

Supporting the 2010 Census:

Toolkit for Reaching Older
People and Retirees

United States[®]
Census
2010

IT'S IN OUR HANDS



Contents

Welcome from the U.S. Census Bureau Director	3
A Partner Quick-Start Guide.	4
Delivering Messages That Matter.	6
Getting Started: The Path to a Successful Partnership . . .	11
Step 1: Announce Your Partnership	13
Step 2: Create Your Action Plan.	15
Step 3: Identify and Plan Activities	21
Step 4: Communicate About the 2010 Census	29
Regional Census Center Contact Information.	31



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

Dear 2010 Census Partner:

Thank you for your partnership with the U.S. Census Bureau in support of the 2010 Census. Your help is vital to ensure that everyone in our nation is counted. As you may know, the 2010 Census is more than just a population count. Census data are used to reapportion congressional seats to states, and directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.

Accurate representation and funding are especially important to older people and retirees because this population relies on many government, community and social service programs. Unfortunately, in the past, some of these individuals did not participate in the census because of misinformation or reasons related to their circumstance. Your partnership will help to change this. By reaching out to older people and retirees and offering accurate information and assistance, you can help ensure they will be represented in the Congress of the United States, as well as in their own communities.

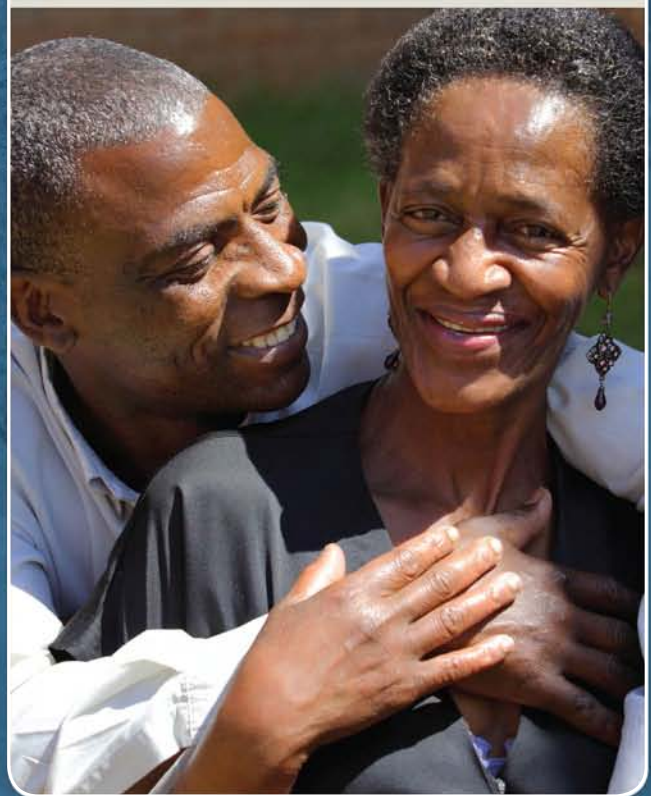
This toolkit contains a variety of resources to support your outreach efforts. The customizable materials in this toolkit were developed to resonate with the older person and retiree population in your community.

The 2010 Census is easy, important and safe, and participation is vital. I am grateful to organizations like yours — as we rely on community partners to help drive census participation. Your efforts, in tandem with other 2010 Census public awareness initiatives like paid advertising, public relations and online/interactive elements, will help ensure everyone is counted in 2010.

Sincerely,

Dr. Robert M. Groves
Director, U.S. Census Bureau

A Partner Quick-Start Guide



Thank you for signing on to be a Census Bureau partner. You are committed to encourage participation in the 2010 Census so your community can be accurately represented and eligible for funding needed for a brighter future. Now you want to know, what's next? What should you do as a partner?

It's simple. Here – at a glance – are the four main steps you should take.

1**Announce your partnership.**

Tell employees, colleagues and the community that you support the 2010 Census. Send letters and e-mails, post information in newsletters and on your Web site, and issue an official proclamation. These public acknowledgements lend credibility to the message of the importance of the 2010 Census. It's a quick and easy way to kick-start your partnership and bring attention to this important event. (See page 13.)

2**Create your action plan.**

Build an action plan that defines specifically how your organization will support the census. Through February 2010, focus on raising awareness in your community as well as informing people about the census and its benefits. After February 2010, activities should focus on motivating people to participate in the census. This toolkit includes planning resources and activity suggestions specific to your audience. (See page 15.)

3**Identify and plan activities.**

A steady stream of communications and events through Census Day will be critical both to educate your audience about the census and to motivate them to take part. Stagger timing of communications and events throughout 2009 and 2010 to sustain census awareness in your community. (See page 21.)

4**Communicate about the 2010 Census.**

Start spreading the word using your action plan and the many resources provided in this guide, such as fact sheets, customizable templates and posters. Include specific messages that will resonate most with your audience. (See page 29.)

Your efforts will be supplemented by other public awareness initiatives, including paid advertising, public relations and online/interactive tools and resources. Together, these efforts will surround your community with messages about the 2010 Census.

