



## **Complete your Census questionnaire online today. It's quick and easy!**

CAO was recently contacted by federal officials at Statistics Canada, asking us to partner with the federal government in promoting the 2016 Census questionnaire not only amongst our optometrist membership, but also onto our patients throughout Canada. Beginning later this summer, CAO will be included in a broad consultative process where the federal government is seeking input to improve and direct the 2021 Census. We also hope to hear your feedback on the 2016 Census.

While there are many nationally recognized benefits and advantages to partnerships with government, the answer to why associations seek to establish partnerships is relatively simple. There is added value for both parties. The benefits of effective partnerships do not appear overnight. Establishing effective and inclusive partnerships takes time, and it is important for us to create the right framework from the start and review the structure and process of the partnership on an ongoing basis to measure its success or failure.

For optometrists, being included in the health care spectrum as experts in our field has recently meant that government is coming to us for input on matters relating to vision health, patient safety and interdependent health care collaborative models. CAO maintains that strategically, we are able to highlight the interests of our members and the profession at the federal level. Being an active partner in promoting awareness of the 2016 census demonstrates our commitment towards ongoing collaboration, establishes leadership and continues to build trusts between our organizations. Optometrists want to be to go-to health care profession on all issues relating to eye health and vision care.

### **Census Awareness**

The Census of Population provides a portrait of Canadian people and the places where we live. Most households in Canada (75%) will be asked to complete the short-form questionnaire. One in four households must complete the long-form questionnaire. Census information is important for all communities and is vital for planning services such as schools, daycare, health services, family services, housing, police services, fire protection, roads, public transportation and skills training for employment. The census provides a statistical portrait of the country and its people. In Canada, it is mandatory for all residents to participate in the census.

Throughout May and June 2016, Statistics Canada sends reminders to households for which we do not yet have a record of a completed questionnaire.

### **Did you know?**

Did you know that you can receive a census package at both your cottage and your regular residence? The census goal is to count every person and every dwelling, so it's important that both your main residence and your cottage are counted.



Did you know even if you are travelling you are still required to complete the census? If you are travelling in North America and will be away during the census, and there is no one at home to include you in the questionnaire, you can call the Census Help Line at 1-855-700-2016 and ask for a secure access code to complete your questionnaire online.

If you are traveling overseas during the census and there is no one at home to include you in the questionnaire where you normally reside, then you should complete a questionnaire for that dwelling once you are back in the country.

Did you know that the census includes every person living in Canada, as well as Canadians who are abroad, either on a military base, attached to a diplomatic mission, or at sea or in port aboard Canadian-registered merchant vessels? Persons in Canada – including those holding a temporary resident permit, study permit or work permit, and their dependents – are also part of the census. In Canada, it is mandatory for all residents to participate in the census. In addition to English and French, the questions are available in 11 ethnic languages and 11 aboriginal languages, as well as in braille, audio and sign language (video).

Feel free to print off the attached poster and display it in your practice. Perhaps you have a client newsletter or a monthly blog? Make sure to mention the importance of the 2016 Census there as well. By demonstrating our cooperation and partnership with government, your clientele will recognize your commitment to community and connectedness to government on their behalf.

Find further information on the 2016 Census, HERE: [http://census.gc.ca/ccr16\\_r000-eng.html](http://census.gc.ca/ccr16_r000-eng.html)

(June 9, 2016 – Laurèl Craib, Manager Government Relations and Stakeholder Relations)