

What Can Your Community Do to Get Out the Count in Times of Social Distancing?

There are a myriad of activities you and your community can facilitate to ensure every person counts in the 2020 Census. It's become clear that large gatherings are off the table as many communities prioritize social distancing in light of the coronavirus. It's imperative that communities across the state take these precautions seriously and reimagine their 2020 Census outreach efforts.

Below, are some ways you can continue to engage in census outreach efforts while simultaneously promoting the health, safety, and well-being of all Arkansans:

- Use e-mail, social media marketing and phone calls to help educate community members about the #2020Census, using the #ARCounts hashtag as well.
- Start a phone bank or text community members and remind them to complete their questionnaire.
- Share pictures and videos of community members completing their Census on social media and encourage people to share their 2020 Census stories.
- Ask people to apply the official 2020 Census filter to their profile picture on Facebook.
- Encourage community members to complete and share pledge cards via AR Counts.
- Share flyers, handouts, and display boards virtually so community members stay updated.
- Virtually remind everyone to complete their 2020 Census form by visiting my2020census.gov or by calling 844-330-2020 (English). Access phone numbers in other languages here.
- Continue to embed educational materials into appropriate virtual meetings.
- Use the U.S. Census Bureau's lesson plans and educational activities for children to educate your family about the importance of participating in the Census.

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