

How the 2020 Census will invite everyone to respond

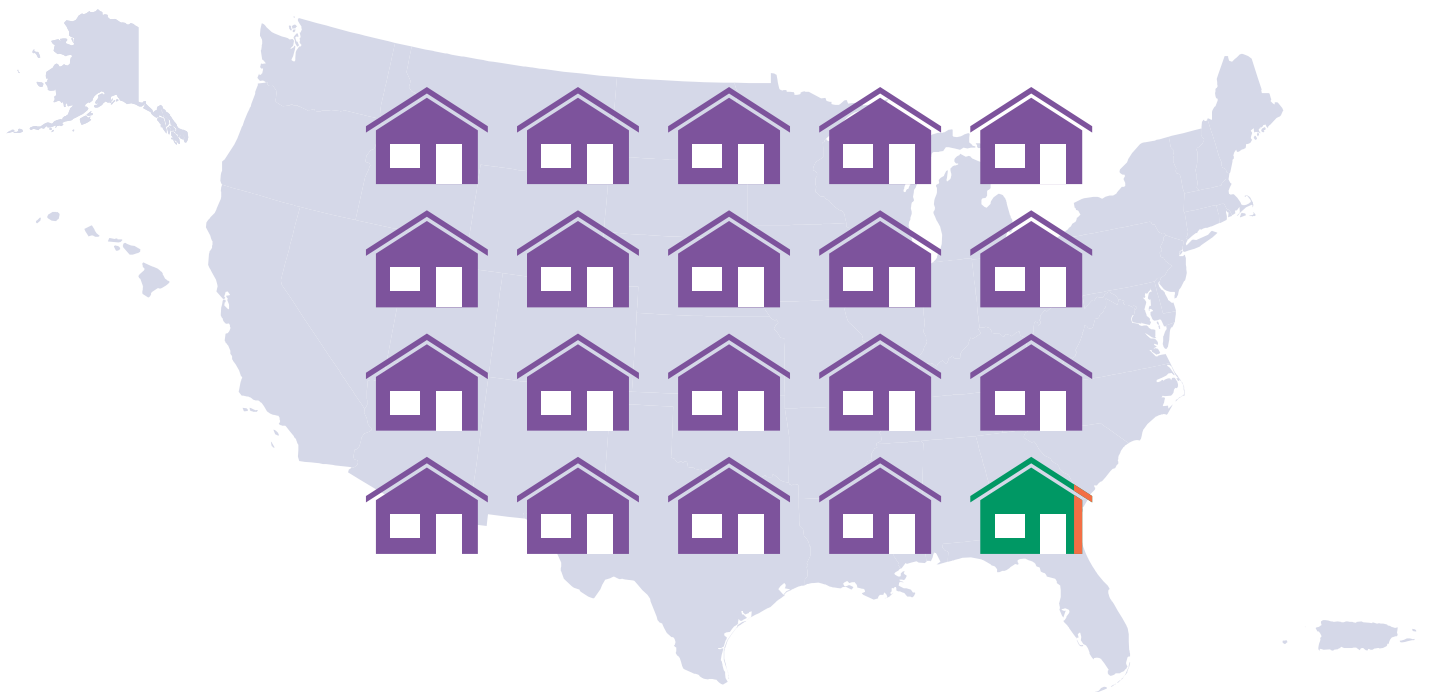


Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



Common situations where young children aren't counted

How you can help?



The **child splits time between two homes**.

The child lives or stays with **another family or with another relative such as a grandparent**.

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household**.

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom**.

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn**.

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1.
- **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

Common situations where young children aren't counted

How you can help?



The child lives in a household that is **large, multigenerational, or includes extended or multiple families**.

- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.



The child lives in a household that **rents or recently moved**.

- Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don't need to worry about paper forms getting lost in the move.
- **Focus efforts** on multiunit buildings that are likely to have renters.



The child lives in a household where they're **not supposed to be**, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the **Census Bureau does not share information** so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census **responses confidential**.
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



The child lives in a **non-English or limited-English speaking** household.

- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.



The child lives in a household of **recent immigrants or foreign-born adults**.

- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the **community's gathering places** like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau's legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

El Censo del 2020 y la Confidencialidad

*Sus respuestas al Censo del 2020 están seguras, a salvo y protegidas por la ley federal. Sus respuestas se pueden usar solamente para producir estadísticas—**no se pueden usar en su contra de ninguna manera.** Por ley, todas las respuestas a las encuestas sobre hogares y empresas que realiza la Oficina del Censo de los EE. UU. se mantienen completamente confidenciales.*

Responda al Censo del 2020 para dar forma al futuro.

Responder al censo ayuda a las comunidades a obtener los fondos que necesitan y ayuda a las empresas a tomar decisiones basadas en datos que hacen crecer a la economía. Los datos del censo influyen en nuestra vida diaria, aportando información para tomar decisiones importantes sobre el financiamiento de servicios e infraestructura en su comunidad, incluyendo atención médica, centros para personas de la tercera edad, empleos, representación política, carreteras, escuelas y negocios. Más de \$675 mil millones de fondos federales se distribuyen a los estados y a las comunidades locales basándose en los datos del censo.



Sus respuestas al censo están seguras y a salvo.

La Oficina del Censo está obligada por ley a proteger toda la información personal que se recopile y a mantenerla en estricta confidencialidad. La Oficina del Censo puede usar sus respuestas solo para producir estadísticas. De hecho, cada uno de los empleados de la Oficina del Censo presta un juramento para proteger su información personal de por vida. Sus respuestas no se pueden usar para fines del cumplimiento de la ley o para determinar su elegibilidad personal para beneficios del gobierno.

