations and leaders have been working tirelessly to prepare for the 2020 Census.

Now, we have all had to turn a significant portion of our attention and energy to responding to COVID-19 and figuring out how to navigate its many impacts, personally and professionally. Jobs have been lost or are on the line. Businesses have shuttered. Medical care and supplies are inadequate, and countless people across the country will have lost their lives, including right here in Washington state where Coronavirus struck early and without mercy.

Understandably, there are feelings of helplessness. Absorbing the shock of these events has, for many, not just interrupted lives, but disrupted and altered census outreach and education efforts that have been planned, and in some cases, paid for.

What exactly are we supposed to do now? Can we still motivate people to participate in the census?

The Solution: Adapt messaging and how it is delivered

The key to effective messaging is its relevance. When messaging is relevant, it is motivating. Is the census relevant to human life during a global pandemic? The answer is yes.

Our job now is to make communication content tangible and immediately relevant by helping people connect and understand the census and coronavirus care, research, treatment, support and recovery -things we all need today and in the future.

For the immediate future, efforts to deliver outreach and education about the census will mostly be through social media and mass-mailings. Here are samples of messaging for Coronavirus and the 2020 Census. These can be used on their own as social media posts, emails, e-newsletters, or combined with social media graphics. You can use each message individually, or combine and edit for a more detailed message.

The impacts of COVID-19 will be disproportionate for marginalized people and families. Messaging and outreach to those communities should be culturally sensitive and responsive. This not only sharpens the relevance of the census for those communities, it helps uphold values and commitment to a more just and equitable society.

Below as an example, we have developed general messaging centered on African Americans, an historically undercounted population in the U.S. Census and a priority population for the state of Washington's census efforts. For support in creating targeted messaging for a specific focus group please email sakara@leggetteinc.com.

General Messaging

1. Washington state has taken decisive measures to respond to the ongoing threat of COVID-19. As we all do our part to stay home and stop the spread of the disease, it's important to remember: being counted in the census has a direct impact on our state's ability to respond to disasters and public health threats like COVID-19, today and in the future. Take a few minutes to make sure your community is counted. Visit 2020census.gov.
2. We are entering a time of unprecedented human need in response to the Coronavirus. It's going to take time to understand the full impact, and it's going to take time to recover. The 2020 Census is more important than ever. Federal dollars and resources are distributed based on the census. If we are not counted, our families and communities won't get the full benefit of the resources and support needed to recover. Visit 2020census.gov to be counted today.
3. The census **is still happening and has not been postponed due to COVID-19**. The U.S. Census Bureau has made some changes to help keep field workers safe and healthy, but you can still complete the census today, online or by phone. Go to 2020census.gov or call CCC-CCC-CCCC
4. You can safely learn about and participate in the census while you're doing your part at home to keep yourself and our community health and safe from COVID-19. For information about the census visit [XXX.XXXXXX.XXX](https://2020census.gov). To complete your census and be counted, go to 2020census.gov or call CCC-CCC-CCCC.

General Messaging

April 2020

1. April 2020 is the start of the U.S. Census. Together we are entering a time of unprecedented human need in response to the COVID-19. Recovery could take a decade or longer. The 2020 Census is more important than ever. Federal dollars and resources are distributed based on the census. If we are not counted, our families and communities won't get the full benefit of the resources and support needed to recover. Stay home, stay safe, and be counted. Visit 2020census.gov

Focus Group Messaging: African American Communities

1. Our families and communities are facing great need due to the Coronavirus pandemic. Staying home and away from other people helps fight the disease, but it also means people can't meet their own basic needs. It's going to take time to recover, and we can all play a small part in making sure our families and communities have the resources we all need by being counted in the 2020 Census. The government relies on census data to decide where resources and funding is delivered for the next 10 years. If we are not counted in the census, we will not get those resources or the funding we need to recover.
2. Historically, African Americans and other people of color are undercounted in the census. This means our communities don't get the resources we've already paid for. African Americans are also at greater risk during a pandemic like Coronavirus because we start out with health outcomes that are disproportionately poor. This is because of many things like bad air quality in our neighborhoods, lack of access to healthcare, medical insurance, and, racial discrimination. If we aren't counted in the census, we'll have even less resources to protect ourselves and the people we care about.
3. When we are counted in the census we help our cities and the state of Washington respond to disasters and public health threats like Coronavirus, today and in the future. Take a few minutes to make sure your community is counted. Visit 2020census.gov.

4. The census **is still happening and has not been postponed due to coronavirus**. The U.S. Census Bureau has made some changes to help keep field workers safe and healthy, but you can still complete the census today, online or by phone. Go to 2020census.gov or call CCC-CCC-CCCC.
5. You can learn about and participate in the census while doing your part to stay home and keep yourself and your community safe and healthy. For information about this census visit XXX.XXXXXX.XXX. To complete your census and be counted, go to [2020 census.gov](https://2020census.gov) or call CCC-CCC-CCCC.

April 2020

African American Communities

1. April 2020 is the start of the U.S. Census. Historically, African Americans and other people of color are undercounted in the census. This means our communities don't get the resources we've already paid for. African Americans are also at greater risk during a pandemic like Coronavirus because we start out with health outcomes that are disproportionately poor. This is because of many things like bad air quality in our neighborhoods, lack of access to healthcare, medical insurance, and, racial discrimination. If we aren't counted in the census, we'll have even less resources to protect ourselves and the people we care about. Stay home, stay safe, and be counted. Visit 2020census.gov

Sample Social Media Graphics (reduced size)

COVID-19 and the 2020 U.S. Census

We are entering a time of unprecedented human need in response to the Coronavirus.

- Recovery could take a decade or longer.
- This means the 2020 Census is more important than ever.
- If we are not counted, those resources will not reach our communities.

**Stay Home
Stay Safe
Be Counted**

Complete the Census Today

	<p>Online 2020Census.gov</p>	<p>Phone 844-330-2020</p>	
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For Your Community's Health

Complete
the Census
Today



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For Our Community's Health

"If you have
children, make sure
they are counted."



Dr. Benjamin Danielson
Odessa Brown Children's Clinic

2020Census.gov