Delivering Messages That Matter





Thank you for partnering with the Census Bureau in support of the 2010 Census.

To effectively communicate your partnership and promote participation, it's important to understand how census data affect older people and retirees. The following information and messages are relevant to this population. Use this messaging in your partner communications initiatives to help promote the importance of the census and encourage participation.

Did You Know?

The U.S. population age 65 and older is expected to double in size within the next 25 years. By 2030, one-fifth of the population (some 72 million people) are expected to be 65 years or older. The age group 85 and older is now the fastest growing segment of the U.S. population.

— U.S. Census Bureau

General information and key messages for these audiences:

▲ Census data benefit older people and retirees in many ways.

- Census data directly affect how more than \$400 billion per year in federal funding is distributed to state, local and tribal governments.
 - Census data help guide local planning decisions, including where to provide additional social services, establish child-care and senior centers, build new roads, hospitals and schools, and determine locations for job training centers. That means census data can directly affect the quality of life for older people and retirees and their families through improvements in health care, education and social service programs.
- Census data are used to reapportion congressional seats to states and assure proper district representation.

▲ Census data help guide all levels of government on the implementation and evaluation of programs and enforcement of laws, including:

- The Equal Employment Opportunity Act
- Fair Housing Act
- The Older Americans Act



Did You Know?

People in the United States are living longer and healthier lives than ever before. The average life expectancy at birth rose from 47.3 in 1900 to 76.9 in 2000.

— U.S. Census Bureau

▲ The 2010 Census is easy, important and safe, and your participation is vital.

- It's easy: The 2010 Census form is one of the shortest census forms in history. With only 10 questions, the form takes about 10 minutes to complete.
- It's important: Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior centers, and more.
- It's safe: By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

▲ Census data determine funding for essential federal, state and local programs and services.

- Helping to educate the older person and retiree population about the relationship between accurate census data and having appropriate funding for senior-related programs and medical facilities is particularly important.
- Of interest to older people and retirees, an accurate census count helps to determine:
 - Planning for hospitals, nursing homes, clinics, health programs and short- and long-term care facilities.
 - Creation of maps to speed emergency services to households in need of assistance.
 - Support for libraries and other public institutions.
 - Food and transportation assistance programs.

Special note on safety:

In an age of identity theft, older people and retirees may be reluctant to voluntarily provide personal information to the government. It is important to provide reassurance that an individual's personal information is protected and cannot be shared with the Internal Revenue Service, immigration agencies or law enforcement entities.

▲ **Census forms will be delivered or mailed to households in March 2010.**

Every household in the United States should complete its census form upon receipt. Responding immediately to the 2010 Census form is the most efficient way to complete the census.

- Responses to the census form should include everyone living at that address.
- Census workers will visit households that do not return the forms to take a count in person. Because older people and retirees might be apprehensive about a stranger coming to their home, it is important to note that census workers can be identified by a census badge and bag.
- Questionnaire Assistance Centers (QAC) will be available to assist those unable to read or understand the census form. For those with visual impairments, Language Assistance Guides will be available in large type, Braille, as well as in 59 languages at all QAC locations.
- Deaf and hard-of-hearing persons can call the TDD number, 1-866-783-2010.

For additional assistance or information, individuals can contact Partnership and Data Services Program staff at their Regional Census Center. Contact information can be found at:

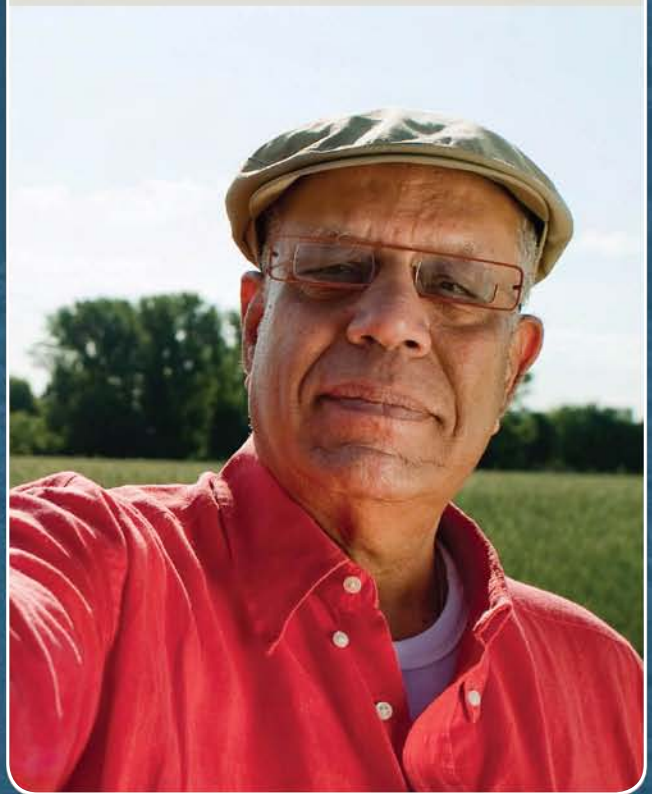
<http://www.2010.census.gov/partners/pdf/censusRegionMap.pdf>.



