



State of California – Government Operations Agency

GAVIN NEWSOM,

Governor

California Complete Count-Census 2020

DITAS KATAGUE, Director

400 R Street, Suite 359

Sacramento, CA 95811

www.census.ca.gov

(916) 852-2020

FINAL REPORT TEMPLATE

General Information

Date of report	Tuesday September 29th 2020
Organization / Entity	California Primary Care Association
Responsible Person / Title	Elizabeth Oseguera/ Associate Director of Policy
Contact Person / Title	Madeline Anderson/ Census 2020 Intern
Address	1231 I St STE 400, Sacramento, CA 95814
Email / Phone	manderson@cpca.org

Narrative Report

1. List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

CPCA's goal was to ensure that community health centers and the California Health Sector were well equipped to support an accurate 2020 Census Count through the following objectives:

1. Increase awareness of the importance of the 2020 Census and the role of the health sector;
2. Increase effectiveness of outreach by coordinating with regional consortia partners across the state;
3. Increase effectiveness of outreach by coordinating with statewide Urban Indian Health and Title X Consortia Partners; and
4. Educate Community Health Centers and staff to be trusted messengers of the Census.

Due Date: November 16, 2020

As a statewide organization, most of CPCA's programmatic activities were not in-person based and able to easily shift due to COVID-19 and the US Census Bureau's operational adjustments. Yet, CPCA's consortia sub-contractors and health center partners faced extreme challenges as a result of COVID-19 including health center loss of revenue from reduced patient visits, staff furloughed, and overall decrease in time and capacity to conduct 2020 Census outreach as COVID-19 response took priority. To address these challenges, CPCA shifted our focus toward messaging to navigate operational changes in response to COVID-19 and to create additional collateral that CHCs could utilize on their media platforms (the most accessible and utilized form of outreach during this difficult time for health centers).

Overall, CPCA's consortia sub-contractors shifted focus by increasing their media outreach and creatively pursuing non-in person outreach including Census 2020 outreach at emergency food drives and COVID-19 testing centers, car caravans, and hosting Facebook lives and other online trainings for their community.

2. Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

CPCA's Census team was able to implement project deliverables based on direct partner and health center needs. For example, partners requested specific social media content for the Census Week of Action, Juneteenth, National Health Center Week, and civic engagement. By regularly pursuing feedback and collecting input from CPCA's contracted partners via TA calls and biweekly emails, CPCA was able to fulfill both partner requests and project deliverables.

CPCA's programmatic success was directly influenced by our close collaboration with CA Complete Count Regional Program Manager, Marcy Kaplan. CPCA's Census team worked regularly with Marcy through biweekly check-ins and frequent email communication, and CPCA's close partnership with Marcy was fundamental to CPCA's success. Marcy provided technical assistance and overall served as a valuable brainstorming partner in accomplishing CPCA's project activities namely the Census Healthcare animated video, toolkits, and Facebook Live event. Marcy consistently made

herself available to CPCA staff to provide project support, as well as support to our sub-contracted project partners to ensure the overall success of our collective health outreach work. Marcy served as a valuable resource and point of guidance for all CPCA staff that worked on this project. CPCA experienced some staffing challenges over the course of the project and Marcy's partnership was valuable to fill gaps in knowledge and provide deeper context on 2020 Census operations.

CPCA operations also greatly benefitted from onboarding an intern to help lead and complete CPCA's grant deliverables. Madeline, CPCA's Census Intern, was able to coordinate with external partners to arrange online trainings for health center staff. In addition, Madeline executed the delivery of outreach materials and collateral for health centers based on need and demand. Madeline carried out key communication with partners to identify needs and provide technical assistance. Lastly, Madeline was instrumental to taking on additional outreach projects including coordinating the completion of CPCA's reporting requirements and allocating \$60,000 in additional funding to health center partners. Overall, the addition of Madeline to CPCA's Census Team improved efficiency and increased team capacity to fulfill project deliverables.

CPCA's expansive outreach efforts would not have been possible without the close coordination with the Regional Associations of California (RAC) that served as sub-contractors for this project. The RAC partners had specialized regional and statewide focuses which allowed for Census 2020 outreach messaging to be strategically and cohesively pushed to health centers across the state, with regional and topic-specific tailoring done as needed. The approaches taken by each RAC were responsive to the needs of their respective regions and patient populations and funding from CPCA allowed partners to develop action plans unique to their Hard to Count (HTC) populations.

What hindered the operations?

Operationally, there was some internal staffing challenges due to both planned and unplanned employee leaves. This proved to be challenging as expertise needed to swiftly move between employees. Over time, CPCA was able to build a strong Census 2020 team, but the staffing turnover created gaps in knowledge and expectations at times.

The robust reporting requirements in SwORD for CPCA and our sub-contracted partners also proved to be challenging operationally. The SwORD system was at times challenging to use, and it was difficult at times to ensure all our sub-contractor partners were reporting accurately and regularly, especially if they were reporting into the system on their own. A specific challenge was in seeing reported statewide outreach data. Additionally, some of CPCA sub-contract partners received funding from other state-funded partners and therefore reported under different organizations and there was difficulty editing and reviewing submitted activities. CPCA

navigated this issue by working closely with the SwORD team and Marcy Kaplan. This issue did take away time from CPCA's Census 2020 outreach efforts.

The U.S. Census Bureau's operational adjustments that constantly changed also presented challenges operationally, especially seemingly ever-shifting Census end date. The end date to fill out the questionnaire moved from July 31, to October 31, and most recently to September 30. This caused a constant shift in messaging creating confusion and caused materials outreach collateral to be inaccurate after each change after a sizeable investment to produce and print materials.

Contracted partner's outreach

What outreach tactics worked well?

The close collaboration with the RAC and Marcy Kaplan were instrumental in the development of several resources that served as key outreach tools throughout the education phase of the project period. CPCA's key outreach strategy was to develop and provide outreach materials and resources specific to the health sector and share these resources with the states community health centers and other health sector partners. CPCA developed toolkits with directives and important talking points for 2020 Census outreach to patients, Census 2020 FAQ sheets to address common patient concerns at clinics, social media toolkits for raising online community awareness, and webinars to train staff on best practices for hard-to-count populations. The following resources were developed in close collaboration with our project partners to ensure that there was value across multiple HTC populations within the health sector.

- COVID-19 Census 2020 Digital Health Toolkit: The aim of this toolkit was to provide Census partners and organizations access to information on current trends and knowledge regarding COVID-19 during the 2020 Census count. The toolkit contains English and Spanish messaging and talking points, social media graphics, sample email to stakeholders, PSA scripts, and additional resources from partners that you can use to raise awareness in your networks, community, and with partners. The toolkit was made in partnership with AltaMed, Blue Shield of California Foundation, First 5 Association of California, Immigrant Legal Resource Center, Latino Community Foundation, NALEO Educational Fund, National Immigration Law Center, and Native People Count California.
- Online Educational Sessions: CPCA developed 4 webinars and 1 Facebook Live event on how to engage HTC Communities in the 2020 Census even during COVID-19:
 - [Engaging Homeless and Transient Communities taking into account COVID-19 with Homebase](#): This webcast offered updates on Census 2020 field operations and explores best practices to engage people experiencing homelessness to participate in the 2020 Census during COVID-19 challenges.

- [Best Practices to Engage AANHPI Communities in light of COVID-19 and new Census 2020 Field Operations Environment with Asian Americans Advancing Justice- LA](#): This webcast shared best practices to engage AANHPI communities in light of the COVID-19 pandemic and changes to the 2020 Census field operation.
 - [Engaging Latinos amid COVID-19 and Census 2020 Environment with NALEO](#): This webcast offered best practices to engage Latinos amid COVID-19, recent changes to the Census 2020 operations, and the role health center staff play as trusted messengers to support the Latino community to be counted.
 - [How To Conduct Census Outreach to HTC during COVID-19](#): We had speakers from AltaMed, Latino Community Foundation, and Native People Count CA who shared their expertise on navigating Census 2020 and reaching HTC communities.
 - [Facebook Live hosted with CA Complete Count "Why Community Health Centers Count"](#): Speakers from CPCA, CA Complete Count, CCALAC, GVHC, and AltaMed discussed community health centers' (CHC) unique role as trusted providers to California's most vulnerable communities and how patients can help support their local CHCs by participating in Census 2020.
- [General Census Health Toolkits](#): In early 2020, CPCA developed three health toolkits for health providers and personnel, "My Health", "My Patient", "Your Health". These 3 toolkits were offered to health center staff as an educational resource for strengthening staff knowledge of 2020 Census and the proper messaging to reach patients.
 - "My Health" outlined ways health centers could be involved in Census 2020 engagement and important talking points when interacting with patients.
 - "My Patient" discussed why 2020 Census is important to patients and how doctors, nurses, health enrollment and administrative staff could educate patients on 2020 Census.
 - "Your Health" explained in detail how Census 2020 impacts health programs and services in California.
- [Census FAQ sheet](#): CPCA developed this FAQ sheet for consortia partners based on clinic need to address the most common concerns and issues for patients when seeking to participate in the 2020 Census. This FAQ sheet was an important resource as health centers care for a large percentage of Latino and immigrant communities who have fears around the Census.
- [My Health Counts Website](#): CPCA created this website hosting resources for community health centers and health organizations by community health centers. This website served as a hub for partners to access useful educational and outreach materials from consortia partners, external partners like NALEO, First 5, Advancing Justice, and CPCA's resources. This website also served visiting patients or community members curious to learn more about 2020 Census and health care by providing them with information on how their Census 2020 responses impacts funding for health program and services.

