



California Complete Count – Census 2020 California Primary Care Association Health Sector

Sector Outreach is designed to complement other strategies that are based on geographic and demographic factors that contribute to hard to count households. The Census Office has prioritized the health sector, specifically community health centers, that provide access to health care to underserved people of California. Their clients and their families are from low-income vulnerable communities and many speak limited English.

The California Primary Care Association (CPCA) has 1,300 member clinics who serve 6.9 million people annually. Community health centers pride themselves in providing health care services that are linguistically competent and culturally sensitive in a familiar environment. Eighty-one percent of CPCA's community health centers are located in or near the hardest-to-count census tracts.

CPCA is leading a statewide Census outreach effort by partnering with regional clinic consortia to educate and activate clients to fill out their Census questionnaire. Clients received Census information from health care professionals and viewed videos on the Census or read posters and flyers in the waiting rooms. However, with the shelter-in-place, the clinics have been adversely impacted due to the decrease in clients and revenue and many clients were no longer visiting clinics.

Met with new challenges, the CPCA quickly shifted to a digital strategy and relied on their strong network to promote their "[My Health Counts](#)" campaign. In collaboration with other statewide partners, they produced a COVID-19 Census Digital Health Toolkit in [English](#) and [Spanish](#). New messages linked the Census with the COVID pandemic, public health, and the importance of health programs and services.

CPCA continues to partner with these regional clinic consortia:

- Region 1: Central Valley Health Network
- Region 2: Redwood Community Health Coalition
- Region 3: Alameda Health Consortium, California Consortium for Urban Indian Health, Community Clinic Consortium of Contra Costa and Solano Counties, Community Health Partnership and San Francisco Community Clinic Consortium
- Region 7: Community Health Association Inland Southern Region
- Region 8: Community Clinic Association of Los Angeles County and Essential Access Health
- Region 9: Coalition of Orange County Community Health Centers

WEBSITE

<https://www.myhealthcountscalifornia.com/>

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\$426,050

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