



## Healthcare Stakeholder Talking Points Census 2020

- *[Organization name]* is stepping up to help make sure every resident is counted in the 2020 Census.
- The Census Bureau motto is “Everyone counts,” and that’s important to us in our community.
- An accurate count is important to make sure the people of our community receive their full share of federal funds and programming. The Census count affects support for programs including NJ FamilyCare, student loans, the school lunch program, Head Start and other programs affecting health and social services.
- All told, nearly \$23 billion in federal funding for New Jersey is linked to the Census.
- The number of N.J. representatives in the U.S. Congress also is based on the Census.
- Unfortunately, we know there are some segments of our population that are considered hard to count, including:
  - children under the age of 5
  - individuals of color
  - those who do not speak English
  - immigrants
  - renters
  - the homeless
  - people who suffer with addiction or mental health issues, and
  - individuals who live in complex households.
- Again – everyone counts! – and we want to make sure those vulnerable individuals are counted and that our community receives the necessary federal funds to provide the programming and support services they are entitled to.
- It’s important to stress that all Census information is confidential.
- It’s also important that individuals know that the Census will never ask for financial information, Social Security numbers, credit card or banking information. If you have questions or concerns, contact the Census Bureau at 1-800-991-2520.
- As a healthcare provider, we’re taking several steps to help make sure everyone counts in the 2020 Census: *[use whichever apply]*

- We're assisting in the count of people who may be in our care for extended periods in so-called "group quarters" such as nursing homes, inpatient hospice or psychiatric hospitals.
- We're training staff to assist any patients or residents who may need help completing their Census questionnaire. (We aren't allowed to answer the questions for them, but we can provide assistance if they need it. When we provide assistance, we will advise/remind patients or residents that we are not Census Bureau employees.)
- We're working with other groups and partners in our community to help reach individuals in those hard-to-count groups and make sure they are represented.
- We consider the U.S. Census an important part of our commitment to population health and inclusion for all members of our community.