- National Health Center Week Toolkit: For August 9th- August 15th National Health Center Week (NHCW) CPCA created this toolkit to elevate community health centers important role as trusted providers to their communities and the 2020 Census. This toolkit features social media posts and graphics for each health focus day of NHCW. These posts and graphics were available in English, Spanish, Chinese, and Vietnamese. Homebase and MICOP provided sample social media posts and videos for Healthcare for the Homeless Day and Agricultural Worker's Health Day. This toolkit was also distributed externally to 139 health organizations that are connected with CPCA's Governmental Affairs work.
- Census Animated Video: This 1-minute video highlights how Census data impacts critical funding for health program and services in California to patients. This video was also distributed externally to 139 health organizations that are connected with CPCA's Governmental Affairs work.
- Census Civic Health Month Toolkit: CPCA Civic Health Month [Toolkit](#) and [Graphics](#): This toolkit highlights the importance of registering to vote and completing the 2020 Census questionnaire. While the August Civic Health Month has passed, this toolkit is still a relevant and useful resource for civic engagement and 2020 Census outreach. This toolkit was available in English and Spanish.

As a statewide organization, most of our outreach plans were planned to be done virtually as to have the widest reach and impact, and as such thankfully lent well to the swift transition to online only outreach. CPCA did have some in person activities and events scheduled, but those were successfully completed pre-pandemic. Throughout the census education period, CPCA's most widely utilized tactic was social media and e-communication outreach, which became increasingly vital during this pandemic. CPCA regularly posted on social media and included Census information in communication materials to health center members and health sector partners, with special attention to opportunities to tie to census outreach such as National Health Center Week, for example. With the on-set of the pandemic, CPCA emphasized language surrounding the importance of the 2020 Census as it relates to health professional's ability to handle emergency responses like COVID-19. CPCA also used language to encourage the safety of completing the 2020 Census questionnaire from home.

CPCA's statewide outreach efforts was complemented by the regional outreach completed by our partner sub-contractors. This statewide regional partnership allowed for statewide resources to effectively trickle down to the regional levels, and successful regional resources to be elevated to our larger statewide network. Each regional partner had a different approach to census education and outreach that directly catered to the needs of their respective HTC populations that they serve. Our regional partners were all

trusted messengers in their communities and served as valuable networks for conducting census outreach and education. The CPCA developed outreach tools and collateral were frequently commended as a valuable outreach tool as it gave partners an effective starting point to developing regional messaging and outreach collateral.

CPCA was also fortunate to receive additional funding to support further Census outreach and education efforts in early 2020. This additional funding allowed for CPCA to fund additional outreach efforts and needs due to the COVID-19 pandemic. Notably, CPCA was able to provide financial resources our sub-contractor partners to create and distribute promotional materials to pair with census education efforts.

What hindered the outreach?

There were a number of obstacles that hindered outreach. As noted above, the COVID-19 pandemic and the operational changes to 2020 Census proved difficult for our operations, and also negatively contributed to our census outreach. While targeting the health sector at large, the primary audience of our census outreach efforts were community health centers and the patients they serve. With the pandemic, we found that the capacity of resources available at the health center level to be particularly strained with census outreach taking the backseat to swift and substantial operational changes in response to the pandemic. There was a general loss of momentum in census efforts at the regional and health center level due to panic and uncertainty around the pandemic combined with personal stress due to economic factors that overshadowed the importance and need for people to complete their census in a timely manner. In addition, CPCA had coordinated for census outreach and promotional items (buttons, posters, flyers, etc.) to be delivered to all 1,370 health center sites throughout the state. Unfortunately, timing was not on our side as the onset of the pandemic forced the closure of many health center sites suddenly creating unexpected shipping and delivery challenges.

There were also difficulties that arose from the interferences to discount immigrants from the Census, and the proposed citizenship question in the questionnaire. Coupled with the changing census deadlines, there was much confusion, fear and misinformation circulating in immigrant communities around completing the census which made outreach more challenging.

Internally, CPCA focused largely on supporting CHCs during this pandemic. CPCA originally set out to develop five webinars on how to conduct 2020 Census outreach to hard-to-count communities, but in the early stages of the

pandemic CPCA training's team put a hold on any non-COVID-19 related webinars. CPCA instead utilized webcasts to hold these trainings, but as a result the attendee capacity was significantly reduced, and marketing routes were abnormal.

3. Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

CPCA and our partners faced extreme challenges to 2020 Census outreach during this pandemic. With the shelter-in-place mandates put into effect in March, health centers across California experienced significant changes in operations including site closures, staff furlough, and loss of patient visits.

As a result of these challenges, many of our partners experienced a reduction in capacity and time to conduct Census 2020 outreach and had to re-strategize their efforts as COVID-19 response and support took priority. This decrease in partner capacity also created an additional challenge for CPCA in allocating additional funding to partners until late July when our partners were again able to coordinate on-site outreach at health centers, service-based sites (food drives, etc.), and COVID-19 testing sites.

To address these challenges, CPCA shifted efforts to developing more digital content including toolkits, social media content, PSAs with Latino Community Foundation, and animated videos. CPCA also increased resource sharing via TA biweekly emails and internal communication. CPCA also coordinated the purchase and delivery of 2020 Census outreach materials to health center sites including buttons, hand sanitizers, and First 5 coloring books and stickers.

In addition, CPCA's Census Team also experienced a change in leadership when the project lead, Rebecca, unexpectedly went on leave in May of 2020. CPCA staff, Liz and Madeline, swiftly coordinated to take on Rebecca's work in her absence. We shifted how we were supporting our sub-contractor partners to conduct monthly TA group calls instead of individual calls to better address partner needs and CPCA capacity. Madeline also started sharing TA biweekly emails in May, so partners had consistent new material to carry out remote outreach. Madeline took on leadership to identify new areas to integrate Census messaging, including Civic Health Month, National Health Center Week, and CPCA listservs and weekly updates. Madeline led additional funding allocation efforts and worked one-on-one with subcontractors to fulfill reporting requirements and provide any support necessary and possible to fill capacity gaps on the sub-contractor level.

CPCA sub-contractor partners also commonly shared the following challenges to their census outreach efforts:

- Funding availability concerns for printed collateral earlier on in census outreach, which prolonged the distribution of materials, only adding to concerns about participation and engagement in Census 2020.
- Staff assisting with Census outreach were furloughed or laid off due to overall organizational funding challenges arising from the COVID-19 pandemic.
- The COVID-19 public health crisis disrupted the normal and traditional ways to conduct business for all sectors, and subsequently forced outreach efforts to be primarily conducted virtually, which presented unique challenges for partners.

4. For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.

N/A to CPCA's work as a Sector Partner.

5. Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

CPCA formally partnered with 12 regional clinic associations and established new partnerships in July with AltaMed Health Services and Bay Area Community Health (BACH) through providing funding through a sub-contractor arrangement. The 12 regional clinic association that served as project partners covered regions throughout the state. Since our partners deliver care to many vulnerable and HTC patient populations, they served as important trusted messengers to convey the importance of Census 2020. Our partners received funds for Census 2020 outreach and help ordering Census swag and educational materials to give to patients. As a result, CPCA and partners were able to distribute over 76,000 items including outreach materials and flyers to patients (65,000 buttons, 7,750 hand sanitizers, 1,500 coloring books, and 2,000 stickers) funded by CPCA's CA Complete Count statewide funds. These efforts motivated hard-to-count communities to participate in the 2020 Census, especially as we communicated the impact 2020 Census data has on health center funding.

CPCA established partnerships with AltaMed and BACH in July as part of CPCA's efforts to allocate additional funding and identify existing or new health partners who were interested in receiving additional funds. AltaMed utilized their CPCA Census grant to coordinate clinic kiosk outreach and older adult meal deliveries where AltaMed Census *Promotoras* offer brief education on the Census. In addition, BACH used CPCA funding to offer Census information at all in-person events targeted to different communities in Alameda and Santa Clara Counties.

6. Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

Health Center Partners:

- AltaMed: AltaMed Health Services conducted outreach via clinic kiosks and older adult meal deliveries. AltaMed has effective Kiosk system in clinics. AltaMed also delivered meals to all their PACE participants and introduced brief education on the Census when distributing this food. At clinics, AltaMed health center staff are prepared to help individuals fill out their form onsite to ensure they are able to complete it.
- Bay Area Community Health: BACH posted census information on its social media accounts (Facebook, Instagram, and Twitter). Also, BACH passed out flyers, brochures, branded swag, and offered census information at all in person events targeted to different communities in Alameda and Santa Clara Counties. Through these activities, BACH reached out to agricultural workers, those experiencing homelessness, individuals residing in public housing, patients, stakeholders, BACH staff, and diverse multicultural communities residing in southern Alameda county and Santa Clara County.
- San Francisco Community Clinic Consortium (SFCCC) provided regional outreach efforts in the San Francisco area which special support from their member health centers. SFCCC also has a direct health care program that serves homeless patients many of whom are Trans and immigrants, a particularly hard to reach group to reach which provided a valuable opportunity to census outreach and education. SFCCC provided census education and distributed flyers and hand sanitizer across the city in various neighborhoods with "hard-to-reach" populations. These neighborhoods include, Chinatown, Portola, the Tenderloin, the Mission, the Excelsior and the Sunset.

