

ABOUT THIS PRODUCT USAGE GUIDE

With support from Colorado Cross-Disability Coalition, The Arc of Aurora's social enterprise, THINK+change, created 30, 30-60 second video(s) geared to helping people with disabilities, their families, and the professionals in their lives understand the importance of individuals with disabilities being counted in the 2020 Census.

This Product Usage Guide and videos are intended for educational purposes only. If you have specific questions related to the 2020 Census, please visit www.census.gov or call 1-800-923-8282.

United States®
Census
2020

COLORADANS WITH DISABILITIES COUNT!



Together, we can create a movement to make sure all people who have disabilities in Colorado are counted in the 2020 Census. This Product Usage Guide is intended to help people with disabilities themselves, groups that support people with disabilities, other organizations and businesses, professionals, and families understand the importance of census participation by people with disabilities. This guide includes:

- frequently asked questions (FAQ);
- information about how to access the 30, 30-60 second videos;
- a listing of video topics;
- suggestions about how to use the videos; and
- sample messaging to use when sharing these videos.

FREQUENTLY ASKED QUESTIONS (FAQ)

Q: What is the Census and how does it affect people with disabilities?

A: Once a decade, America comes together to count every resident in the United States. The census provides a count of our population and households, providing information to determine the number of congressional seats each state is allotted, whether redistricting of congressional seats is needed, and the distribution of more than \$675 billion in federal funds annually to support states, counties and communities' vital programs — impacting Medicaid, Medicaid, housing, education, transportation, employment, health care, public policy, and MORE. Each home will receive an invitation in the mail to respond to a short questionnaire—online, by phone, or by mail. If you do not fill out the census, a census worker may come to your home to help you fill it out.

Q: I have specific questions about the 2020 Census. Where do I find information?

A: If you have specific questions related to the 2020 Census, please visit www.census.gov or call 1-800-923-8282.

Q: Is The Arc of Aurora | THINK+change employed by the government and can they help complete my census form?

A: No. The Arc of Aurora | THINK+change are not government employees, and neither may help anyone complete their 2020 census form.

"People with disabilities count. Complete your census form." – Sam

HOW TO ACCESS THE 30, 30-60 SECOND VIDEOS

All 30 videos are viewable, shareable, and downloadable via:

- Vimeo: <https://thinkchange.info/vimeocensus>
- YouTube: <https://thinkchange.info/youtubecensus>
- To request videos with English caption encoding (permanently burned captions), please contact Erica Dennison at Edennison@thearcofaurora.org.

Videos are not branded with any logo other than the 504 compliant 2020 census logo and are meant to be used universally throughout Colorado.

All videos are closed captioned in English and Spanish, and are transcribed to be accessible for individuals who use readers. Both the English and Spanish closed captioning are downloadable as separate SRT files.

VIDEO TOPICS

Below is a list of each video, 1 thru 30. Videos are 30 – 60 seconds long and offer information on the relevance of the topic to people with disabilities. Share all videos or pick and choose those most relevant to the population of people with disabilities you work with/for.

1. Federal crime victim funds
2. Federal student loans
3. Watch out for scammers and be alert
4. Supplemental Nutrition Assistance Program (SNAP)
5. Complete your census by mail, phone or online
6. Your information is confidential
7. Your host home should count you
8. It's your civic duty to complete your census form
9. A Census worker will never ask for your banking information or social security number
10. Federal money comes to Colorado
11. Access to housing and monetary programs
12. Medicaid helps children with disabilities
13. Special education and overcrowded classrooms
14. Count all children in your home
15. Vocational rehab grants
16. Transport infrastructures such as roads and bridges
17. Head Start, school lunches and childcare
18. School Breakfast Program
19. How many seats we have in the House of Representatives
20. Public transit, libraries, education and Medicaid and Medicare
21. Children's Health Insurance Program (CHIP)
22. Section 8
23. Medicaid & Medicare: physical therapy and assistive devices

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24. Medicaid & Medicare: therapies and personal attendant care
25. When someone isn't counted, the state loses money
26. Medicaid: acupuncture, chiropractor and massage
27. Federal money can help people with disabilities get the services they need
28. Completing your census form helps people with disabilities have access to services
29. Make sure you're counted and included
30. Support resources you use now and in the future

HOW TO USE THE VIDEOS

We suggest sharing the videos March 19, 2020 – May 31, 2020, as most households will have received and should be completing their census form then.

