



# Census 2021 – #CountCarersIn

Census day is 21 March 2021.

By taking part and encouraging others to do the same, you'll help make sure your community gets the services it needs.



**A campaign  
Toolkit for  
Carers UK  
Affiliates**

# About this campaign toolkit

We have created this campaign toolkit as part of our #CountCarersIn campaign, to help you raise awareness of Census 2021 and the importance of unpaid carers identifying themselves when completing it.

In the toolkit, you will find information about Census 2021, 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 2021 and our #CountCarersIn campaign as far and wide as possible to your networks of carers – and encourage them to do the same!**

## Contact us

If you have any questions about Census 2021, our #CountCarersIn campaign, or how to use this toolkit – please contact John Perryman, Senior Policy and Public Affairs Officer, Carers UK at:

[john.perryman@carersuk.org](mailto:john.perryman@carersuk.org) / 07481 038 183

# Census 2021 and our #CountCarersIn campaign

The census is being held on 21 March 2021 in England, Wales, and Northern Ireland. The Office for National Statistics (ONS) runs the census in England and Wales and is independent from Government.

Census 2021 contains a specific question (question 24 in England and Wales) 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 24 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 info 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 21 March.
4. Include information about the census in any engagement sessions you hold with carers.

*ONS have made downloaded resources available to help people promote the census – see here:*

[census.gov.uk/downloadable-resources](https://www.census.gov.uk/downloadable-resources)

# Promoting the campaign – key timings

ONS have released a detailed timeline for how the census will be promoted, when the census is taking place, and the deadline for completing the census – see details below.

- **Early February 2021:** Online help centre goes live ([see here](#))
- **22 February to 3 March 2021:** Every household will receive info about the census
- **23 February 2021:** Electronic questionnaire / digital support service goes live
- **3 to 13 March 2021:** Every household will receive a census pack
- **21 March 2021:** Census Day
- **22 March 2021:** Reminder letters / field office visits for non-completers will begin
- **4 May 2021:** Last day to complete your online form / order paper questionnaire

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

- **23 Feb - 3 March** – promote Census 2021 is coming and will include a question on unpaid care
- **3 March – 21 March** – it is vital that all carers complete the census and tick yes to question 24
- **21 March** – It's census day – make sure you tick yes to question 24
- **After 21 March** – you still have until 4 May to complete your census and identify as a carer

# Suggested website content

## Census 2021 – Ensuring we #CountCarersIn on 21 March 2021

The census is taking place on Sunday 21 March 2021 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 2021 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 the UK. 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 England and Wales and these figures will provide a very important update.

There is a specific question (question 24 in England and Wales) 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 Office for National Statistics (ONS) runs the census in England and Wales and is independent from government. Your details are protected by law and information published is always anonymous. Census 2021 will be the first digital-first census.

You will receive information from the ONS about filling in the census, but if you need help or have any questions, visit [www.census.gov.uk](http://www.census.gov.uk)

# Suggested newsletter content

## Census 2021 – Ensuring we #CountCarersIn on 21 March 2021

The census is taking place on Sunday 21 March 2021 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 2021 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 the UK. 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. There is a specific question (question 24 in England and Wales) 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 Office for National Statistics (ONS) runs the census in England and Wales and is independent from government. Your details are protected by law and information published is always anonymous. The census 2021 will be the first digital-first census.

You will receive more information from the ONS on completing the census. But if you need help or have any questions, visit [www.census.gov.uk](http://www.census.gov.uk)

# Suggested Tweets

- *[#Census2021](#) is taking place on 21 March 2021. It is vitally important that anyone who looks after, supports, or cares for someone else, correctly identifies as an unpaid carer on question 24 when completing their form [#CountCarersIn](#)*
- *When completing [#Census2021](#) on 21 March 2021, it is vital you identify yourself as a carer. Tick yes to question 24 if you are providing unpaid care and help build a picture of unpaid carers [#CountCarersIn](#)*
- *[#Census2021](#) provides an 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 24 if you look after, help, or support someone else [#CountCarersIn](#)*
- *[#Census2021](#) 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 24! [#CountCarersIn](#)*

# Suggested Facebook post

*Census 2021 is taking place on Sunday 21 March 2021 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 24 (in England and Wales) 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!*

*You will receive more information from the ONS on completing the census. If you need help or have any questions, visit [www.census.gov.uk](http://www.census.gov.uk)*