- California Consortium for Urban Indian Health (CCUIH) is a statewide organization that focuses on the health of Urban Indians. American Indians and Alaskan Natives (AIANs) have historically been among the most undercounted groups in the decennial Census. The roadblocks many AIANs face to being counted are magnified by a justified distrust for government institutions. As an AIAN organization CCUIH acknowledged these obstacles. However, they also understood the importance of being counted. CCUIH worked diligently to create messaging that their community could identify with. They emphasized that the information shared is protected and did our best to help their community understand the negative impacts of an undercount. They also worked with our health centers and celebrated and amplified their 3 efforts. They plan to continue our efforts until the last day of the Non-Response Follow Up and hope to reach as many people as possible.
- Community Clinic Association of Los Angeles County (CCALAC) facilitated engagement with the census by enhancing the capacity of their member clinics to leverage their existing trusted relationships with patients and communities to provide information and education about the importance of the census, dispel fears and misconceptions, and encourage participation. CCALAC set out to:
 - Ensure coordination of statewide health center and clinic census engagement and activities.
 - Support health center and clinic engagement on Census 2020 and facilitate their participation at the level they deem most appropriate for their organization through convening a workgroup.
 - Integrate clinics and health centers into Census 2020 as fully as possible.
 - Support health center and clinic engagement and facilitate coordination of community outreach with local partners and coalitions.
 - Ensure coordination of media and social media strategies amongst health centers, partners, and coalitions.
- Redwood Community Health Coalition (RCHC) staff committed to the following goals and objectives for Census 2020 Outreach:
 - Engage and train RCHC Advocacy Committee members on the importance of Census promotion and identify key leaders within the health centers to champion Census work.
 - Host an informational webinar for health center staff to share upcoming Census timelines, future trainings and resources for supporting Census completion.

- Share collateral and printed Census 2020 materials to be distributed to health centers in languages reflecting the patients served at the health centers.
 - Attend and participate in countywide Census 2020 committee meetings to share health center activities and also engage in coordinated county events like media messaging and press events.
 - Engage in a communications campaign to emphasize the importance of completing the Census through multiple communication channels (social media, newsletters and RCHC's website) to highlight various hard to count populations and target communities.
- Community Health Partnership (CHP) was a valuable partner in the San Francisco Bay Area and had two members on the team that consistently worked on Census work. During the implementation stage, Victoria Partida worked primarily on establishing relationships with partners, such as the San Jose Mexican Consulate, Latinos Unidos for a New America (LUNA), SOMOS Mayfair, Tropicana-Lanai Neighborhood Association and the Latino Census Grassroots Coalition. Cathy Hyde worked with our partner clinics AACI, Gardner Health Services, Indian Health Centers of Santa Clara County, North East Medical Services, Planned Parenthood MarMonte, School Health Clinics, and Ravenswood Health Care Network. During the education period, Cathy trained all CHP staff to speak about the Census shortly and concisely during meetings.

During the Self Response Period CHP, provided collateral to partner organizations SOMOS Mayfair, Mexican Consulate, LUNA, to encourage patients and residents to complete the Census. During the NURF period, CHP continued to collaborate with LUNA to offer assistance when completing the Census questionnaire to the zip code 95122. During the education period, going to the San Jose Mexican Consulate, CHP reached 200 people three times a week. The people who go to the Mexican Consulate go for long periods and are typically hard to count. CHP developed a relationship with Latinos Unidos for a New America (LUNA) to coordinate efforts and have their Census-themed play performed at community events and training provided by CHP. CHP is part of the Latino Census Grassroots Coalition to focus on the HTC Latino populations and successfully collaborated two events during the COVID-19 Pandemic to further outreach to the HTC communities. Facebook Live 'Haste Contar East Side, San Jose!' Event May 29, 2020, 7-8:30 pm, and the Census Caravan in HTC Areas were June 19, 2020, 5-7 pm; zip codes included 95122 and 95116. These two events required minimal contact but had participation from those HTC communities.

CHP worked with a number of partners to enhance their regional CPCA outreach. CHP worked with the Every Women Counts Program Community Health Care workers (CHWs) during the education period and was successful as they were able to start talking about the Census

much early than anticipated. CHW's helped to build trust in regard to the Census and allowed patients to start asking questions much earlier than expected. also worked well. Working with LUNA and SOMOS Mayfair, CHP provided collateral materials during Food Distributions for families in need. During the Self Response Period, CHP worked with the Tropicana-Lanai Neighborhood Association and their bike helmet drives which worked well because it required minimal contact with families.

Overall, CHP was able to provide the following Census outreach impressions funded by CPCA's CA Complete Count statewide funding:

- Events: Booth/Tabling: **5355**
 - Convening/Workshop/Training: **319**
 - Presentation/Speaking Engagements: **1108**
 - Text/Email Campaign: **220,000**
 - Presentation/Speaking Engagements: **100**
 - Other: Placement and distribution of Census resources within each clinic site: **7,163 at clinics and 3146 at events**
- Coalition of Orange County Community Health Centers (Coalition OC) was the regional partner primarily serving Orange County. Coalition OC set out to achieve the following:
 - To secure media coverage to encourage Census 2020 response.
 - Utilize social media to create awareness, education, and engage in outreach.
 - Submit one op-ed or letter to the editor.
 - Provide outreach through e-newsletters and other electronic methods as available.
 - Utilize health sector toolkit in outreach and education efforts.
 - To build capacity around the Census 2020 internally and externally with the Community Health Center (CHC) members.
 - Participate in CPCA trainings, and any other relevant trainings.
 - Engage health center members in Advocacy Team meetings.
 - Utilize health sector toolkit in capacity building efforts.
 - The Coalition OC will, as a trusted messenger, effectively motivate action within CHCs and in targeted locations.
 - Conduct community forums and engage in community outreach events.
 - Certified Enrollment Counselors will table and serve as a Census resource.
 - Host Questionnaire Action and Assistance Centers (QACs) and work with CHCs to establish their own with the use of smart phones or tablets.
 - Alameda Health Consortium (AHC) served as another regional partner in the Bay Area. AHC's goals were to become 2020 Census content experts, disseminate information and collateral through our Census

landing page, social media, and through our train-the-trainers and information sessions for our community health centers and subsequently their patient population, of which approximately 200,000 patients reside in Alameda County. Additionally, they focused on fighting misinformation and providing accurate and timely updates through the methods listed above to as many people in our community as possible through established community partnerships with the San Leandro Public Library and the offices of elected officials.

Community Health Association Inland Southern Region (CHAISR) served as a valuable partner in the Inland Southern Region. During the Education period the Community Health Association Inland Southern Region (Association) held two webinars 1) Census 2020: Importance and its impact on community health centers and 2) Census 2020: Counting Children 0-5. These two webinars targeted health center staff helping them understand the importance of the Census. Those who attended the webinars were subsequently given a NALEO “Hagase Contar” (“Make yourself count”) t-shirt that employers allowed them to wear to work on occasion.

The Association has had a long-standing partnership with the Mexican Consulate in San Bernardino where staff usually do health care coverage presentations in Spanish to individuals waiting to get items processed. The Association incorporated Census 2020 information into the presentations during the education and self-response period and completed a total of nine presentations with 98 attendees. When the public health emergency occurred, the Consulate asked us to do the presentation via ZOOM and it was streamed on Facebook live. The presentation was viewed live by 155 individuals. As of August 24, 2020 the presentation has been viewed a total of 284 times, shared 13 times and received 17 likes.

Another strategy the Association used was to educate/train health center leadership and key staff to ensure they encouraged the staff to talk to patients about the Census. Educational information was shared with the Board of Directors during the Board of Directors in-person and virtual meetings. Additionally, every other month an update on Census 2020 was added to The Association Report, a bi-monthly newsletter to health center membership. Furthermore, a dedicated Census 2020 email blast was sent to the Board of Directors, Medical Leadership, Nursing Leadership and Human Resources staff via Mailchimp. The newsletters included outreach messages, video testimonials, CPCA's toolkit as well as other toolkits relevant to the Census 2020 and the outreach to hard to reach populations.

The Association participated in the planning of two events for the Riverside Metropolitan sub-region. The first event, Census 2020 Education and Job Recruitment Forum was held on February 1, 2020 in Moreno Valley and was co-hosted with Senator Richard Roth, the Moreno Valley City Council and several other community-based organizations. CHAIRS participated in the planning and tabling during the event. The second event, Census 2020 Education and Job Recruitment Forum was held on February 8, 2020 at the Jurupa Valley Unified School District Parent Center. The event was co-hosted with Senator Richard Roth and Assemblymember Sabrina Cervantes. CHAIRS participated in the planning of both events and one of our member health centers participated by tabling at the event. Both events were covered by the media.

Throughout the education, self-response and non-response follow up period the Association utilized social media to share 2020 Census general information ahead of the decennial count. The Association used LinkedIn, Twitter, Facebook and Instagram. As of August 24, 2020 total of 135 posts were made across the platforms. Combined there were 54 retweets, 161 likes, 15,822 impressions and 299 engagements.

The CA Census Administrative Community Based Organization (ACBO) – Census IE launched a regional campaign called Census First Fridays, where all of the regional tables and community based partners take to social media and/or have an event on the first Friday of the month to highlight the 2020 Census. The Association participated in the Census First Friday's social media posts from November through June and August 2020.

The Community Health Association Inland Southern Region used additional CPCA statewide funding to brand reusable non-medical grade youth and adult face masks with the Census 2020 and CHAIRS logos. The adult masks included a Census 2020 flyer in English and Spanish with information on why it is important to complete the questionnaire and the youth face masks included the First 5 Census coloring books (See image 1-5). They were able to secure 2,272 adult face masks and 1,471 youth face masks. All of their member organizations who are currently open received an allocation of masks based on the number of sites they have. Each allocation of masks had instructions for the health center to ensure all masks were given out during the first weeks of September 2020 and for the health center staff to actively remind the recipient that there is still time to complete the 2020 Census.

- Essential Health Access was another statewide partner focusing on supporting Title X health centers. During Phase 2 and 3 of the Census campaigns, Essential Access Health distributed Census tools and resources – both from the California Census and the California Primary

Care Association (CPCA) – to members of our Title X provider network, other health care providers, and sexual and reproductive health care advocates.

In December of 2019, Essential Access Health hosted their annual Title X Business Meeting, which convenes staff from Title X-funded agencies across the state to discuss important program updates and receive training. Census materials were shared with more than 120 health center administrators, medical providers, and health educators that attended the event. Essential Access Health's annual Women's Health Update conference took place in February 2020. The event brought together more than 200 physicians, nurse practitioners, nurse-midwives, registered nurses, health educators and public health professionals from 13 states. Two conference presenters discussed the importance of being counted in the Census and California focused materials and toolkits were disseminated during the tabling sessions.

