The Count Continues!
#DisabilityCounts2020 Digital Toolkit

As 2020 Census deadlines have been extended due to COVID-19, the National Disability Rights Network (NDRN), Disability Rights Education & Defense Fund (DREDF), and The Arc of the United States, American Association of People with Disabilities (AAPD), Rooted in Rights, and National Association of Councils on Developmental Disabilities (NACDD) are providing social media sample material to help get out the count and educate the disability community on the latest information from the Census Bureau.

This toolkit will be updated as more resources and information becomes available. Last update was on August 5, 2020.

Partner Links

DREDF/CFILC 2020 Census Disability Toolkit
NDRN Census Issue Page
The Arc Census Page
#DisabilityCounts2020 Partnership Website
AAPD’s Website
Rooted in Rights Census Page
NACDD Website

Key Dates

March 12 - September 30, 2020: Self-Response Phase
April 2 - September 3, 2020: Group Quarters (e-Response and Paper Enumeration) Operation
June 13 - July 9, 2020: Update Leave (Statewide)¹
July 1 - September 3, 2020: In-Person Group Quarters Operation
July 16 - September 30, 2020: Nonresponse Follow-up (NRFU)²
August 12 – Census Day of Action
September 22 - September 24: Service Based Enumeration³
September 22 - September 24: Count of People experiencing homelessness outdoors
September 30 - Last day for households to self-respond online, by phone or by mail

Visit the Census Bureau’s 2020 Census Operational Adjustments Due to COVID-19

¹ Update Leave involves census takers dropping off invitations to respond and paper questionnaires at the front doors of 5 million households statewide while updating the addresses.
² NRFU involves census takers interviewing households in person.
³ Service Based Enumeration involves the Census Bureau working with service providers at soup kitchens, shelters, and regularly scheduled food vans to count the people they serve.
Day of Action Ideas
August 12, 2020

The #2020Census impacts funding for TEN years into the next decade. The funding pays for important things for people with disabilities like housing, health care, transportation and more! Ten years is a long time! What were you doing ten years ago? What will you be doing ten years from now?

Post a picture of yourself from ten years ago and share what you want the next ten years to look like!
#DisabilityCounts2020

Alt-text:
Red white and blue graphic with #DisabilityCounts2020 as the title. What do you want the next TEN years to look like?
Step 1: Go through those old albums and find a picture of yourself from around 2010!
Step 2: Post the picture with the answer to one of these statements: - I'm completing the #2020Census because I want fill in the blank for the disability community over the NEXT ten years. #DisabilityCounts2020
- The #2020Census and the next TEN years matter to me because fill in the blank. #DisabilityCounts2020
- In 2010, I was fill in the blank. This year I’m completing the #2020Census, because I want to fill in the blank over the NEXT ten years.

Step 3: Include the hashtags #2020Census and #DisabilityCounts2020 + follow along with other posts!
Sample Posts

General

If you haven’t filled out your #2020Census yet, no worries! You can still fill it out TODAY by visiting the @uscensusbureau’s website, or by phone or by mail! #DisabilityCounts2020

https://my2020census.gov/

People with disabilities MUST BE COUNTED! #DisabilityCounts2020 #2020Census

Repeat after me “You Count! Be Counted!” #2020Census is here – and people w/ disabilities count. Federal funding that supports community living is on the line. #DisabilityCounts2020

https://www.youtube.com/watch?v=3mtLWiNihvo&t=2s

It has never been more important for all of us to raise our collective voices to make sure that the #2020Census is fair, accurate, accessible, and that disabled people are counted. #DisabilityCounts2020

https://disabilitycounts2020.org/

The #2020Census sets the stage for the next decade (that’s until 2030!), so be sure to say #DisabilityCounts2020 today! https://www.ndrn.org/census/

There may be no disability-specific questions on the #2020Census, but that doesn’t mean disabled people don’t count! Many of the supports and services we rely on to live in the community come from census data. Together let’s make sure everyone is counted! #DisabilityCounts2020

