Census 2022 – #CountCarersIn
A campaign toolkit for organisations working with carers

About this campaign toolkit
We have created this campaign toolkit as part of our #CountCarersIn campaign, to help you raise awareness of Scotland’s Census 2022 and the importance of unpaid carers identifying themselves when completing it.

In the toolkit, you will find information about Census 2022, suggested content for your website and newsletters, sample social media posts, and shareable graphics for you to use.

Our key ask is that you promote Census 2022 and our #CountCarersIn campaign as far and wide as possible to your networks of carers – and encourage them to do the same!

The census is being held on 20 March 2022 in Scotland. In Scotland, the National Records of Scotland (NRS) is responsible for the census.

Census 2022 contains a specific question (question 12) on the provision of unpaid care: “Do you look after, or give help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?”

It is vital that all those providing unpaid care identify themselves as a carer in the census, by ticking ‘yes’ to question 12 and indicating the number of hours per week they care for.

To ensure this happens, we are running a campaign called #CountCarersIn. Our ask is that you promote the census to unpaid carers and make clear the importance of people identifying as a carer if they are looking after or supporting others. It is also important that through our campaign we reach people who have not identified as a carer before.

Below we outline some simple steps you can take to promote the census and our campaign:
1. Share information about identifying as a carer when completing the census on your website.
2. Include information about the census in your regular emails to unpaid carers.
3. Put out Tweets and Facebook posts regarding the census, in the run up to 20 March.
4. Mention the census in any engagement sessions you hold with carers.

The NRS have made further information available to help understand and promote the Census on their dedicated pages about the Census called Scotland’s Census – see here: https://www.scotlandscensus.gov.uk/

Promoting the campaign – key timings
NRS have released a timeline for how the census will be promoted, when the census is taking place, and the deadline for completing the census – see details below.

- February 2022. NRS will write to every household in Scotland with instructions for taking part which will include a code, called an internet access code, to complete the Census online and information on how to order a paper questionnaire if preferred.
Census goes live on 1 March – households will be able to complete their questionnaire as soon as they receive their letter. They will be able to do this online using instructions included in the letter.

- 20 March 2022: Census Day
- Following Census Day, households that do not respond to the census will be sent at least one reminder letter. If households still do not complete the census after that, they will be visited in person.

The key timings for promoting our #CountCarersIn campaign are as follows, with headline messages:

- 14 Feb - 1 March – promote Census 2022 is coming and will include a question on unpaid care
- 1 March – 20 March – it is vital that all carers complete the census and tick yes to question 12
- 20 March – It’s Census Day – make sure you tick yes to question 12
- After 20 March – you can still complete your census and identify as an unpaid carer

Suggested newsletter and website content
Census 2022 – Ensuring we #CountCarersIn on 20 March 2022

The census is taking place on 20 March 2022 and we want to ensure that everyone looking after someone else identifies as an unpaid carer when completing their form. This is hugely important because the census provides a vital opportunity for the number of carers, and their caring situations, to be officially recognised and better understood.

Census 2022 will inform decisions on services that shape our communities, such as healthcare, education and transport, and it also provides a more accurate and up to date figure for the number of carers in Scotland. Census findings are used widely by national and local government and many others – including national and local carers organisations.

The opportunity to complete the census only comes around once every 10 years in Scotland these figures will provide a very important update.

There is a specific question (question 12 in Scotland) which asks whether you look after, or give help or support to someone else – and the number of hours per week that you care for.

The National Records of Scotland (NRS) runs the Census in Scotland. Your details are protected by law and information published is always anonymous.

Census 2022 will be the first digital-first census in Scotland.

You will receive information from the NRS about filling in the census, including how to order a paper questionnaire if you cannot complete it online.