Additionally, Essential Access Health partnered with Black Women for Wellness to facilitate two discussions about the Census at the November 2019 and February 2020 meetings of the California Coalition for Reproductive Freedom (CCRF). Coalition members were encouraged to share and re-post Census information on their social media pages and newsletters.

In preparation for the Census questionnaire launch on March 12, 2020, Essential Access Health placed Census information, CPCA's Census toolkit and webpage, and other resources in their Weekly Wrap Up (WWU) newsletter that reaches nearly 160 Title X health center staff members. The same information was shared in their monthly policy newsletter, Course of Action, which reaches over 2,000 advocates and community members. Essential Access Health also sent an email to the CCRF list serve outlining important Census dates and links to social media graphics. The email reached more than 150 coalition member staff.

During Phase 3 of the campaign, Essential Access Health promoted and encouraged participation in the Census through the following digital platforms:

- TalkWithYour Kids.org (TWYK): This site encourages parents to discuss sexual health and healthy relationships with their kid and provides information and age-appropriate resources. The site can be viewed in English and Spanish
- TeenSource.org – This website was launched in 2001 as an online hub for teen-friendly sexual and reproductive health information

and resources. The site also features a weekly blog on a variety of health topics and opportunities to engage in advocacy and take action on policy issues.

- Hook Up text messaging program – Housed on TeenSource.org, the Hook Up program sends weekly text messages linked to the featured blog post on the TeenSource site.
- Our social media pages include: Twitter + Facebook for Essential Access Health, Twitter + Facebook for TalkWithYourKids, and Facebook, Twitter and Instagram for TeenSource.

During the project period, Essential Access Health's websites – essentialaccess.org, teensource.org, and talkwithyourkids.org – reached a combined 1,000,000 unique visitors. In February 2020, Essential Access Health placed the Census 2020 logo on our TalkWithYourKids.org site to link readers to the Census website. A blog about the Census was also published on the site in both English and Spanish. Between December 2019 and August 2020, three blogs were published on our TeenSource.org site educating teens about the Census and encouraging them to ensure their family participated. On the same day each blog was posted, a text message about the Census was sent to young people subscribed to our Hook Up program. More than 6,500 young people across California received the text messages.

Census campaign messages were continuously posted and re-shared on the Essential Access Health, Talk With Your Kids and TeenSource social media pages between February and August 2020. As the COVID-19 public health crisis took hold in late March, Essential Access Health's social media messaging shifted to provide advocates and community members the latest information regarding the changing Census deadlines. These updates were also provided to WWU newsletter subscribers.

- Central Valley Health Network was a key partner in Census outreach as they covered much of the central valley. The overall goal for CVHN was to support statewide efforts to increase participation in the 2020 Census, especially in hard-to-count (HTC) areas, many of which exist in the Central Valley, through engagement of our 13 community health center members. CVHN's objectives were:
 - Provide member health centers with resources and tools to support their communication and outreach strategies in their local communities
 - Develop and/or utilize CPCA (and partners) materials and toolkits for social media platforms (Twitter and FaceBook)
 - Serve as a connector for local Complete Count organizations and health centers.

CPCA Non-Health Center partners:

- Homebase: CPCA partnered with Homebase to develop a webinar on how health center staff can best encourage people experiencing homelessness to participate in the 2020 Census. Homebase also helped with our National Health Center Week efforts by providing social media graphics for Healthcare for the Homeless day.
- National Association of Latino Elected and Appointed Officials (NALEO): NALEO worked with CPCA on producing a webinar covering best practices for reaching Latinos. They also were close partners in the COVID-19 Census 2020 Digital Health Toolkit. Lastly, NALEO provided translational services to CPCA and helped CPCA translate multiple resources including the COVID-19 Census 2020 Digital Health Toolkit, National Health Center Week toolkit, and Civic Health Month toolkit.
- Asian Americans Advancing Justice – Los Angeles: We partnered with Julie Le from AAAJ-LA to conduct a webinar on how to count AAPI communities. They also connected us to translators for Chinese and Vietnamese materials.
- Latino Community Foundation: LCF partnered with us on a webinar covering strategies for navigating HTC outreach during COVID-19. We also partnered with LCF to develop and host a Census Public Service Announcement in English and Spanish through Spotify Ads across the state.
- Native People Count CA- Ricki joined our final webinar to give a breakdown for how to include native peoples in the 2020 Census especially during COVID-19. This was a critical partnership as many tribes closed reservations due to COVID-19 so outreach was significantly hindered.
- First 5: We partnered with Kendra from First 5 to connect our health center partners with resources for reaching children. Kendra helped us coordinate the delivery of coloring books and stickers to Community Health Partnership.
- Mixteco Community Organizing Project (MICOP): MICOP provided 2020 Censo videos in Mixteco and Spanish for CPCA's National Health Center Week toolkit. We valued MICOP as a partner as our goal was to highlight immigrants and agricultural workers as a part of National Health Center Week "Agricultural Workers Health" focus day.

- National Association of Community Health Centers (NACHC): NACHC partnered with CPCA on the National Health Center Week toolkit. They provided edits and suggestions for each post to ensure alignment of information with their National Health Center Week celebration. They also uploaded the toolkit to the NHCW site and distributed the toolkit internally for other health center members to utilize.

7. Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

Per our Census contract, CPCA was not required to conduct outreach efforts in languages other than English but did develop numerous resources in both English and Spanish. More in-language resources were developed and conducted at the regional partner level based on their respective community health center patient demographics and HTC populations. Community health centers serve a large Spanish speaking population, so CPCA prioritized Spanish translation for our social media toolkits, animated videos, PSAs, and swag (buttons, hand sanitizers, etc.). CPCA also translated materials in Chinese and Vietnamese on partner request.

Please see below for in-language outreach conducted by CPCA partners:

- Redwood Community Health Coalition was able to provide accessible and in-language outreach activities because our Census outreach efforts were looped into the work health center staff already do. Many vulnerable populations such as immigrant, non-English speaking and other vulnerable populations are the very groups our staff serve in their ongoing outreach efforts. Our staff undergo culturally and linguistically appropriate services and have recently been trained on assisting patients with disabilities and hearing impairments.
- Essential Access Health's TalkWithYour Kids webpage provided parents with resources to have age appropriate discussions with their children about sexual health and healthy relationships. The site can be viewed in English and Spanish. In February 2020, the Spanish Census logo was placed on the site and linked to the Spanish Census website. Essential Access Health also published a blog on the site in Spanish to educate readers about the importance of being counted in the Census and encourage Spanish-speaking immigrants to participate. The blog was shared through all of Essential Access Health's social media pages, including on our Talk With Your Kids Facebook community in Spanish.
- Community Clinic Association of Los Angeles County (CCALAC) actively coordinated with the U.S. Census Bureau which sent materials in English, Spanish, Cantonese/Mandarin, Japanese, Korean, Tagalog/Filipino,

Vietnamese—the main languages spoken by our community clinic patients—to our offices. CCALAC surveyed members regarding which languages they preferred/needed.

Given the high percentage of LA County clinic patients who are Spanish speakers, CCALAC created our own original materials in both English and Spanish. Bilingual posters, flyers, postcards, tote bags, child activity booklets, stickers, and more items were distributed to member clinics. CCALAC also forwarded and encouraged use of CPCA's bilingual social media toolkits for members to use on their platforms and email blasts.

- Community Health Partnership's (CHP) lead census outreach staff member, Victoria Partida, is bilingual, bi-literate, and bicultural in Spanish. CHP conducted outreach at the Mexican Consulate which was a perfect opportunity for her to ensure that individuals going had equal and meaningful access to Census materials and a chance to speak to someone. As part of the Latino Census Grassroots Coalition, CHP focused on the HTC Latino populations and successfully collaborated two events during the Shelter in Place. The coordination of a Facebook Live for Spanish Speakers and the Census Caravan in HTC areas included zip codes of 95122 and 95116. The caravan had twenty-seven cars, including residents, councilmember Maya Esparza from District 7 in San Jose, Santa Clara County, District 2 Cindy Chavez, and California State Assembly District 27 member Ash Karla. Participants brought awareness to the street viewers by make noise for two in various portions of the city that typically have low self-response rates.

CHP also utilized outreach swag in several languages, including Chinese, English, Spanish, and Vietnamese. Items were branded with Census logos. Some of the swag made included lunch bags, pens, band-aid kits, mugs, bags, coloring books, and crayons. CHP distributed among its ten member organizations over 5000 pieces of swag. Each of our member clinics served multiple languages and was able to speak to the patients regarding the importance of the Census.

- Alameda Health Consortium (AHC) worked with Auerbach Translations, an international translation firm, to recreate all our educational collateral in the nine languages that were requested by their regional member health centers. All print collateral was available on our 2020 census informational landing webpage in accessible Dropbox folders for health centers to print in-house, and in some cases, for AHC to print and deliver.
- Coalition of Orange County Community Clinics (Coalition OC) held its first virtual community event on July 28, 2020. This event was done in partnership with a member CHC, AltaMed Health Services, and was done completely in Spanish. The focus of this event was to provide an update on COVID-19, address community concerns on how to stay safe from the coronavirus and ways to protect their families, and then offered an opportunity to feel empowered and take control during these uncertain times by participating in the 2020 Census. During the Census 2020

component, information was shared on the questions folks need to complete, the importance of participating, debunked several known myths/concerns, and made a call-to action to be counted. Through Facebook Live, which is where the majority of participants were community members, the event reached an estimated 2.5k people as of August 7, 2020, garnered 101 reactions, was shared 15 times, and 28 comments were submitted, shared, and addressed during the virtual chat.