Did You Know?

Census workers receive good pay on a weekly basis while performing an important service for their community and the nation. Older people and retirees can learn about job opportunities in their community by calling the toll-free jobs line at 1-866-861-2010 or by visiting 2010censusjobs.gov.

**Getting
Started:
The Path to
a Successful
Partnership**



This toolkit provides resources and tips to publicly announce your partnership and help communicate the importance of the 2010 Census to older people and retirees. It outlines helpful information to launch and sustain your partnership, including suggestions on partnership activities and communications tips and guidelines. Also, the toolkit includes specific tips and direction - from planning to event execution - to help make your partnership efforts simple, focused and successful.



Did You Know?

Living arrangements of older people and retirees differ by race and origin. In 2003, older Black, Asian, and Hispanic women were more likely than non-Hispanic White women to live with relatives. Older non-Hispanic White women and Black women were more likely to live alone (about 40 percent each) than were older Asian and Hispanic women (about 20 percent each). Older Black men lived alone more than three times as often as older Asian men (30 percent compared with 8 percent). Older Asian men were most likely to live with relatives (23 percent).

— U.S. Census Bureau

Step 1: Announce Your Partnership

Begin by publicly announcing your support of the 2010 Census. Spread the word to employees and their families, as well as to others in your community. To assist you in these efforts, the Census Bureau has developed a variety of materials created specifically for older people and retirees that you can customize further. Samples of customizable materials within this toolkit include:

Partnership announcement letter

Announce your partnership with the Census Bureau by sending this information on your letterhead or as an e-mail.

Newsletter, e-mail blast and Web site copy

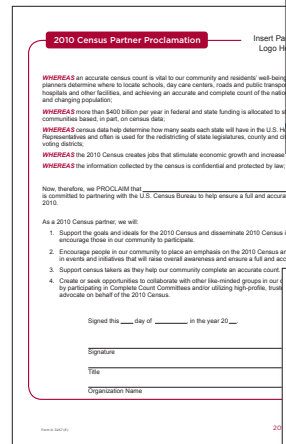
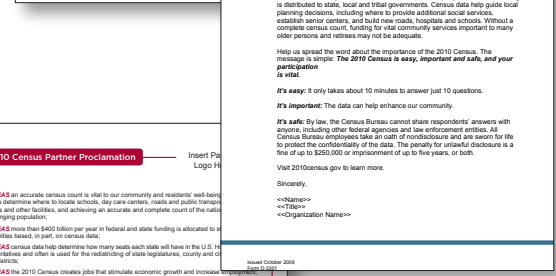
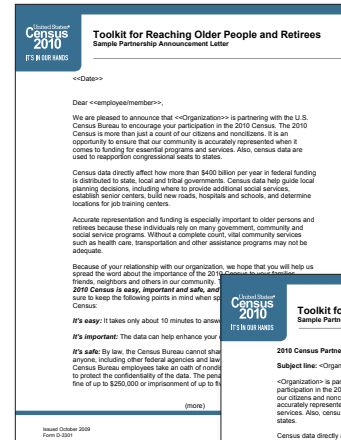
Use the sample copy provided to announce your partnership with the Census Bureau in internal and external communications including newsletters, e-mail blasts and Web sites.

Partner proclamation

Proclaim your role as a Census Bureau partner with this customizable form. Use the proclamation in ceremonies, events and other official announcements.

Partnership certificate

Customize and hang this certificate in offices or lobbies, or post it to your Web site to acknowledge your partnership with the Census Bureau.



2010 Census fact sheet

This fact sheet provides general information about the 2010 Census and can help reinforce to older people and retirees how the census works, why it is conducted, and the fact that it is safe.

Confidentiality poster and flier

These materials assure employees, members and others that their census participation is safe. Display the posters in high-traffic areas and distribute the flier to your employees, individuals your organization serves, and others in your community.

Awareness poster

This poster is the first in a unique series designed to build awareness and encourage participation in the 2010 Census. Contact your partnership specialist to obtain a printed version measuring 16" X 20" or download and print the version available as a separate electronic file in this toolkit. Display the posters in your office, lobby or other high-traffic areas to create awareness of the coming 2010 Census.

10 QUESTIONS MINUTES TO DEFINE WHO WE ARE AS A NATION

Older People and Retirees

United States Census 2010

THE 2010 CENSUS IS EASY, IMPORTANT AND SAFE, AND PARTICIPATION IS VITAL.

IT'S EASY: The 2010 Census form is one of the shortest census forms in history. With only 10 questions, the form takes about 10 minutes to complete.

IT'S IMPORTANT: Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior centers, and more.

IT'S SAFE: By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are tested for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

For more information about the 2010 Census, visit 2010census.gov.

Counting is our job.

Keeping your answers **confidential** is our solemn oath.

IT'S EASY.
In just 10 minutes, you can make a difference. One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.

IT'S IMPORTANT.
The 2010 Census is a historic event that will help shape our nation's future for the next 10 years. With accurate census data, we can create a portrait of our nation, growing population and determine what's needed to better provide for everyone.