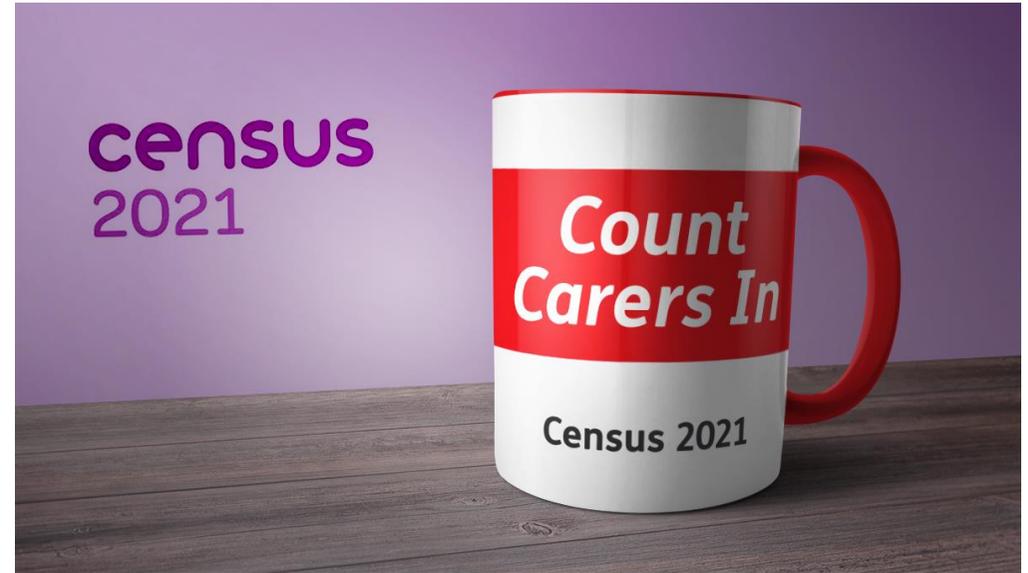
*For more information about filling in your form as an unpaid carer, please visit: [\[insert link to information on your website\]](#)*

# Sharable graphics



*'It is so important that carers are included in this census in order that services are provided to meet our needs.'*

#CountCarersIn



Tick yes to question 24 if you care for somebody else

#Census2021

 carersUK



Census 2021 will inform decisions on services that shape our communities, including services for carers

 carersUK



*'In these present times, I think that it is crucial for carers to tick the carers' box and be identified.'*

#CountCarersIn



**Count me in**

#Census2021



Tick yes to question  
24 if you care for  
somebody else

#Census2021



**Count me in**

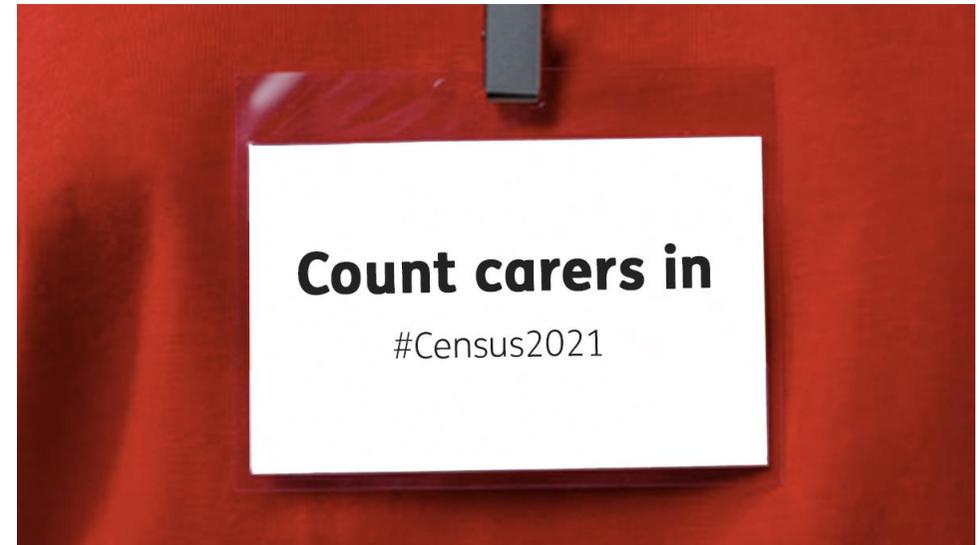
#Census2021



**24** Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age?

➔ Exclude anything you do as part of your paid employment

- No
- Yes, 9 hours a week or less
- Yes, 10 to 19 hours a week
- Yes, 20 to 34 hours a week
- Yes, 35 to 49 hours a week
- Yes, 50 or more hours a week



---

You should be receiving  
your Census 2021 pack  
in the post soon

---

 carersUK

**NOTE:** ONS have also made downloaded resources available to help people promote the Census – see here: [census.gov.uk/downloadable-resources](https://census.gov.uk/downloadable-resources)

# Follow us

Be sure to follow and share our #CountCarersIn campaign from our social media accounts.



[www.twitter.com/carersuk](http://www.twitter.com/carersuk)



[www.facebook.com/carersuk](http://www.facebook.com/carersuk)



[www.linkedin.com/company/carers-uk](http://www.linkedin.com/company/carers-uk)