Health Centers & Census 2020

Presented by the New York Immigration Coalition (NYIC) and the Community Health Care Association of New York State (CHCANYS)
The Basics
What is the basic purpose of the census?

To count every person living in the United States, one time, in the place they usually live.
When does the census happen?

The US Census happens once every ten years.

• Each year in between the census, the American Community Survey (ACS) is conducted for a representative sample of households that equal 2.5% of the population.

• The ACS collects much more extensive data, which is used to create statistically sound estimates for broader populations.
How does the census get done?

- Each household is contacted (usually by mail) regarding completion of census form. Completion of the census form is mandatory.
- If a household doesn’t complete their census form within a certain period of time, a government employee called an enumerator follows up in person.
- The census is administered by the Census Bureau, which is an agency of the US Department of Commerce.
Start here OR go online at (URL removed) to complete your 2020 Census questionnaire.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Yes □ No □

If yes, all that apply:

Childless, unrelated, such as newborn babies, grandchildren, or foster children
Relatives, such as adult children, cousins, or in-laws
Non-relatives, such as neighbors or live-in babysitters
People staying here temporarily
No additional people

3. Is this house, apartment, or mobile home - Like □ ONE box:

Home for the elderly, people with disabilities, or veterans
Nursing home or dormitory
Occupied without payment of rent or

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number =

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1’s name? Print name below:
First Name: □
Last Name(s): □

6. Is Person 1’s sex? Mark □ ONE box:

Male □ Female □

7. What is Person 1’s age and what is Person 1’s date of birth? For anyone less than 1 year old, do not enter the age in months. Leave on the age.

Age on April 1, 2020:
Day: □ Month: □ Year of birth: □

8. Is Person 1 Hispanic, Latino, or of Spanish origin? For this Census, Hispanic origins are not races.

Yes □ No □

If Yes, please circle:

Yes, Mexican □ Yes, Puerto Rican □ Yes, Cuban □ Yes, Spanish □ Yes, Other Hispanic, Latino, or of Spanish origin □

9. What is Person 1’s race?

Mark □ one or more boxes AND print origins.

White □ Black or African American □ Asian Indian or Alaska Native □ American Indian or Alaska Native □ Asian

Other race □ Some other race □ Race on the

Note: Please answer BOTH Questions 8 & 9 about Hispanic origin and Question 8 about race. For this Census, Hispanic origins are not races.

If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.
What’s at stake?
Why does the Census matter?

- [MONEY] Census data is the basis of funding for many institutions, programs and services our communities depend on.
- [POWER] Congressional seats are apportioned by population data from the Census. States and municipalities also use the data to draw district lines.
- [RESPECT] Getting counted makes our communities visible, particularly for communities who do not have access to the ballot box.
Census data is used for two main purposes.

1. Determining how many seats each state gets in the House of Representatives
2. Making decisions about federal spending for infrastructure, public works and social programs
Federal Spending & The Census

Census data is the basis for distributing $800 billion in federal funds each year.

- Used to make decisions for over 130 programs including SNAP, WIC, TANF, Medicaid/Medicare, Section 8 and public housing
- NY State receives $73 billion per year in census-based funding
Undercounting hard to reach populations results in lower amounts of Federal funding to the State for vital programs.
Which populations or communities are most often undercounted?

African Americans
Asian Americans
American Indians
Latinos
Immigrants
Low English Proficiency
Rural residents
Low income
Highly-mobile residents (farmworkers)
Renters
Non-traditional housing residents
Very young children, ages 0-4
Health centers care for hard to count populations
In focus groups conducted by the NALEO Educational Fund, respondents indicated that nurses, doctors, health providers and Latino community organizers were most trusted messengers for Census 2020 information.
Three ways to complete the census!
<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td><strong>If you haven’t responded yet:</strong></td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

Source: *How the 2020 Census will invite everyone to respond*, U.S. Census Bureau.
95% of households will receive their census invitation in the mail.
Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.
How can health centers encourage response to the Census?
Getting out the Count: Resources

