

“The Census Matters,  
Because Women  
and Families Matter.”

SOCIAL MEDIA CAMPAIGN

## OVERVIEW:

### What is the census, and why does it matter to women and families?

No matter what we look like or where we are from, everyone should have the resources they need to thrive and the ability to shape their communities. The U.S. Census determines how money and power are assigned by counting how many people there are to serve in each community, city, and state. Every person has the right to make their voice heard and ensure that our family, our neighbors, and our communities have the resources they need.

In Ohio, there is more than **\$33 billion** dollars in federal funding on the line for public programs, including many programs that disproportionately serve women and children, such as Medicaid, SNAP, and child care assistance.

**These programs help to support the health, safety, and economic stability of Ohio women and their families:** The mother who relies on federal aid to receive quality child care, allowing her to continue to work and provide for her family; the young women who receives STI testing and prevention services through access to Medicaid; the woman who has turned to Ohio's network of domestic violence shelters to seek the help she needs to get her family on their feet.

## JOIN THE CAMPAIGN:

### Share why the census matters to you

**Your community matters.** Results from the 2020 Census will directly impact the important services that are available for you, your family, and your neighbors.

**As a trusted voice in your community, you have the power to help others understand the importance and impact of the census.** Join the “Census Matters” social media campaign to help spread the word about why the census matters to you and your community.

By ensuring that your friends, family, and neighbors complete the census, **you can help your family and community be stronger, safer, and healthier.**

## INSTRUCTIONS:

### Step-by-step instructions to join the social media campaign

- 1. Think about why the census matters to you, your family, and your community.** (Hint: There is no wrong answer! This is about how the census impacts you, your family, or your neighborhood. For example: Your reasoning can be about gaining better political representation, or ensuring adequate funding for programs that serve your family or your community, such as food access through SNAP, secure housing through federal housing assistance programs, or quality health care services through Medicaid and Title X.)
- 2. Print out the “Census Matters” template below, and write in your reason for why the census matters to you.** (If you do not have access to a printer, you can make your own sign on a piece of paper or whiteboard, using our printable sign as a template. Here is an example of what you could write: The Census Matters, Because...my family relies on Medicaid to )
- 3. Take a picture of yourself holding up your sign about why the census matters to you.** (If you’re feeling creative, make a video of yourself holding up the sign and sharing more about the importance and impact of the census for your community.)
- 4. Post your picture or video on social media along with a few sentences about why and how to complete the census. Don’t forget to tag the Ohio Women’s Public Policy Network in your posts, using @OhioWPPN on all platforms.** (Here’s an example of what to post along with your picture or video: Getting a complete and accurate census count is important, especially for women and their families who have a lot at stake in the census. Everyone deserves to be heard, counted, & supported. Go to 2020census.gov to be counted now! @OhioWPPN)
- 5. Challenge your friends, family, and colleagues to join the “Census Matters” social media campaign, too! Tag them in your posts, or send these instructions and the attached template to them by email.**

# **THE CENSUS MATTERS, BECAUSE...**

**#YouMatterBeCounted**

PLEDGE TO COMPLETE THE CENSUS:

TEXT **PLEDGE** TO 614-295-9592 TO TAKE ACTION FOR YOUR COMMUNITY!