While there are many ways to share the videos, below are some suggestions:

- **Send an email** to your members/clients with the [YouTube](#) or [Vimeo](#) links, or insert videos into an email encouraging your members/clients to complete their census.
- **Add videos on your website:** Include the [YouTube](#) or [Vimeo](#) links onto your website, or download and embed the videos onto your business' or organization's website.
- **Share videos in your electronic newsletter:** Send your newsletter with specific [YouTube](#) or [Vimeo](#) links.
- **Host an open house-style watch party** at a staff meeting or at an event at your business/organization. Since all videos are 30-60 seconds long, the entire series will take less than 30 minutes to air. **BONUS:** live stream your party and show the videos on your social media accounts at the same time!
- **Host an in-service for your staff, service providers, and/or independent contractors** to share the importance of people with disabilities being counted.
- **Write a blog post** about the importance of census participation and include [YouTube](#) or [Vimeo](#) links.
- **Post to social media:**
 - **OPTION 1:** Download the videos from [YouTube](#) or [Vimeo](#), and upload them directly to your personal, organization, or business social media account. You can also download the closed captioning in English and Spanish (SRT file). When uploading a video from a computer to Facebook, you have an option to also upload the SRT file for closed captioning. This increases accessibility to your viewers. Use the hashtags #DisabilityCounts2020, #Choosetoinclude, #2020Census, #nothingaboutuswithoutus
 - **OPTION 2:** You can follow THINK+change and The Arc of Aurora on our social media accounts and share our video posts. For 10 weeks, from March 19, 2020, thru May 31, 2020, we will post videos to the below social accounts. You and your organization can share the videos via your social media accounts.
 - [The Arc of Aurora Facebook](#)
 - [THINK+change Facebook](#)
 - [The Arc of Aurora Instagram](#)
 - [The Arc of Aurora Twitter](#)
 - [THINK+change Twitter](#)

SAMPLE MESSAGING TO USE WHEN SHARING THESE VIDEOS

Below are examples that you can copy and paste into an email, social media, website, newsletters or blog posts.

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- People with disabilities count! It is census time and you should complete your census form because Colorado's participation in the census helps people with disabilities. Help your future and your community!
- It is census time and you should complete your census form because individuals, families, and children with disabilities often need help accessing programs in our community such as Medicaid and Medicare. Help yourself and your community -- complete your census form!
- Help yourself and your community! Completing your census form supports children and adults with disabilities in Colorado get the support and access to programs they need -- complete your census form!
- It's census time and we are completing our census forms to help ourselves and our community. It's our civic duty to complete our census form, and it is required by the law of EVERYONE living ANYWHERE in America. Complete your 2020 Census form, and help your family and friends with disabilities in Colorado!
- It's Census time and all people with disabilities need to be counted! Use your voice to make sure you are counted, no matter where or how you live. Complete your census form!
- Children and adults with disabilities need to be counted in the 2020 Census. Every home in Colorado will receive an invitation in the mail to participate in the census. Census forms may be completed by mail, online, or by phone. If you have questions about the census visit www.census.gov or call 1-800-923-8282.
- Participation in the census provides information used to determine how much federal money comes to Colorado. That federal money is used to help hire teachers; fix and build roads; support rural communities; and provide housing assistance. Complete your Census form for yourself AND all of Colorado!
- 2020 Census responses are confidential – no one other than the Census Bureau knows how you answer the questions. The Census form asks questions you probably already know the answers to, such as: How many people live in your home and what is your phone number? Be counted on your home's census form to help yourself and Colorado!
- It's important to watch out for scammers during census time. If a census worker comes to your home, look for that person to have an official US Government-issued ID that includes their name, their picture, and expiration date. A US Census worker will also have an official bag and a Census Bureau-issued laptop or smartphone with the Census Bureau logo on it. Ask to see these things, and be alert for potential scammers at census time!
- We are completing our census form to help ourselves and our community. It's important to watch out for scammers during the 2020 Census. A census worker will NEVER ask for your Social Security number, banking or credit card information, money, donations, gifts, or anything on behalf of a political party. Regardless of what a scammer may say, the police will not come to your home for failure to fill out your census form. Be alert for potential scammers at census time!
- Help Coloradans with disabilities and complete your 2020 Census form. It's easy!



Have questions about this Product Usage Guide?

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