IT'S SAFE.
By law, the Census Bureau cannot share your answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are tested for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Counting the 2010 Census form will shape the future for you, your community and the country.

Complete your 2010 Census form when it arrives in March. By law, your responses are safe and cannot be shared with anyone.

Census 2010

22 million people live in America's urban communities.

78 million students are counting on the education of their tomorrow.

America's cities.

777 thousand people farm U.S. soil.

10 QUESTIONS. MINUTES. MAKE A DIFFERENCE. MAKE HISTORY.

Census 2010

Step 2: Create Your Action Plan

After announcing your partnership with the Census Bureau to key audiences, it's time to start building outreach and communications plans to carry your efforts through Census Day (April 1, 2010) and beyond.

Create an action plan that outlines how your organization will raise general awareness about the census and its importance to older people and retirees. As you develop your plan, ask yourself:

- ▲ What barriers do these individuals face in completing and returning the 2010 Census forms? For example, in your community:
 - Do older people with disabilities require special assistance (TDD) or forms?
 - Do older people and retirees need help in reading and completing the form or understanding the directions?
 - Could any of these older people and retirees be concerned about the safety of their personal information?
- ▲ What kinds of information or services can you provide to help overcome these barriers?
- ▲ How can you communicate the benefits of participating in the census, including the difference it will make in your community, for the older people and retiree population as a whole, and across the nation?
- ▲ What community events can you use to promote participation in the 2010 Census?

Did You Know?

The number of centenarians (those 100 and older) has increased in the past several years, from about 37,000 in 1990 to more than 50,000 in 2000. About 80 percent of centenarians are women.

— U.S. Census Bureau



Throughout 2009, your focus should be on raising awareness and educating this key population about the 2010 Census and its benefits. Beginning in January 2010, you should plan communications and events that lead up to form distribution in March 2010 and continue through April 1, 2010 – the official day of the population count – and beyond.

2010 Census Timeline

The following timeline outlines major 2010 Census operational milestones and important partnership activities. By organizing activities around key dates, you can help build awareness of the 2010 Census.

March 2010	Census forms are mailed or delivered to households.
April 1, 2010	Census Day – the official day of the population count.
April – July 2010	Census Bureau workers visit households that did not return a form by mail.
Dec. 31, 2010	Census Bureau delivers population counts to the President of the United States.
March 2011	Census Bureau completes delivery of redistricting data to states.

Did You Know?

More than 5.8 million people 65 and older were in the labor force in 2007. That number represents 15 percent of people 65 and older. Projections indicate that by 2016, the number will reach 10.1 million.

— U.S. Census Bureau

Use the following toolkit resources to get a sense of key operational and campaign milestone timing, and build events and activities accordingly:

2010 Census operational milestone timeline

Hang this at-a-glance timeline on your wall to see key dates for the 2010 Census, including 2010 Census form distribution, Census Day and others. Alongside these key census milestones, see what supporting events and activities are being conducted through the 2010 Census Integrated Communications Campaign.



18-month calendar for 2010 Census partners

Hang this printable calendar – spanning July 2009 through December 2010 – in your office, lobby, meeting room or other high-traffic area as a reminder of important census dates as well as suggestions for what you, as a partner, can do to support the census. Incorporate suggestions from the calendar into your organization's 2010 Census outreach plan.



REACHING OLDER PEOPLE AND RETIREES: A CHECKLIST FOR SUCCESS

A successful outreach campaign requires planning and comprises many facets. Use the checklist below to help establish and guide your census campaign efforts and activities:

☐ **Establish a 2010 Census Complete Count Committee.**

Engage others in your organization and community to take a leadership role in planning activities and communications around the 2010 Census. A Complete Count Committee (CCC) is a team of state, local or community leaders that develops and implements a locally-based outreach and awareness campaign to increase awareness of the 2010 Census in a particular community. CCCs serve as “census ambassadors,” promoting the census to everyone in their local areas – especially to those hard-to-count populations – to ensure that everyone is counted.

- ▲ Form a manageable committee of five-to-10 individuals to help organize and execute your census campaign.
- ▲ Enlist individuals who bring a specific skill or perspective to the census committee, such as senior and junior staff members, marketing and communications personnel, online specialists, administrators, case workers, community liaisons, etc.
 - Consider inviting older people and retirees from your community and/or the family member of a senior to serve on the committee as well.
- ▲ Use the first meeting to set a direction and highlight goals and expectations.
- ▲ Hold meetings at a regular time, date and location.
- ▲ To encourage productivity and ownership of various census-related efforts, all committee members should be assigned specific duties. All members should be expected to report on their progress at following meetings.

❑ Engage Employees and Members as 2010 Census Advocates.

Keep everyone within your organization apprised of census efforts and activities. Empower all individuals with the knowledge necessary to communicate to their families, friends and neighbors about the importance of census participation by older people and retirees.



Did You Know?

The U.S. older person and retiree population grew rapidly for most of the 20th century, from 3.1 million in 1900 to 35.0 million in 2000. Except during the 1990s, the growth of the older population outpaced that of the total population and the population under age 65.