Por ley, sus respuestas no pueden ser usadas en su contra.

Por ley, sus respuestas al censo no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno ni tribunal—ni por el Buró Federal de Investigaciones (FBI), ni por la Agencia Central



La ley es clara: no se puede compartir ninguna información personal.

En conformidad con el Título 13 del Código de los EE. UU., la Oficina del Censo no puede divulgar ninguna información identificable sobre individuos, hogares o empresas, ni siquiera a agencias encargadas de hacer cumplir la ley.

La ley estipula que la información que se recopile se puede usar solo para propósitos estadísticos y para ningún otro fin.

Con el fin de apoyar los estudios históricos, el Título 44 del Código de los EE. UU. permite a la Administración Nacional de Archivos y Registros publicar los registros del censo solo después de 72 años.

Todo el personal de la Oficina del Censo presta un juramento de por vida para proteger su información personal, y cualquier violación es sancionada con una multa de hasta \$250,000 y/o hasta cinco años de prisión.

de Inteligencia (CIA), ni por el Departamento de Seguridad Nacional (DHS), ni por el Servicio de Inmigración y Control de Aduanas de los EE. UU. (ICE). La ley exige a la Oficina del Censo mantener confidencial su información y usar sus respuestas solo para producir estadísticas.

No hay excepciones.

La ley exige a la Oficina del Censo mantener confidencial la información de todas las personas. Por ley, sus respuestas no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno o tribunal. La Oficina del Censo no compartirá las respuestas de ninguna persona con las agencias de inmigración o las agencias encargadas de hacer cumplir la ley, ni permitirá que esa información se use para determinar la elegibilidad para beneficios del gobierno. El Título 13 deja muy claro que la información que recopilamos se puede usar solo para propósitos estadísticos—no podemos permitir que se use para nada más, incluyendo el cumplimiento de la ley.

La opción es suya: usted puede responder de manera segura por internet, por teléfono o por correo.

Usted tendrá la opción de responder por internet, por correo o por teléfono. Un censista visitará los hogares que no respondan de una de estas maneras para recopilar la información en persona. La ley protege su información personal, sin importar cómo responda.

Sus respuestas por internet están a salvo de la piratería informática (*hacking*) y otras amenazas cibernéticas.

La Oficina del Censo toma rigurosas precauciones para mantener seguras las respuestas por internet. Todos los datos que se envían por internet son cifrados para proteger la privacidad personal, y nuestro programa de seguridad cibernética cumple con los estándares más exigentes y recientes para proteger la información personal. Una vez que se reciben los datos, ya no permanecen en línea. Desde el momento en que la Oficina del Censo recopila las respuestas, nuestro objetivo y obligación legal es mantenerlas seguras.

Estamos comprometidos a mantener la confidencialidad.

En la Oficina del Censo de los EE. UU., estamos absolutamente comprometidos a mantener confidenciales sus respuestas. Este compromiso significa que es seguro responder al censo sabiendo que sus respuestas solo se usarán para pintar un retrato estadístico de nuestra nación y sus comunidades.

Averigüe más sobre el programa de protección de datos y privacidad de la Oficina del Censo en www.census.gov/privacy.



Las leyes que protegen la información personal del censo han resistido los desafíos.

En 1982, la Corte Suprema de los EE. UU. confirmó que aun las direcciones son confidenciales y no se pueden divulgar mediante procesos de descubrimiento legal o la Ley de Libertad de Información (FOIA). En el 2010, el Departamento de Justicia de los EE. UU. determinó que la Ley Patriota no tiene precedencia sobre la ley que protege la confidencialidad de las respuestas individuales del censo. Ningún tribunal de justicia puede emitir una citación judicial que ordene la presentación de las respuestas del censo.

2020 Census Roadmap

The 2020 Census Statistics in Schools (SIS) program is being developed and implemented to increase awareness of, and the overall public response to, the decennial census by engaging administrators, teachers, students, and their parents/guardians in public conversations about the census. Additionally, the program will continue to promote understanding of statistical concepts and introduce the use of data to students in a variety of subjects.

Start Now!

New materials and worksheets will be coming, but get started with the SIS program now by checking out www.census.gov/schools. You'll find a wealth of resources like worksheets, fun facts and data tools that help students in grades K-12 learn key skills in a variety of subjects all by using Census Bureau data.

March
2019

August
2019

Video Delight!

Check out the cool new videos and webisodes that help children understand what the decennial Census is and why it's important that everyone be counted.

Check it Out!

New worksheets that teach all about the 2020 Census and the importance of being counted are posted to the SIS website. These lessons have been created by educators across the country in conjunction with Census Bureau data experts.

Preschool Fun!

Little ones can join in the SIS excitement. New worksheets for children ages 2-5 will be posted on the website. Additionally, check out the other great activities like a coloring and activity book and interactive song that teaches our youngest learners all about the 2020 Census.

Dec.
2019

Sept.
2019

Back to School!

Principals across the country will receive administrator kits that include many of the great materials the 2020 SIS program has to offer. Go to your principal to see the colorful maps, promotional items and other SIS materials.

March
2020

SIS Week March 2-6!

For a whole week in schools across the country educators will join forces to show how students can use the SIS program in their classrooms.

April
2020

Census Day April 1, 2020!

The 2020 Census will be officially open. Help your community by reminding your students to tell their caregivers to complete the 2020 Census form. Remember the Census provides funding for a variety of resources that help your school and community.