



[www.census.alabama.gov](http://www.census.alabama.gov)

## **Why is the 2020 Census important to Alabama?**

In 2020, we as Alabamians have a tremendous opportunity to positively affect our state's future for the next 10 years and beyond. How? By taking less than 10 minutes to complete a 2020 Census form.

Not only that. Saying "I Count" by completing your census form also helps secure a brighter future for yourself, your family and your community.

Your opportunity to say "I Count" is coming in the spring of 2020. The mission of Alabama Counts! is to ensure you understand what is at stake for Alabama in 2020 and to ensure you are prepared to complete and return your census form.

Many Alabamians directly benefit from the federal programs whose funding allocations are determined in part by census data. For these people, completing a census form will be a way to have a say in ensuring that Alabama receives its fair share of funding for these programs.

The assistance programs tied to census data are critical to all Alabamians. If this funding is reallocated to other states due to a poor census count, then the funding for the missing services will have to be made up in some way at the local or state level. This affects everyone.

Congressional representation also affects us all. Losing one of our seven Congressional representatives means one less voice for our state and our people at the federal level.

Your voice matters. We all have a say in the outcome of the 2020 Census, and it can end with Alabama's fair share of funding secured and with fair Congressional representation. All you have to do is complete and return your 2020 census form. It is a simple civic duty.

The end goal is maximum participation. Don't sit on the sidelines. Show them that you count, that we all count, by completing your census form.

If you are a local government leader, you must begin educating your community about the stakes at a local level. Begin organizing a local complete count committee. The U.S. Census Bureau's state partnership specialists are ready and available to help you.

If you are an educational leader, educate students and parents about the importance of federal funding to our schools. The U.S. Census Bureau is developing a “Statistics in Schools” program to provide curriculum to help with this.

If you are a business owner/manager, talk with your employees and customers about the importance of the census. Make time for your employees to complete their census forms. Let them use their work computers to submit it online.

If you are a community group leader, begin educating your people about the stakes of the 2020 Census and talking about how important it is to fill out the form for the services and assistance provided to your group. The information collected is confidential and cannot be used against you by any government agency or court.

If you are a faith-based leader, encourage your congregations to complete their civic duty and fill out their census forms. Use church computers or resources to help your members and the community complete their census forms online.

If you are a rural leader, begin educating residents about how an accurate count can led to better educational, economic development and infrastructure opportunities for your community.

If you are a health-care leader, stress the importance of Medicaid and Medicare funding to the overall picture of health-care choice in Alabama. Though people may have private insurance, a reduction in Medicare and Medicaid is detrimental to overall health care choice due to reduced payments to doctors and potential closings of hospitals/health care facilities.