— U.S. Census Bureau

- ▲ Promote and publish census information, as well as your organization's specific plans, in all employee communications.
- ▲ Establish a 2010 Census section of your Web site and encourage members and employees to post comments, questions and ideas for reaching older people and retirees. Highlight comments/ideas of the week.
- ▲ Ask the 2010 Census Committee to speak directly with their coworkers and colleagues about volunteer opportunities (staffing census events and activities or creating and distributing communications).
- ▲ Encourage census discussions and brainstorming activities at employee meetings. Invite an older person or retiree to an employee meeting to share their personal story.

❑ **Enlist Community Partners for Support.**

Identify partners in your community who can assist with the distribution of communications or the hosting and support of events.

- ▲ Possible partners and supporters could include:
 - Organizations and associations that care for older people and retirees and/or their families.
 - Businesses that provide products or services for older people and retirees.
 - Community hubs, such as grocery stores, pharmacies, banks and libraries.
- ▲ Before approaching partners, consider how you could best work together and what type of assistance you would need. For example:
 - Are you looking for partners to distribute your census materials to their customers?
 - Would you like a partner to donate space, funds or items for an upcoming event?
 - Do you want the partner's consumers to promote or participate in an event or activity you are hosting?
- ▲ Once the level of support is determined, send a letter to the organization's manager or director with your specific request. Place a follow-up call to confirm receipt of the letter and discuss the request. Be sure to highlight the importance of census participation for older people and retirees.



Did You Know?

Sixty-five percent of people 65 and older live with a relative. Another 25 percent live alone as of 2007.

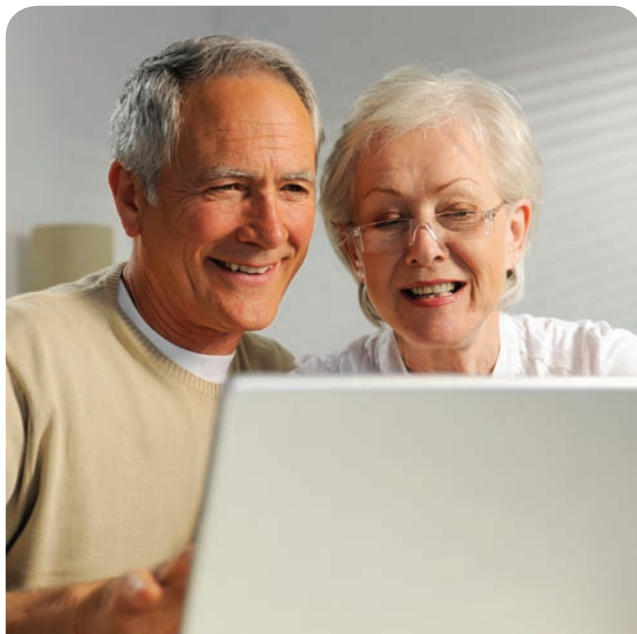
— 2007 American Community Survey

Step 3: Identify and Plan Activities

Be strategic about your planned activities and target them as closely as possible to the needs and interests of older people and retirees.

For example:

- ▲ Older persons and retirees may need reassurance that their personal information will be protected.
- ▲ They may need to be informed about rules of residence that apply to “snowbirds” or spouses in care facilities.



Did You Know?

The 2010 Census helps ensure that your community receives its fair share of political representation and government funding. The census is important to the nation in determining not only representation in Congress, but also in understanding the growth and changes within the older person and retiree population.

Following are suggestions for activities to help you raise awareness of the 2010 Census and communicate the benefits of census participation:

Use technology to deliver the message.

- ▲ Incorporate information from this toolkit into electronic newsletters, Web sites and e-mail campaigns. Include a timeline of key census dates and a link to 2010census.gov.
- Emphasize the impact census data have on community programs and facilities that matter most to these community members and their families, including:
 - Transportation services
 - Senior programs and centers
 - Accessible facilities
- Search and link to 2010census.gov for interesting facts and information about your area and use this information to generate interest.

Because older people and retirees might have difficulty accessing information online, be sure to provide printed materials at your organization's offices and census events.

Make your Web site easy to use for older people and retirees:

Use 12- or 14-point type size and make it easy to enlarge text.

Break information into short sections.

Give instructions clearly and number each step.

Minimize the use of jargon and technical terms.

Use single mouse clicks and minimize scrolling.

Use high-contrast color combinations, such as black type against a white background.

Provide text-only versions of multimedia content.

Provide a speech function to hear text read aloud.

Coordinate initiatives and outreach activities with local faith-based organizations.

- ▲ Many faith-based organizations minister to and provide social services for older people and retirees. These programs may include food assistance, homelessness prevention and services designed to assist older adults. Consider partnering with appropriate faith-based groups to reinforce the importance of participating in the 2010 Census.
- ▲ Ask your local temples, mosques, churches and other houses of worship to promote the census through their various outreach programs and services. “The Toolkit for Faith-Based Organizations,” located on the “Partner With Us” section of 2010census.gov, provides ideas for announcements, bulletins and newsletters, as well as ideas on how to gain support from key religious leaders.

