

U.S. Census 2020 is upon us. Ensuring a "complete count" of Massachusetts residents has never been more important for our communities, our healthcare facilities, and our local partners. As pillars of our communities, we are important messengers throughout the census process and we encourage you to develop a strategy to promote the census in a way that makes sense for your organization. We hope this toolkit will prove useful in guiding your efforts to educate your patients and staff on the importance of the census. Please don't hesitate to reach out to us if you have any questions or if we can be of further assistance as you consider implementing your own education campaign.



THE MESSAGE

RESPONDING IS SAFE

Personal information is always kept confidential and you will not be asked about your nationality or immigration status.

RESPONDING IS EASY

Census answers can now be completed online, by phone, or by mail.

RESPONDING IS IMPORTANT

Every count contributes to how our communities are represented and how local programs are funded.



WHY A COMPLETE COUNT MATTERS

A complete count of everyone living in the commonwealth is critically important for many reasons, including a stable healthcare system.

Census data:

- **Determines the amount of representatives** each state is allotted and informs the shape of re-districting.
- **Dictates how over \$675 billion in federal funds are distributed** among states, counties, and communities (much of which is for healthcare).

Census data also determines how much funding we receive for:

- **Medicaid**
- **Medicare Part B**
- **Children's Health Insurance Program (CHIP)**
- **Reproductive Health Programs**
- **Health Center Programs**
- **Substance Abuse and Prevention and Treatment Block Grants**
- **Supplemental Nutrition Assistance Program (SNAP)**



COMPLETE COUNT PHASES

JANUARY-FEBRUARY
Awareness Phase

MARCH-MAY
Motivation Phase

MAY-JULY
Reminder Phase

JULY-ON
Thank You Phase



HOW YOUR ORGANIZATION CAN HELP

Healthcare organizations are trusted messengers within their communities. You can leverage your influence and connections to help raise awareness about the importance of completing the 2020 census. Using the resources on this page, you can spread the word through:



YOUR NEWSLETTER

Feature a story or series of stories on the impact of the census



SOCIAL MEDIA

Post 1-2 times a month reminding followers to complete the survey



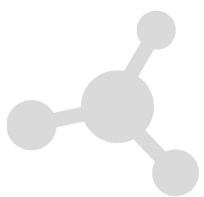
FACT SHEETS, SIGNAGE & DISPLAYS

Find high-traffic places in your facility to present census information



LOCAL MEDIA

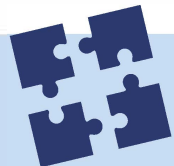
Pitch stories and submit op-eds that address the impact census data has on your work and region



LOCAL PARTNERSHIPS

Work with partner organizations to organize community meetings, canvasses, phone banks, and other grassroots efforts that raise awareness (such as local Complete Count Committees).

We recommend scheduling an event for April 1, which is Census Day!



RESOURCES

Below are resources you can use and adapt for your organization, created by MHA, the Census Bureau, and the Secretary of State's office. Click on each:



Census messaging points



Complete Count flyers



#CountMeIn Social media posts



State Census info + resources



Census Bureau resources



Metrics on your community



KEY DATES

MARCH 12-20

Invitation sent in mail for residents to respond online to 2020 census

MARCH 16-24

Reminder letter sent to residents

APRIL 1

NATIONAL CENSUS DAY - plan your event!

MARCH 26 - APRIL 3

Reminder postcard sent to those who have not yet responded

APRIL 8-16

Reminder letter and paper questionnaire sent to residents

APRIL 20-27

Final reminder postcard sent before Census Bureau follows up

Every household will have the option of responding online, by mail, or by phone. Every household that hasn't already responded will receive reminders and a paper questionnaire.

COUNTING IN HEALTHCARE SETTINGS

In February, the Census Bureau will be contacting certain healthcare administrators to coordinate counts for patients:

- With no usual home
- In psychiatric hospitals or units for long-term, non-acute care
- In nursing facilities

[CLICK HERE](#) for more information.

The following patients should be counted at the residence at which they live and sleep most of the time:

- Patients in hospitals for routine stays
- Patients at VA hospitals (except for psych. units)
- Patients at in-patient hospice facilities
- Newborn babies



CONTACT US

Have questions? Can we help bring your ideas to life? Drop us a line!

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