Coalition OC also recently held their second virtual chat on September 15th, which focused on the Asian/Pacific Islander (API) communities, in partnership with two member CHCs, Korean Community Services and Southland Health Center, along several other API serving community-based organizations. Although the session was held in English, it focused entirely on improving health outcomes among the API community, through protecting themselves from COVID-19, advocating for better data collection, and engaging in the 2020 Census and November elections.

Lastly, from mid-March 2020 through mid-August 2020, Coalition OC's Certified Enrollment Counselors, have also engaged the clients they serve over the phone on the Census 2020, with reminders and questions on whether they have participated or plan to participate. As of August 28, over 750 clients have received Census 2020 information over the phone and nearly 85% of these folks are Spanish speakers.

- AltaMed provided accessible and in-language outreach activities and outreach to patients and families with limited English proficiency via peer-to-peer, digital, and remote outreach. Our clinics conducted outreach with our QACs combined with our "5-touch" model, which included Census outreach and education touchpoints throughout every step of our patient's experience (T.V. commercials, posters, signage, handouts, and promotional items). Additionally, our socially distanced in-person outreach at events such as clinic grand openings, food pantries, farmers markets provided accessible and in-language outreach to our patients and families. Our QACs, in particular, proved useful with monolingual Spanish-speaking individuals and families, as well as with individuals with limited English proficiency.

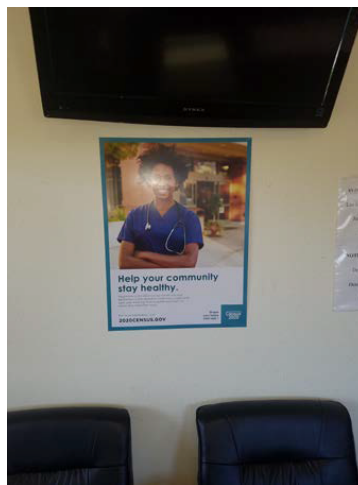
8. Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

CPCA's contracted partners did important on the groundwork conducting Census outreach and education with their member health centers and clinic sites.

The *Community Clinic Consortium of Contra Costa and Solano Counties* had an impact in their community was through their telephonic census outreach particularly involving our immigrant patients. Many patients have

experienced a greater level of stress and anxiety related to the Public Charge ruling and many immigrants connected the Census to something involving the government and Homeland Security. In their outreach efforts, they were able to educate patients on the Census, the benefits resulting in an accurate count, and a timeline of expected activities so clients would have a better understanding of why they might be visited by a Census representative.

The *Community Health Association Inland Southern Region's* work targeted Federally Qualified Health Centers (FQHC's) that are in low income communities and serve the most vulnerable who are underinsured and uninsured. They collaborated with their member health centers to bring them resources and materials to get the word out about the 2020 Census.



- o Image 1. (Above) Photo of Borrego Health Foundation's Jay Hoffman Dental Office in Nuevo, CA. A total of 35 posters were distributed among the Association's membership and posted in waiting rooms, patient rooms and staff break rooms.

Census 2020
Censo del 2020

Why is it important?

- The numbers gathered from the census define the future of our community and our voice in congress.
- Many federal programs depend on the numbers gathered from the census including:
 - Medi-Cal
 - SNAP
 - Planning and construction programs for roads and highways
 - Scholarships
 - Children's Health Insurance Program
 - Head Start

¿Por que es importante?

- Las cifras del censo definen el futuro de nuestra comunidad y nuestra voz en el Congreso.
- Varios programas federales dependen de las cifras y asignaciones derivadas por el censo, incluyendo:
 - Programa de Medi-Cal
 - Programa de SNAP
 - Programas de planificación y construcción de carreteras,
 - Becas
 - Programa de seguro de salud infantil del estado (CHIP)
 - Head Start

Community Health Association

- Image 2. (Above) Screen capture of the presentation for the San Bernardino Mexican Consulate – Speaking on the 2020 Census.

Essential Access Health's Census campaign work served to amplify the tools, resources and messages shared by Census California, CPCA, and other community partners, and encourage reproductive health advocates to incorporate Census messaging in their work. When co-facilitating a Census planning discussion, one partner organization shared that they appreciated the conversation because they didn't think they had a role to play in Census outreach and had not thought about including the information in their provider membership newsletters.

The *Community Clinic Association of Los Angeles County* (CCALAC) leveraged relationships with census partners to create original materials, host panel discussions and roundtables, and connected clinics with partners to host their own events, both virtual and in-person. Of note, Venice Family Clinic hosted bi-lingual webinars during the 2020 National Health Center Week with NALEO Education Fund titled "Make Your Voices Heard: Get Out the VOTE, Get Out the COUNT!" The recording of the session can be found [here](https://vimeo.com/447628336) (<https://vimeo.com/447628336>).

CCALAC also distributed tens of thousands of promotional materials across LA County with coordination from partners at CPCA, California Community Foundation (CCF), NALEO Educational Fund, and the U.S. Census Bureau. KHEIR Center expressed gratitude to CCALAC in the below social media post: @kheircenter: "Thank you @ccalac for delivering tons of Census goodies to Kheir Clinic yesterday! These multilingual materials will help us promote the 2020 Census to our patients. Getting an accurate count of all the people in our service area will help secure more funding for essential programs like Medi-Cal, CalFresh, WIC, and Head Start, which are all affected by Census data. We only get this chance once every 10 years!"



Community Health Partnership held many events in their community, like a Census Caravan, which is pictured below. Despite the challenges faced by Census partners to make sure everyone is counted, Santa Clara County found innovative ways to engage the community on the importance of the Census. Events like car caravans, food distribution partnerships, and COVID testing events became the new Census outreach opportunities to encourage our hard to count communities to complete the Census.



'Having residents, community organizations, local and state politicians, this caravan has been the most representative Santa Clara County has had.' US Census Bureau Partnership Specialist

Before the COVID-19 Pandemic, CHP's Victoria spoke with numerous people about counting children in the Mexican Consulate in San Jose, CA.



Alameda Health Consortium partnered with a member health center, Bay Area Community Health, Congressman Ro Khanna, and other members of the community to put together a roundtable community discussion to provide a complete background on the importance of the Census by breaking it down to the different components of impact, including the direct impact to health care programs. By having an open forum, opportunities were provided for community members to directly ask questions from health center representatives and their elected officials about what a complete count looks like and how it directly impacts their lives and the lives of their families. By making it personal to the audience members, they noticed a deeper level of understanding and engagement, as opposed to them thinking about the Census as some government form they need to fill out, it was more of a way for them to have a say in something that directly impacted their lives.



San Francisco Community Clinic Consortium (SFCCC) also served as a key partner in the outreach work. Curry Senior Center, a partner of theirs, recently reported that they think all their regular patients and clients for the varied services have already completed the Census. However, they are continuing to engage in outreach in their neighborhood – the Tenderloin, because it is home to so many of the “hard-to-reach” Census targets – the homeless, immigrants and non-English speakers and low-income families with young children.

SFCCC's plans expanded when additional funding was available to help us acquire 2oz bottles of hand sanitizer with CPCA's census logo in three different languages (English, Spanish and Chinese) and distribute them to partner health centers, along with colorful flyers in multiple languages. The clinic staff are giving the flyers with hand sanitizer to patients and clients who come to the clinic for testing, medical appointments, as well as at an outside event, the SF Carnival street fair (the first event since the pandemic began). The flyers and sanitizer are also being distributed at Curry Senior Center and a separate meal site in the same building as a partner clinic, SFCHC, both in the Tenderloin. SFCHC serves

homeless patients many of whom are Trans and many are also immigrants, a particularly hard to reach group to reach and then convince to complete the Census. The flyers and sanitizer are being distributed across the city in various neighborhoods with “hard-to-reach” populations. These neighborhoods include, Chinatown, Portola, the Tenderloin, the Mission, the Excelsior and the Sunset.

AltaMed Health Services made a real measurable impact in our service area, particularly in Orange County, where the response rate is 75.8% (4th in C.A.). In Los Angeles, we were able to text over 1.5 million homes in our service area and dialed nearly 3 million homes. Some news stories featuring our AltaMed 2020 Census outreach:

- L.A. Daily News: Census field offices begin to reopen, aim to close the gap in lagging 2020 U.S. count
- <https://www.dailynews.com/2020/06/01/census-field-offices-begin-to-reopen-aim-to-close-the-gap-in-lagging-2020-u-s-count/>
- https://laist.com/2020/07/31/census-funding-community_clinics-outreach-fqhc-hrsa.php
- KABC (ABC7) Census 2020: With deadline weeks away, organizations urge L.A. County residents to participate
- <https://abc7.com/census-2020-fill-out-deadline/6402703/>

9. Please add any suggestions for the 2030 Census efforts, including timelines.

Onboard state sector partners earlier. While we joined the efforts in the late summer of 2019, it often felt like we were behind the curve and constantly playing catch up to be ready in time for the Census count. We also recommend more awareness of events that Census messaging can be integrated so partners can expand their reach ex: Create a calendar listing important national holidays/events (Juneteenth; Mental Health Awareness Month; National Health Center Week; Civic Health Month; etc.)

Below are recommendations that have bubbled up from our sub-contractor partners.

- At least one interactive activity with each presentation about the Census to increase knowledge retention and participant's enjoyment.
- More marketing needs to be invested in HTC communities and communities of color.
- Funding ACBO's who in turn funded regions the way it was done this time around was great! It allowed each area to do tailored outreach to communities based on their needs.
- Funding area specific industries was also a great strategy. It allowed organizations to participate in this tailored outreach to reach individuals in trusted locations throughout their communities.