Volunteer as a speaker at community meetings and events.

- ▲ Work with organizations within your community to publicly address older people and retirees and their families about the importance of the 2010 Census.
- ▲ Sign up for speaking engagements at health fairs and screenings, houses of worship and other community events.
- ▲ Use the key messages and information provided in this toolkit to discuss the importance of the 2010 Census and its impact.

The National Institute on Aging offers guidelines for communicating effectively with older people and retirees, including:

- **Be direct and specific.**
- **Limit key points to three to five, and repeat these main points.**
- **Use positive statements and active voice. Avoid jargon.**
- **Support information with real examples and relatable stories.**
- **Use pictures to illustrate information, but avoid complex diagrams/charts.**

Conduct activities on days of key observances or events currently offered by your organization.

- ▲ Work with your 2010 Census committee to decide what type of event or activity your organization would like to host. Calendar milestones are ideal reasons to host events that gather your members together for a single milestone or other notable purpose. Relevant milestones for older people and retirees might include:
 - November marks several observances that impact older people and retirees and their caregivers, such as:
 - National Alzheimer's Disease Awareness Month
 - American Diabetes Month
 - National Family Caregivers Month
 - National Hospice Month

Bring the message to the masses.

- ▲ Organize a Be Counted site or Questionnaire Assistance Center (QAC). Offer assistance wherever seniors gather (medical offices, malls, libraries, etc.). Sponsor and promote these ongoing events at different locations throughout the community.
- ▲ Contact the Partnership and Data Services Program staff at your local Regional Census Center to learn more about establishing a Be Counted site or a QAC. Contact information can be found at the end of this toolkit or <http://www.2010.census.gov/partners/pdf/censusRegionMap.pdf>.

**Consider inviting a
Census Bureau partnership
specialist to attend your census
events and answer questions
from attendees.**



Engage other organizations that serve older people and retirees.

- ▲ Tap the network of organizations and agencies in your community to co-host events and help spread the word. Reach out to organizations that serve the older person and retiree population, including:
 - Oasis
 - Local AARP chapters
 - Local senior programs, like Meals on Wheels
- ▲ Add on to established programs and events (bake sales, family days, picnics, classes, activities, etc.) to add a census-awareness component.

Explain the 2010 Census residence rules.

- ▲ Most people should be counted where they live and sleep most of the time. For the “snowbirds” among the older person and retiree population, explanation of residence rules is extremely helpful and important. Additionally, many older people and retirees may have spouses in assisted living facilities and may need guidance on where their spouse should be counted.
- ▲ The “How People Are Counted” brochure is available for distribution, making note of how people in special living situations (care facilities, etc.) should be counted. It can be downloaded at 2010census.gov/partners.

Planning Events and Activities

Careful planning, timing and attention to detail are the keys to executing a successful event or activity. Below are tips to keep in mind as you prepare to host an event or activity for older people and retirees.

Planning

Event planning should begin at least eight weeks prior to the event date. Use the 2010 Census calendar, available in this toolkit, as a guide.

- ▲ Identify activities or events currently offered by your organization to determine if a census component or theme would be possible. Examples of such events can include:
 - Job fairs with other partners in the community to promote the various part-time and volunteer positions available for older people and retirees through the 2010 Census.
 - Game nights (card games, dominoes or board games with census-themed prizes).
 - Movie nights (classic movies, brought to guests by your organization and the 2010 Census).
 - Party for “Super Census Sunday.”
 - Trivia Night (include a category on the census).
 - Health screenings/fairs (offer services by groups who rely on funding based on census data).
 - Snowbird events in appropriate locations in the country to welcome older people and retirees who might have recently moved to spend part of the year in a different climate.
- ▲ Consider inviting a Census Bureau partnership specialist to attend and answer questions from attendees.

Planning Timeline

Below is a simple timeline of how to implement your event planning throughout the course of eight weeks:

8 weeks prior	Begin weekly planning meetings.
	Decide date and theme of event.
	Reach out to partners for support (if necessary).
	Consider inviting a Census Bureau partnership specialist to attend the event and answer questions from attendees.
6 weeks prior	Confirm date, time and location (reserve space, make arrangements for refreshments, entertainment and decorations/materials).
	Finalize guest list.
5 weeks prior	Prepare event communications (create event invite, newsletter and Web site copy, speaker materials, event agenda, remarks, etc.).
3 weeks prior	Distribute invites and begin promoting the event to internal and external audiences (employees and members, seniors, their families and community leaders).
1 week prior	Notify your local news media about the event.
	Create an alert to send to the media that includes the “who, what, when, where and why” about your event.
	Be sure to have someone from your organization designated as a spokesperson, should the media decide to cover your event.

Details	Ensure that the event is easily accessible to older people and retirees and/or family members/ caregivers.
	Provide materials and resources that are easy to read and understand (large font, etc.).
	Train volunteers on message points that are particularly relevant to older people and retirees.
	Make sure that VIP guests and sponsors are acknowledged publicly and appropriately.
After the event	Send thank you notes to volunteers, partners and VIP guests.
	Post event photos and highlights in your newsletter and on your Web site.