Suggested Tweets
- #ScotlandsCensus2022 is taking place on 20 March 2022. It is vitally important that anyone who looks after, supports, or cares for someone else, correctly identifies as an unpaid carer on question 12 when completing their form #CountCarersIn
- When completing #ScotlandsCensus2022 on 20 March 2022, it is vital you identify yourself as a carer. Tick yes to question 12. If you are providing unpaid care and help build a picture of unpaid carers #CountCarersIn
- #ScotlandsCensus2022 provides a vital opportunity for the number of carers, and their caring situations, to be officially recognised and understood. If you care please identify yourself as a carer. Tick yes to question 12 if you look after, help, or support someone else #CountCarersIn
• #ScotlandsCensus2022 will inform decisions on services that shape our communities, such as healthcare, education, transport, and services for carers. That’s why it is vital that all carers identify themselves when completing their form – tick yes to question 12! #CountCarersIn

On 20 March 2022

• It’s Census Day! When completing #ScotlandsCensus2022, it is vital you identify yourself as a carer. Tick yes to question 12. if you are providing unpaid care and help build a picture of unpaid carers #CountCarersIn
• It’s Census Day! #ScotlandsCensus2022 informs decisions on services that shape our communities including services for carers. That’s why it’s vital that all carers identify themselves when completing their form. Tick yes to question 12! #CountCarersIn

Suggested Facebook posts
• Census 2022 is taking place on 20 March 2022 and we want to ensure that everyone looking after someone else correctly identifies as an unpaid carer. #CountCarersIn This is hugely important as the census provides an important opportunity for the number of carers and their caring situations, to be officially recognised and better understood.

Question 12 asks whether you look after, or give help or support to someone else – and the number of hours per week that you care for. If you are caring for someone, make sure you tick yes!

Census 2022 will be the first digital-first census in Scotland. You will receive information from the NRS about filling in the census, including how to order a paper questionnaire if you cannot complete it online.

• It’s Census Day! When completing Scotland’s Census, it is vital you identify yourself as a carer. Tick yes to question 12. if you are providing unpaid care and help build a picture of unpaid carers #CountCarersIn
• It’s Census Day! Scotland’s Census informs decisions on services that shape our communities including services for carers. That’s why it’s vital that all carers identify themselves when completing their form. Tick yes to question 12! #CountCarersIn

Post 20 March 2022 post/tweet
Following Census Day, if carers have not yet completed their form, there will still be time. Individuals will receive a letter and, if they have still not completed Census 2022, will receive a visit from someone who can help them complete it.

• If you haven’t yet completed #ScotlandsCensus2022, there is still time! Tick yes to question 12. if you are providing unpaid care and help build a picture of unpaid carers #CountCarersIn
Follow us
Be sure to follow and share our #CountCarersIn campaign from our social media accounts.

Twitter: @CarersScotland
Facebook: www.facebook.com/CarersScotland

More information on Scotland’s Census 2022
Find out more about Scotland’s Census, including videos and graphics you can download that explain more about the Census and how it helps shape services at: https://www.scotlandscensus.gov.uk/ and on their dedicated social media channels

Twitter: @Scotcensus2022
Facebook: www.facebook.com/Scotcensus2022
Instagram: www.instagram.com/scotcensus2022
Scams
We will also be encouraging sharing of information about scams which are likely to increase ahead of the Census.

Ahead of the census in 2022, it is likely that scams pretending to be the census will increase. Some scams may involve letters, text messages and emails demanding payment of a fake £1000 fine.

A common scam is a message that claims information is missing from your census or that there are errors in your submission which need to be confirmed.

These are fake requests from scammers.

How to spot a scam
Scams almost always ask you for either:
- payment of money for a fine or fee
- personal financial information, such as your national insurance number, bank details, or debit and credit card details

You will never be asked for money or personal financial information to complete Scotland’s Census 2022. So if you do receive something asking for these, you can be sure it is a scam.

If you receive anything suspicious that claims to be from the census, you should contact:
- Police Scotland on 101
- Advice Direct Scotland (ADS) on 0808 164 6000 or dataprotection@nrscotland.gov.uk

Facebook post
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Twitter thread
1. Ahead of #ScotlandsCensus2022 it is likely that scams pretending to be the census will increase. Some scams may involve letters, text messages and emails demanding payment of a fake £1000 fine. You will never be asked for financial information or payments.

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