- We understand this decennial count was impacted by COVID-19 but the switching back and forth of deadlines and the little information known by the Census Bureau regional workers was hindering to the work being done.
- Have statewide collateral developed and available earlier so that resources are final and ready to be shared beginning January 2030 or earlier. Every opportunity must be seized to distribute resources at large group events that can then be disseminated across communities.
- Continue to support regional complete count committees
- Utilize a more user-friendly reporting system. SwORD was not intuitive and the efforts to stay on top of this data entry methodology outweighed the benefits
- Encourage more virtual outreach from the start - there is great value here.
- There needs to be a greater effort to improve inclusivity in the Census 2030. For example, although changes have been made over the last decades to offer more racial or ethnic options, many folks are still unsure of how to best represent themselves.

Attachments

10. Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.

- a) SwORD uploads of completed activities - Completed
- b) Updated list of subcontractors – To be submitted
- c) Evaluations or analytical reports, if any – N/A
- d) Sample products* - to be submitted

* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

Submission

Please submit your final report and attachments no later than November 16, 2020 to: outreach@census.ca.gov with a copy to the RPM/contract manager. Please include your organization name in the subject line.

CPCA Sub-Contractor Partners and Funded Amounts

Alameda Health Consortium (AHC)	\$ 10,000.00
AltaMed Health Services	\$ 11,500.00
Bay Area Community Health	\$ 3,000.00
California Consortium for Urban Indian Health (CCUIH)	\$ 20,000.00
Central Valley Health Network (CVHN)	\$ 10,000.00
Community Clinic Association of Los Angeles County (CCALAC)	\$ 20,300.00
Community Clinic Consortium of Contra Costa and Solano Counties (CCC)	\$ 15,000.00
Community Health Association Inland Southern Region (CHAISR)	\$ 22,080.13
Community Health Partnership (CHP)	\$ 23,500.00
Coalition of Orange County Community Health Centers (COCCC)	\$ 15,000.00
Essential Access Health (EAH)	\$ 5,000.00
San Francisco Community Clinic Consortium (SFCCC)	\$ 17,500.00
Redwood Community Health Coalition (RCHC)	\$ 7,500.00



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California Primary Care Association

May 6 · 🌐

A friendly #COVID19 reminder that taking... [See More](#)



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LA SALUD DE TODOS CUENTA



California Primary Care Association

May 5 · 🌐

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1



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2020
CENSUS Share



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CENSUS 2020

California Primary Care Association

May 1 · 🌐

The #COVID19 pandemic has intensified... [See More](#)



4



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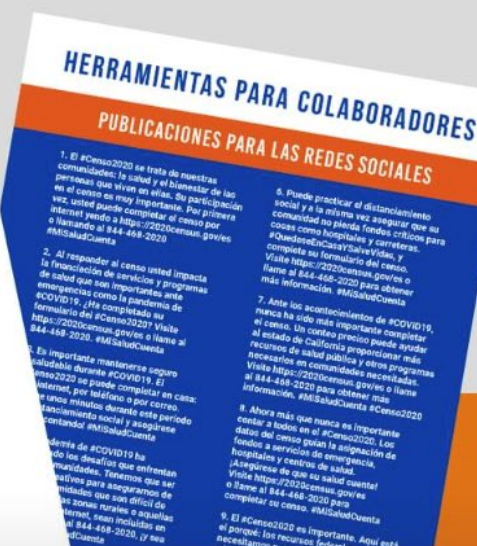
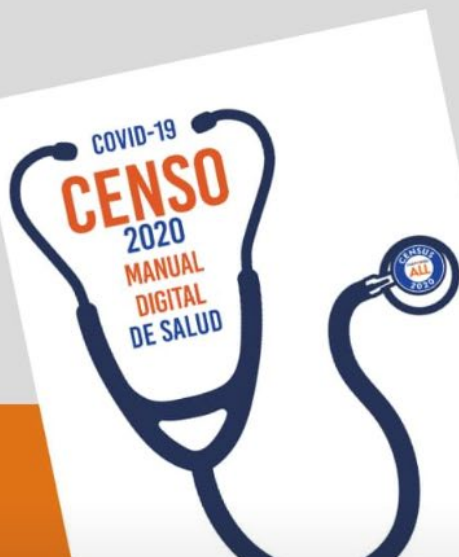
Share



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COVID-19 CENSO 2020 MANUAL DIGITAL DE SALUD



California Primary Care Association

April 30 · 🌐



JUST IN! CPCA's new #COVID19 Cen... See More



1



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Comment



Share



Census 2020 FAQ

1. **Q:** What is the Census?
A: The Census is a safe and protected population count that is carried out every ten years in all U.S. states and territories. Information collected from the Census is used to determine funding for health care programs (i.e. Medi-cal and Medicaid), planning for infrastructure like highways and Section 8 housing, education, and many other programs.
2. **Q:** Will my answers be kept confidential?
A: Yes. The Census cannot release any information about you, your home, or your business, even to law enforcement agencies. Title 13 of the U.S. Code ensures that your private data is protected and that your answers cannot be used against you by the government.
3. **Q:** Will I be asked to provide my social security number?
A: No. The Census does not ask you for your social security number, money or donations, or your bank or credit card account numbers. If someone claiming to be from the Census contacts you via email or phone and asks you for one of those items, it is a scam, and you should not cooperate.
4. **Q:** Is the Census for **non U.S. citizens**?
A: The Census attempts to count *all persons* in the U.S. regardless of immigration status. The Census does not ask whether you or anyone in your home is a U.S. citizen.
5. **Q:** Will I be asked about my citizenship status?
A: No. You will not be asked about your citizenship status. There is no citizenship question on the Census form.
6. **Q:** Do I have to fill out the census form? What happens if I don't fill out the form?
A: Everyone living in the U.S. is required by law to be counted in the Census. If you do not respond, a Census representative will follow up in person to collect your response.
7. **Q:** Are clinics part of the federal government? What if someone calls ICE?
A: Community health clinics are a trusted resource for community members. Clinics receive funding from the federal government to provide important health care services in underserved areas, primary to low-income and uninsured individuals. It is against the law for a community health clinic to turn a patient away. As a general rule, law enforcement officers, including ICE agents, cannot require you to answer questions unless they have at least a reasonable suspicion you are involved in illegal activity.



8. **Q:** Why does the Census ask for your race/ethnicity?
A: This data allows the U.S. Census Bureau to create statistics about race and racial groups. Data on race is also used in planning and funding government programs that provide funds or services for specific groups.
9. **Q:** How will I get notified to fill out the Census?
A: Initial invitations to respond to the 2020 Census will be delivered between **March 12-20**. Once you receive an invitation, you can respond online, by phone, or by mail. You will receive four additional notices in the mail reminding you to fill out your Census form.
10. **Q:** When does the census start and end?
A: Invitations to respond to the 2020 Census will be delivered between **March 12-20**. July 31st is the last day to self-respond to the Census form.
11. **Q:** What is the difference between **American Community Survey (ACS)** and **Census**?
A: The **American Community Survey (ACS)** is sent to a sample of addresses (about 3.5 million) in the U.S. and asks about topics not on the 2020 Census, such as education, employment, internet access, and transportation. ACS is conducted monthly and yearly, while the Census is conducted every ten years to provide an official count of the entire U.S. population. Your responses to both the ACS and 2020 Census will help provide local and national leaders with the information they need for planning and program purposes.
12. **Q:** Do I count my kids on the Census? What about children in college?
A: Yes! Please count children in the home where they live and sleep most of the time, even if their parents do not live there. College students who live away from home should be counted at the on or off-campus residence where they live and sleep most of the time, even if they are at home on April 1, 2020.
13. **Q:** Does everyone in my house fill out a form?
A: If you are filling out the census for your home, you should count everyone who is living there as of April 1, 2020. This includes any friends or family members who are living and sleeping there most of the time. If someone is staying in your home on April 1, and has no usual home elsewhere, you should count them in your response to the 2020 Census. Please also be sure to count roommates, young children, newborns, and anyone who is renting a space in your home.
14. **Q:** Why are we being asked to respond online?
A: 2020 Census is the first Census where most responses are being collected online.
15. **Q:** Will the questionnaire be available in other languages?
A: Yes! The questionnaire will be available online and by phone in 13 languages (including English).



CPCA Census 2020 Civic Health Month Social Media Toolkit





This August is Civic Health Month, a month-long collaboration between health care organizations that support civic engagement, voter registration nonprofits that support health care, and individual healthcare providers passionate about civic engagement. To learn more about Civic Health Month, please visit <https://civichealthmonth.org>.

Now is the time to encourage patients to seek empowerment by inviting their voices into the democratic process. We can remind patients to register to vote and to self-respond to the 2020 Census by phone, mail, or online. Population totals from the 2020 Census will determine congressional representation in the U.S. House of Representatives. The 2020 Census allows everyone including non-citizens the power to influence their states political representation.

To elevate 2020 Census and voter registration, please share the social media content provided in this toolkit on your social media platform throughout the month of August.

Please use these tags in your posts:

#VoteForYourHealth #2020Census #MyHealthCounts

English:

Your voice matters! Make sure you register to vote at civichealthmonth.org and take the 2020 Census at 2020census.gov.



California
Primary Care
ASSOCIATION

Spanish:

¡Su voz es importante! Asegúrese de registrarse para votar en civichealthmonth.org y tome el Censo 2020 yendo a 2020census.gov/es.



California
Primary Care
ASSOCIATION

English:

#Vote and take the #2020Census to make a difference in your community! Learn more at civichealthmonth.org and 2020census.gov. #VoteForYourHealth



Spanish:

¡#Vote y tome el #Censo2020 para hacer una diferencia en su comunidad! Obtenga más información en civichealthmonth.org y en 2020census.gov/es. #VotePorSuSalud



English:

By registering to vote and completing the 2020 Census during this #CivicHealthMonth, you will ensure that your voice is heard on issues that impact you and your family- including health care, housing, education, and more! Learn more at civichealthmonth.org and 2020census.gov.



Spanish:

Al registrarse para votar y al completar el Censo 2020 durante este #MesDeLaSaludCívica, usted se asegurará de que su voz sea escuchada en los asuntos que le afectan a usted y a su familia, ¡incluyendo el cuidado de la salud, la vivienda, la educación y mucho más! Obtenga más información en civichealthmonth.org y en 2020census.gov.