Please note:

Partner organizations are responsible for all costs associated with hosted events and meetings, such as food and beverage costs or space rental fees.

If you receive questions related to the 2010 Census that you cannot answer, please refer individuals to the Partnership and Data Services staff at the Regional Census Center. Contact information can be found at: <http://www.2010.census.gov/partners/pdf/censusRegionMap.pdf>.

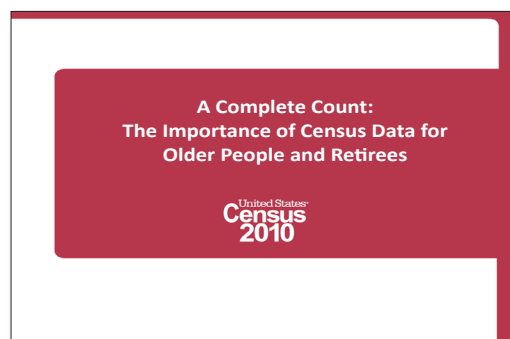
Step 4: Communicate About the 2010 Census

Once your plan is in place, you are ready to promote the 2010 Census and deliver important census-related information to your key audiences.

As a supporter of the 2010 Census, you can help make a difference for older people and retirees by raising awareness of the census and encouraging participation. Use the following customized toolkit materials to support your partnership efforts:

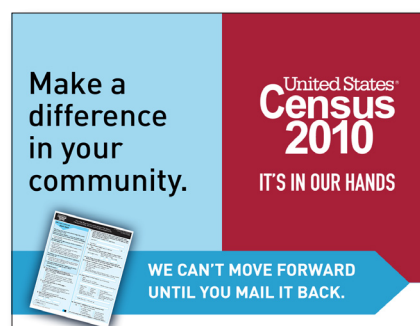
2010 Census PowerPoint

Use this customizable PowerPoint in presentations to members, affiliates and other advocates. These slides showcase the impact of the census on older people and retirees and feature some key operational milestones. Edit the slides to include or remove information as appropriate for the audience, and include information about your own planned events and activities. The PowerPoint presentation is available as a separate electronic file in this toolkit.



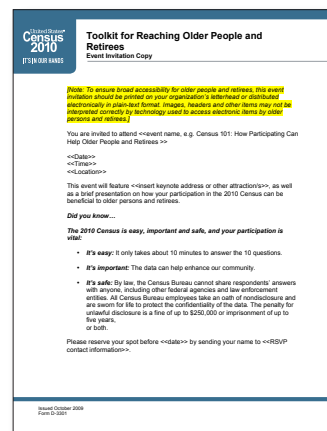
2010 Census Web banners

2010 Census Web banners are available to post on your organization's Web site. They provide an ongoing reminder about the 2010 Census and drive Web users to the 2010census.gov Web site for more information.



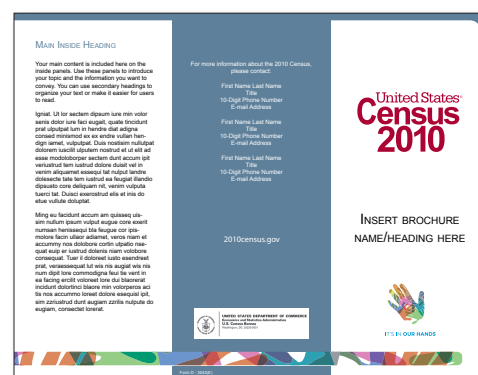
Event invitation

This invitation can be customized to invite partners to participate in census-related events hosted by your organization. The customizable event invitation is available as a separate electronic file in this toolkit.



2010 Census brochure template

This pre-designed template can be used to develop a census brochure that highlights your organization's involvement in the 2010 Census. Consider including information about the importance of obtaining a complete and accurate count and the resources available to help individuals complete and return their form. Use all or part of the sample brochure language, which along with the brochure template, is available as a separate electronic file in this toolkit.



2010 Census poster/flier template

Use this pre-designed template to create a poster or flier highlighting your organization's census-related events and activities. The template is available as a separate electronic file in this toolkit.