- Join the [NYCounts 2020 coalition](#)
- Sign up for the [NYC census e-mail list](#)
- Educate your colleagues and clients about census (use this presentation or [check here](#) for more resources!)
Resources -- Hotlines

- Arab American Institute: (833) 333-6864; (833) 3DD-OUNI ("Count me" in Arabic)
- Asian Americans Advancing Justice – AAJC: (844) 2020-API or (844) 202-0274 (English, Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, and Bengali/Bangla).
- Lawyers’ Committee for Civil Rights: 888-Count20
- NALEO Educational Fund: 877-EL-CENSO (877-352-3676) (Spanish)
Resources -- Hotlines

- **Logistics**
  - Hotlines will run through July 2020 (end of NRFU)
  - Mixture of live operators responding in real-time and voicemail messages returned in 24-48 hours
  - Coordinating across the hotlines re: FAQs, training, rapid response, etc.

- **Scope**
  - Broad areas related to the Census, from basic information requests to legal questions to incidents requiring significant follow-up
  - Legal questions are also expected to range broadly from basic obligations regarding Census to serious threats of Census disruption
  - Attorney networks
HTC Maps
Get Counted in the 2020 Census

By completing the 2020 Census form, you are helping shape our community's federal funding for:

- Public Schools
- Healthcare
- Food Programs
- Roads & Public Transportation
- Affordable Housing
- Political Representation

This is our chance to shape our community’s future for the next 10 years. Make a difference by completing your 2020 Census questionnaire.

For more information, please visit:
www.2020census.gov
www.newyorkcounts2020.org

Complete Your 2020 Census

The 2020 Census aims to count every person living in the United States. This count impacts how resources for our families and communities are allocated over the next 10 years.

3 ways to complete the 2020 Census

- Households may complete the Census form online.
- There will be a designated hotline to complete the Census by phone.
- Some households may receive a paper copy of the Census in the mail.

Quick Facts:

1. Everyone living in your household should be counted, including children and roommates.
2. The 2020 Census will only ask about basic information such as name, gender, and age.
3. The Census Bureau does NOT ask for any social security numbers or credit card information.
4. Information collected through the Census Bureau is federally protected and will not be shared with any form of law enforcement.
5. It is your constitutional right to be counted in the 2020 Census.
6. If New York is undercounted, the strength of our voice in Washington D.C. will be weakened.
Resources -- Pledge Cards

Count Me In!
I pledge to complete the 2020 Census to ensure fair dollars for:
- Public Schools
- Healthcare
- Food Programs
- Roads & Transportation
- Affordable Housing
- Political Representation

Follow us!
@NewYorkCounts2020
#NewYorkCounts2020

I pledge to be counted!

Keep In Touch!
Name
Address
E-mail
Phone Number

For more information, please visit:
www.2020census.gov
www.newyorkcensus2020.org

ONE. SIGN OR INITIAL

ORG HANDLES
How to Get Out the Count

1. Kiosk/Pop-Ups
2. Information Hubs/Hotline
3. Community Events
4. Canvassing Homes
5. Digital GOTC
GOTC -- No time version

- Make sure your staff knows Census talking points
- Have palm cards and other print resources available in waiting rooms
- Have tent-cards with hotline numbers
- Census signature blocks for email
- Census stamps for any outgoing mail
- Participate in We Count Wednesday
- Sign up to be a Census Bureau Partner
GOTC -- A bit more time version

- All of no-time +
- Yes CUNY HTC maps to understand demographics in your area -- including initial mailing
- Find specific resources for your demographics (including printing activity forms from We Count! for children) at newyorkcounts2020.org
- Make screen-time in your waiting rooms available for Census messaging
GOTC -- still more time version

- All of a bit more time +
- Provide pledge cards and follow-up with emails, text-banking or phone banking (note additional training required and check out our GOTC Toolkit)
- Set up a digital access point (toolkits available)
- Plan a community Census Day (toolkit forthcoming). Use libraries!
- Connect with your local complete count committee
- Create shareable videos of people who can credibly and effectively boast about having personally filled out the Census
Questions?

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