English:

#Vote and take the #2020Census to make a difference in your community. Your #Vote and #2020Census data will impact the issues that affect you and your loved ones- including education, childcare, health care, and more. Visit civichealthmonth.org and 2020census.gov to learn more.



Spanish:

#Vote y tome el #Censo2020 para hacer una diferencia en su comunidad. Su #Voto y los datos del #Censo2020 impactará los problemas que le afectan a usted y a sus seres queridos, incluyendo la educación, el cuidado infantil, la atención médica y muchos más. Visite civichealthmonth.org y 2020census.gov para obtener más información.



English:

Your #Vote and #2020Census response influences key decisions in our health care delivery system and funding for health programs and services like #SNAP, Medicaid, and more. Register to vote at civichealthmonth.org and take the #2020Census at 2020census.gov #VoteForYourHealth



Spanish:

Su #Voto y sus respuestas en el #Censo2020 influirán decisiones clave en nuestro sistema médico y en la financiación de programas y servicios de salud como #SNAP, Medicaid y muchos más. Regístrese para votar en civichealthmonth.org y tome el #Censo2020 yendo a 2020census.gov #VotePorSuSalud



English:

This August is #CivicHealthMonth, where health care leaders encourage patients to register to vote. #VoteForYourHealth today at civichealthmonth.org and take the #2020Census at 2020census.gov to ensure your voice is heard!



Spanish:

Este agosto es el #MesDeLaSaludCívica, cuando los líderes de salud motivan a los pacientes a registrarse para votar. #Vote por su salud hoy en civichealthmonth.org y tome el #Censo2020 yendo a 2020census.gov para asegurarse de que su voz sea escuchada.





Additional CPCA Census Resources:

New! CPCA Census Health Care Animated Video Available in Spanish and English:

This new 1-minute animated video by CPCA is the perfect resource to elevate this 2020 Census to patients. You can post this video on your social media channels, websites, and share with partners and stakeholders to promote Census in the health sector.

Please download the English video [here](#) and Spanish video [here](#).

COVID-19 Census 2020 Digital Health Toolkit Available in Spanish and English

This media tool provides content and directive for navigating Census healthcare outreach during this COVID-19 pandemic. In this toolkit you will find talking points, social media content, sample PSAs, sample email to stakeholders, and additional resources from nine partners including AltaMed Health Services, Native People Count CA, Immigrant Legal Resource Center, BlueShield, Latino Community Foundation, NALEO, First 5, National Immigration Law Center, and CA Complete Count.

Please download the English toolkit [here](#) and Spanish toolkit [here](#).

TA Biweekly Emails and TA Monthly Calls

If you are an organization operating in the health or Census space, we invite you to participate in our TA Biweekly emails where we share relevant Census resources, information and updates. In addition, we are now hosting Monthly TA calls (third Friday of the month from 11 a.m.-12 p.m.) to encourage peer sharing and a collaborative thinking tank to further reach hard-to-count populations. Please sign up to receive our weekly TA biweekly emails [here](#) and register to join our Monthly TA calls [here](#). Please reach out to Madeline Anderson at manderson@cpcac.org if you have any questions or concerns.

My Health Counts Website- <https://www.myhealthcountscac.org>

This website includes all of CPCA's 2020 Census resources in addition to resources from health centers and partner organizations.

COVID-19

CENSUS

2020

DIGITAL HEALTH
TOOLKIT



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A Thank You to the Medical Community

DEAR HEALTH PROVIDERS:

All across California and the country, you have mobilized to treat patients suffering from the novel coronavirus, COVID-19. In response to the pandemic that is surging too fast for the health system to cope, a legion of colleagues, including doctors and nurses, is returning to the field to contend with a virus that is particularly threatening.

To all first responders, doctors, physician assistants, nurse practitioners, nurses, tech pharmacists, medical assistants, and so many other allied health professionals, thank you. The relentless and unwavering dedication, bravery, and sacrifice that you and your families demonstrate on a daily basis, and particularly during this public health crisis that has engulfed our world is appreciated more than words can express. Our world, is a better place because of you.

Thank you, with all our hearts, for your service.



COVID-19 CENSUS 2020

DIGITAL HEALTH TOOLKIT OVERVIEW

The aim of this toolkit is to provide Census partners and organizations access to information on current trends and knowledge regarding COVID-19 during the 2020 Census count.

With the COVID-19 pandemic impacting our day-to-day lives, today more than ever it is important to have a complete count. Everyone is feeling the impact of this public health crisis. While we cannot go door-to-door and host in-person events, we can still promote participation in the Census. We cannot miss out on resources communities need for hospitals, health centers, schools, infrastructure and more.

This toolkit will introduce messaging and talking points, graphics, and tools you can use to raise awareness in your community. You will also find additional Census resources from partners and California Primary Care Association (CPCA) on our My Health Counts website: <https://www.myhealthcountsca.com>



» All Californians can participate in the 2020 Census today! Participation comes in three easy ways: online, by phone, and by mail. Stay home, save lives, check in, and take the census today.

» Census data impacts funding for the Centers for Disease Control and Prevention (CDC), disaster preparedness, and emergency response efforts. Participate in the Census today to ensure we are prepared to handle public health emergencies like COVID-19.

» With the COVID-19 pandemic impacting our day-to-day lives, today more than ever it is important to have a complete count. Complete the Census online, by mail, or by phone. Visit <http://2020census.gov> or call 844-330-2020 to get started today.

» We can't go door-to-door, but we can call and text our family, friends, and neighbors! We can use social media to let them know what's at stake and why it's important to be counted! Use the hashtags #MyHealthCounts and #Census2020 to help raise awareness in your community.

» Whether you are a first responder, caring for kids or elders, or supporting a household, all are feeling the impact of this public health crisis. We can't miss out on resources communities need for hospitals, health centers, schools, infrastructure and more. Participate in the Census today.

» If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-ELCENSO (877-352-3676) Monday-Friday from 8:30 a.m. – 8:30 p.m. ET to get additional information.

» Weathering a public health crisis calls for careful emergency planning, assessing and protecting those most at risk, and providing lifesaving resources to people affected. That starts with an accurate Census count.

» The COVID-19 pandemic has intensified the challenges faced by many communities. We have to be quick and creative to make sure that hard-to-count communities like those in rural areas, or those without Internet access are included in the Census.

» An undercount results in less funding for health programs such as CHIP, Medicare, SNAP and others. Take a few minutes to fill out the 2020 Census form online, by phone, or mail. Your count matters - maybe now more than ever!

» Census 2020 data helps determine funding for healthcare facilities and programs to support our community's well-being. We need to be doing everything in our communities right now to support the health and well-being of all individuals and promote Census participation. It's easy to complete. Visit <http://2020census.gov> or call 844-330-2020 to get started.



TALKING POINTS.

» Census data helps determine funding for health programs which provide health coverage to low-income families, children, parents, seniors, and people with disabilities. If we are not counted, in cases such as this pandemic, our communities will feel the impact.

» Census data informs how funding is allocated to more than 100 key federal programs, including healthcare and family service programs like Head Start, WIC, SNAP/CalFresh, and block grants for community mental health services. Complete your Census questionnaire online today or call 844-330-2020 to ensure future access to these programs.

» Data from the Census also provides doctors with accurate information to keep our families and communities healthy and safe. Help support doctors today by filling out your Census questionnaire online, by phone, or mail right now.

» Census data also determines funding for community health centers, who are a lifeline for many people in California. Community health centers provide critical healthcare to our most vulnerable and medically underserved. Support health centers today by completing your Census questionnaire online, by mail, or by calling 844-330-2020.

» Did you know that the 2020 Census impacts our health care systems? Take the Census today to ensure that resources are allocated correctly to maintain healthy communities for the next 10 years.

» During a public health emergency, health centers provide critical triage, treatment and referrals for patients. They also work in partnership with the local health care delivery system and help lessen the burden on hospitals. It has never been more critical to ensure health centers are adequately funded for the next decade. Please take a moment to fill out your Census form while you stay at home and save lives. Visit <http://2020census.gov> or call 844-330-2020 to get started.

» Collecting Census data during social distancing from grandparents and elderly is a new challenge. Protect their lives by remaining at home. Call to check in to make sure their needs are met and that they are completing the Census by mail or by phone. Call 844-330-2020 to get started.



