## Why is the 2020 Census Important to Women?

An accurate and complete Census count is fundamentally important to Ohio women, census-driven social programs have an immense impact on the economic security, health, and livelihood of women and their families.

### Medicaid Cover

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<th>25 Million Women</th>
<th>Nearly Half of all U.S. Births</th>
<th>Over 70% of all Family Planning Services</th>
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For these women, it makes the difference between whether or not they have access to birth control, cancer screening, and testing for sexually transmitted infections (STIs) or HIV.

### Women Play a Critical Role in Ensuring a Complete Count.

As the main caregiver and head of household, they will be responsible for completing the form for their families.

### Two in Five Women Are the Sole or Primary Breadwinners

### Two in Five Female-Headed Families with Children Are Living in Poverty. These Women and Their Families Rely on Federally Funded Social Programs.

**Barriers to Consider:**

- The Census is not a priority, often dealing with more pressing and urgent issues and struggles
- Fear of Census data confidentiality and information being used against them and their families
- Lack of knowledge about the process and who is responsible for completing the Census

**Motivators:**

- Education on purpose and process
- Education on the impact for their families and communities

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**About the Ohio Census Advocacy Coalition**

The Ohio Census Advocacy Coalition (OCAC) is a nonpartisan network of statewide nonprofit organizations, advocacy organizations, and trusted faith, business, education, and community leaders working to prepare for and conduct outreach to encourage full participation in the 2020 Census, with a focus on historically undercounted or "hard-to-count" ("HTC") populations. The OCAC executive committee consists of Children’s Defense Fund-Ohio, Innovation Ohio Education Fund, Ohio Voice, ASIA Inc., Philanthropy Ohio and Faith in Public Life.