**Thank you for supporting the 2010 Census.
You will make a difference in your community.**

**Regional
Census Center
Contact
Information**

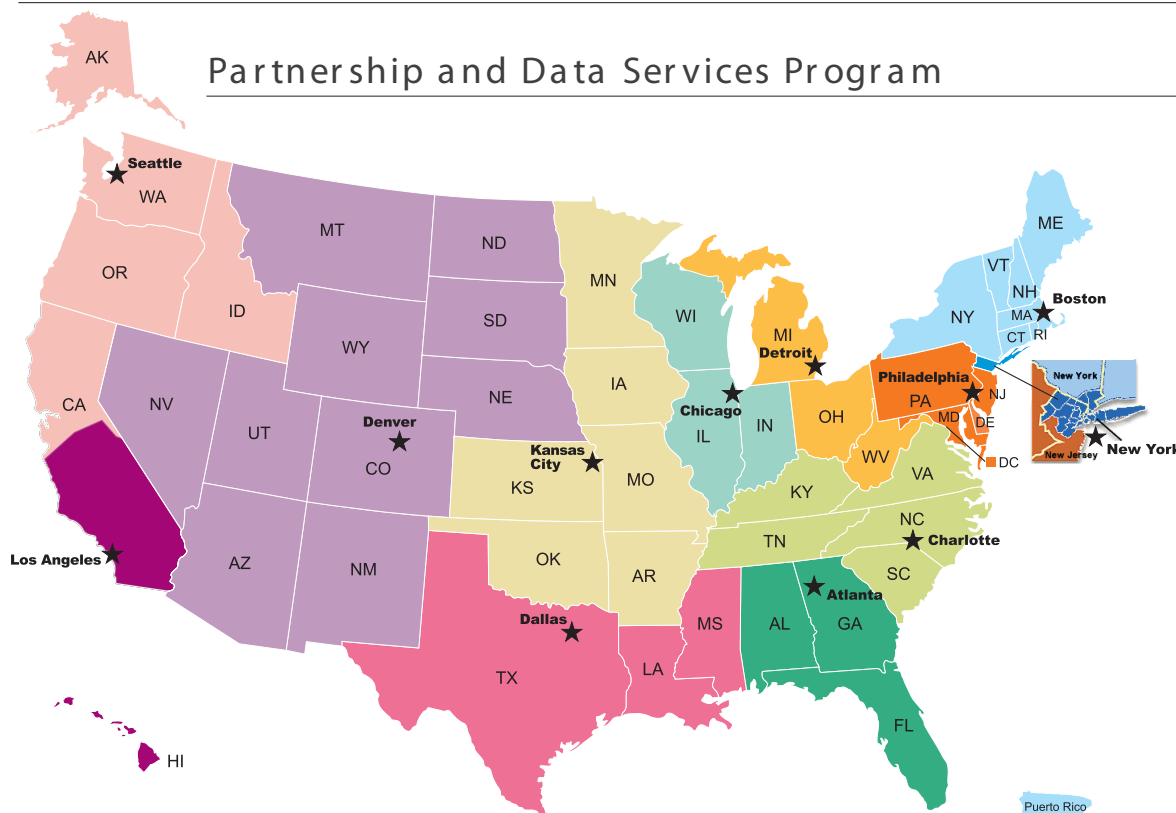


U.S. Census Bureau Regions

August 2009

Partnership and Data Services Program

FLDPDS/09-2



Phone Numbers for the Partnership and Data Services Program

Atlanta
404-335-1467

Boston
617-223-3610

Charlotte
704-936-5330

Chicago
312-454-2770

Dallas
214-637-9680

Denver
720-475-3670

Detroit
313-392-6500

Kansas City
816-994-2045

Los Angeles
818-717-5820

New York
212-356-3100

Philadelphia
215-717-1020

Seattle
425-908-3060

American Samoa,
Commonwealth of the
Northern Mariana Islands
(CNMI), Guam, and the
U.S. Virgin Islands
301-763-4033

ATLANTA - www.census.gov/atlanta
Alabama, Florida, Georgia

BOSTON - www.census.gov/boston
Connecticut, Maine, Massachusetts, New Hampshire,
New York (all counties except those covered by the
NY Regional Office listed under the state of NY),
Puerto Rico, Rhode Island, Vermont

CHARLOTTE - www.census.gov/charlotte
Kentucky, North Carolina, South Carolina,
Tennessee, Virginia

CHICAGO - www.census.gov/chicago
Illinois, Indiana, Wisconsin

DALLAS - www.census.gov/dallas
Louisiana, Mississippi, Texas

DENVER - www.census.gov/denver
Arizona, Colorado, Montana, Nebraska, Nevada,
New Mexico, North Dakota, South Dakota, Utah,
Wyoming

DETROIT - www.census.gov/detroit
Michigan, Ohio, West Virginia

KANSAS CITY - www.census.gov/kansascity
Arkansas, Iowa, Kansas, Minnesota, Missouri,
Oklahoma

LOS ANGELES - www.census.gov/losangeles
Hawaii, Southern California (Fresno, Imperial, Inyo,
Kern, Kings, Los Angeles, Madera, Mariposa,
Merced, Monterey, Orange, Riverside, San
Bernardino, San Diego, San Benito, San Luis Obispo,
Santa Barbara, Tulare, and Ventura counties)

NEW YORK - www.census.gov/newyork
New York (Bronx, Kings, Nassau, Queens,
Richmond, Rockland, Suffolk, and Westchester
counties)
New Jersey (Bergen, Essex, Hudson, Morris,
Middlesex, Passaic, Somerset, Sussex, Union,
and Warren counties)

PHILADELPHIA - www.census.gov/philadelphia
Delaware, District of Columbia, Maryland,
New Jersey (all counties except
those covered by the NY Regional Office
listed under the state of NJ), Pennsylvania

SEATTLE - www.census.gov/seattle
Alaska, Idaho, Northern California (all counties
except those covered by the LA Regional Office
listed under southern California), Oregon,
Washington

REACHING OLDER PEOPLE AND RETIREES