The @uscensusbureau has identified people with disabilities as “hard-to-count,” which means we’re at risk of being undercounted in the #2020Census. We cannot let that happen. Visit the @uscensusbureau website and BE COUNTED today. #DisabilityCounts2020

https://my2020census.gov/

It is not too late! There is still time to complete #2020Census. You can ask someone to help you fill it out, right at home. This can be a person you trust such as a family member or trained caregiver, among others. #DisabilityCounts2020

https://my2020census.gov/

People with disabilities count. Period. Complete the #2020Census – it’s important. The census is directly tied to key funding streams that support people with disabilities to live in the community. Be Counted! Every. Single. Person. Counts. #DisabilityCounts2020

Remember this: The #2020Census counts and so do people with disabilities. Make sure your census form is complete and BE COUNTED today! #DisabilityCounts2020

http://disabilitycounts2020.org

You might be thinking, “If disability data is not collected in the #2020Census it must not matter to people with disabilities, right?” — WRONG. Census data DOES matter for people with disabilities. It matters for everyone. #DisabilityCounts2020
The #2020Census will not only ensure a proportionate voting representation, it will influence where the boundaries of legislative, school, and voting districts are drawn, and guide the allocation of $1.5 TRILLION in federal funds, all which greatly impacts every community, including the disability community. #DisabilityCounts2020

The @uscensusbureau has assured people that this year’s census self-response options are accessible for everyone. Learn how at: https://www.ndrn.org/census/

The results from the #2020Census will affect the lives of everyone in our country. For people with disabilities, the data is used to determine how much money state and local governments get for important programs like Medicaid, housing vouchers, food assistance, and education services. When there isn’t enough money, services and programs for people with disabilities will not be available to all who need them. #DisabilityCounts2020

Sample Posts

Group Living Situations

If you live in a group setting such as a group home the @uscensusbureau has a different process for counting you! Ask your administrator TODAY to make sure that you have been counted in the #2020Census. #DisabilityCounts2020.

Interested in learning more about how people in group living arrangements are counted in the #2020Census? Head over to the @uscensusbureau’s website to get more information. https://2020census.gov/en/conducting-the-count/gq.html

Do you live in a group home? You might have already been counted in the #2020Census. Yay! Ask someone in your home today to make sure because you count. #DisabilityCounts2020

FYI: If you live in a group quarter like a group home, it’s likely the @uscensusbureau has already contacted an administrator at your location to ensure you are counted in the #2020Census

Do you live in a group facility and have you received a letter in the mail to respond to the #2020Census? If so, be sure to self-respond to the #2020Census today! If you didn’t - ask someone who works in your home to make sure you are counted! #DisabilityCounts2020
Sample Posts
Hard-To-Count Populations

We live here, we work here, and we WILL get counted here. #DisabilityCounts2020 #2020Census

It is more critical than ever that people complete the #2020Census and that everyone, including undocumented immigrants with disabilities and their family members, are counted. #DisabilityCounts2020

People with disabilities are a part of every single community in the U.S. and we must continue to advocate for every community to be counted and included in the 2020 Census. #DisabilityCounts2020

An inaccurate #2020Census means less money for schools, roads, and transit for millions of low-income and rural households, immigrant communities, people of color, and people with disabilities. #DisabilityCounts2020

The census only happens once a decade. When communities are undercounted, they are deprived of equal political representation and funding. Make sure you are counted in the #2020Census #DisabilityCounts2020

Census data helps identify where resources need to be directed, and which populations are relying on them in the wake of disasters and public health emergencies like COVID-19. The end of this month is the deadline for submitting #2020Census forms, make sure your household is counted! #DisabilityCounts2020

There's power in numbers and we need all the strength we can get behind the #2020Census. Our voices are stronger together and when folks are counted, our demands for real change will be heard. #DisabilityCounts2020

Disability is represented in every community and now is the time for all of us to BE COUNTED in the #2020Census. #DisabilityCounts2020

Getting counted in the census, voting in elections, and marching against injustice are the first steps to building political power and protecting our civil rights. Make sure the #2020Census is on your civic duty checklist.

The @uscensusbureau has identified people with disabilities as a hard-to-count population. Other hard-to-count populations include young children, people of color, people experiencing homelessness, and LGBTQ persons. Let’s all BE COUNTED today! #DisabilityCounts2020