TOOLS FOR PARTNERS

SOCIAL MEDIA POSTS

1. #Census2020 is about our communities and the health and well-being of the people who live in them. Your participation in the Census is very important. And for the first time, you can complete the Census online at <http://2020census.gov> or call 844-330-2020 #MyHealthCounts

2. Responding to the Census impacts funding for important health services and programs that are critical in emergencies like the #COVID19 pandemic. Have you filled out your #Census2020 form? Visit <http://2020census.gov> or call 844-330-2020 to take the Census. #MyHealthCounts

3. During the #COVID19 outbreak, it's important to stay safe and healthy. The #Census2020 can be filled out at home online, over the phone, or by mail. Take a few minutes during this social distance period and make sure you're counted! #MyHealthCounts

4. The #COVID19 pandemic has intensified challenges faced by many communities. We have to be quick & creative to make sure hard-to-count communities like those in rural areas or those without Internet access are included in the Census. Call 844-330-2020, get counted! #MyHealthCounts

5. A friendly #COVID19 reminder that taking the #Census2020 is a great quarantine, stay at home activity! Our future depends on your participation. Have you filled out your Census form? Visit <http://2020census.gov> or call 844-330-2020 to complete your form today. #MyHealthCounts

6. You can still social distance while making sure your community doesn't miss out on critical funding for things like hospitals and roads. While you #StayHomeSaveLives, fill out your census form. Visit <http://2020Census.gov> or call 844-330-2020 to learn more. #MyHealthCounts

7. In light of #COVID19, filling out the Census has never been more important. An accurate census count can help CA provide the necessary public health services and programs to communities in need. Visit <http://2020Census.gov> or call 844-330-2020 to learn more. #MyHealthCounts #Census2020

8. Counting everyone in #Census2020 matters more than ever. Census data guides how funding is allocated to emergency services, hospitals, and health centers. Make sure your health counts! Visit <http://2020census.gov> or call 844-330-2020 to complete your Census. #MyHealthCounts

9. The #Census2020 matters. Here's why: federal resources that we need for public health emergencies are at stake. Get counted today! Your participation is needed. It's easy to respond. Visit <http://2020census.gov> or call 844-330-2020 to complete your form today. #MyHealthCounts

10. You count! #Census2020 will matter more than ever as federal funding is connected to our state count and voice in government. Make sure you're counted! Get started now at <http://2020census.gov> or call 844-330-2020. #MyHealthCounts

SOCIAL MEDIA GRAPHICS



Stay Home





Wash Your Hands






Complete the Census

 **DOWNLOAD**



CENSUS DATA WILL IMPACT HEALTH SERVICES



 **DOWNLOAD**

STAY  HOME

WASH YOUR HANDS

COMPLETE THE CENSUS

 **DOWNLOAD**

EVERYONE'S HEALTH COUNTS



CENSUS 2020

 **DOWNLOAD**

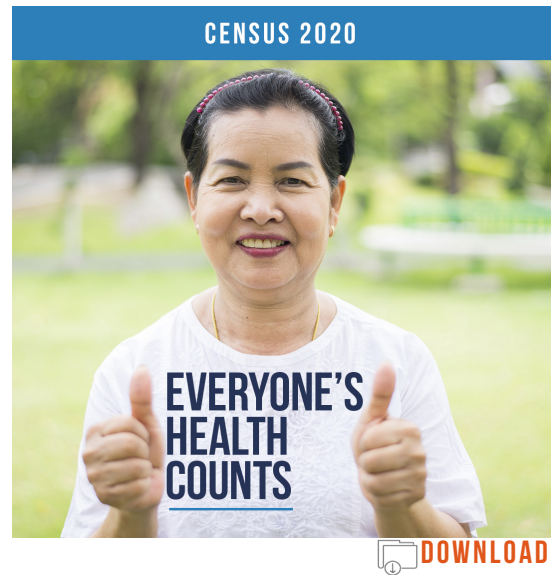
EVERYONE'S HEALTH COUNTS



CENSUS 2020

 **DOWNLOAD**

SOCIAL MEDIA GRAPHICS



SOCIAL MEDIA

As Census outreach shifts to the online and digital space to avoid community transmission of COVID-19, raising awareness about the importance of self-response via social media is more important than ever. You can take action by posting or tweeting about how community members can participate in Census 2020 online, by phone, or mail using the hashtags #Census2020 and #MyHealthCounts, and include one of our COVID-19 social media graphics. You can also encourage health staff, patients, and community members to post their own Census form (identifying information removed) on their social media channels.

We have provided sample social media posts and graphics for your use in the Tools for Partners section of this toolkit. If you would like information on additional hard to count populations, including children 0 to 5, immigrant communities, Latino communities, and Tribal Nations and Native communities, please see the Additional Resource section of this toolkit.

COMMUNITY OUTREACH

You can send an e-blast to partners and stakeholders about the importance of Census 2020 amid the COVID-19 pandemic (see sample email to partners and stakeholders). This can be an opportunity to raise awareness about the importance of responding to the Census online, by phone, or by mail.

SMS TEXT MESSAGE

Census Sample Text Message

The Census counts everyone living in the U.S. and distributes billions of dollars to our communities for healthcare and education.

Have you filled out your census form?

- Yes, Already Filled It Out Great! Thank you for being counted. Please spread the word and make sure your friends and family also visit www.my2020census.gov to fill out their form as well!

- No, How Do I Fill Out My Census? You can fill out your Census questionnaire from any computer, tablet or mobile device by visiting www.my2020census.gov or calling 844-330-2020.

ONLINE AND TELEPHONIC EVENTS

In-person outreach events can be transferred to online platforms like Zoom, Skype, Facebook Live, Instagram and more. Visit this [guide](#) to learn how to organize your events.

ENGAGE LOCAL MEDIA

If your health organization has a good relationship with local press in your community, you can reach out to the press to serve as a spokesperson on Census 2020 and the health sector's readiness to respond to public health emergencies like COVID-19. You can also ask that TV and radio stations share PSA announcements on the importance of completing the Census online, by phone, or by mail. We have provided sample PSA scripts in 15, 30, and 60-second intervals.

TAKE ACTION

STAKEHOLDER EMAIL

Dear Partners:

Census 2020 is here and we must ensure all Californians are counted amid the COVID-19 pandemic. Admittedly, this is likely to be a stressful time for those who work on the frontlines of healthcare. Now more than ever, it is important to participate in the 2020 Census. Emergencies like the coronavirus (COVID-19) pandemic bring awareness to the importance of accurate census data, which determines funding for hospitals, community health centers, emergency planning and nutrition and health programs that Californians rely on.

Self-responding to the Census is the easiest way to make sure you are safely counted amid this public health crisis. You can self-respond via:

1. Online: my2020census.gov
2. Phone: 1-844-330-2020
3. By mail if you receive the paper form

Self-responding is more important than ever given that the Census Bureau is suspending all field operations until June 1 (this date may change due to ongoing operational changes in response to COVID-19).

If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-ELCENSO (877-352-3676) Monday-Friday from 8:30 am – 8:30 pm ET to get additional information.

Together we can ensure that everyone's health is counted.

In Partnership,
(INSERT ORGANIZATION NAME)



OUR VOICE IS MORE IMPORTANT THAN EVER

Right now people are looking to health professionals to provide them with information and safety directives. We can utilize the public's focus on healthcare by encouraging people to complete the Census to ensure that we have the necessary funds to respond to public health emergencies, like COVID-19.

The following public service announcement (PSA) scripts are designed to help spread awareness of the importance of Census data to our healthcare system. These scripts draw attention to the convenience and safety of self-responding from home during this time. You can deliver scripts to TV and radio stations, and ask that they record and incorporate the messages during public service airtime. To offer more flexibility, we have provided 15, 30, and 60-second scripts, which include our direct asks for individuals to self-respond.

15 SECONDS:

Responding to the Census is more important than ever. Our ability to respond to public health emergencies like COVID-19 depends on Census data. Fill out your questionnaire online from the safety of your home today. For more information visit 2020census.gov.

30 SECONDS:

Responding to the Census is more important than ever. Census data helps our healthcare workers and emergency responders tackle public health emergencies like COVID-19. Stand up for your health by participating in the Census today. Filling out your questionnaire online, by phone, or mail is safe and easy. For more information visit 2020census.gov.

60 SECONDS:

Responding to the Census is more important than ever. Census data helps our healthcare workers and emergency responders tackle public health emergencies like COVID-19. An undercount could impact our ability to protect the health of our communities for the next ten years. Stand up for your health by participating in the Census. Go to 2020census.gov to complete your questionnaire today. It's easy and takes only a few minutes. You can also learn more about how Census data impacts California healthcare by visiting myhealthcountscalifornia.com.

PSA SCRIPTS

ADDITIONAL RESOURCES

AltaMed is a leading public health provider in empowering patients to change health outcomes through greater civic engagement. AltaMed is waiving the cost-sharing and co-payments for medically necessary screening and testing for COVID-19. To learn more about AltaMed's Census 2020 efforts, including Get Out the Census, visit: [AltaMed My Vote My Health](#) and [AltaMed Census Script](#)

Blue Shield of California Foundation builds lasting and equitable solutions that make California the healthiest state and end domestic violence. To learn more about the Foundation's Census efforts, please visit: [Blue Shield Census 2020](#)

California Complete Count is coordinating California's outreach and communication strategy, which focuses on the hardest-to-count residents. To learn more about California Complete Count, please visit: [CA Complete Count](#)

California Primary Care Association (CPCA) is the official California Complete Count – Census 2020 Health Sector lead. CPCA represents 1,370 community health centers in California that provide high-quality comprehensive care to 7.2 million people – that's 1 in 6 Californians. To learn more about CPCA's Census efforts and bilingual toolkit, please visit: [My Health Counts CA](#)

Centers for Disease Control and Prevention (CDC) is the nation's health protection agency. To learn more about COVID-19, please visit: [CDC COVID-19](#)

First 5 Association of California works to improve the lives of children and families throughout California. First 5 is leading the campaign to inform and motivate Californians to count all young children in the 2020 Census. To download First 5's press kit, please visit: [First 5 2020 Census](#)

Immigrant Legal Resource Center (ILRC) is on a mission to work with and educate immigrants, community organizations, and the legal sector to continue to build a democratic society that values diversity and the rights of all people. To learn more about ILRC's Census 2020 resources for immigrants, please visit: [ILRC Census 2020](#)

Latino Community Foundation (LCF) exists to unleash the power of Latinos in California. LCF's social media toolkit and phone banking youth script, with answers to common questions about the Census questionnaire can be found here: [LCF Census 2020](#)

NALEO Education Fund is a preeminent national leader in advocacy to ensure that the Census provides the most accurate portrayal possible of the Latino community and the entire population. To download NALEO's most recent digital communications and outreach toolkit, please visit: [NALEO Census 2020 Toolkit](#)

National Immigration Law Center (NILC) engages in policy analysis, litigation, education and advocacy to ensure that all people – regardless of race, gender, immigration or economic status are treated fairly and humanely. To learn more about NILC's Census 2020 work, please visit: [NILC](#)

Native People Count California is the official California Complete Count – Census 2020 Tribal Media Outreach campaign working to ensure California's Tribal Nations and Native communities count in the 2020 Census. Visit [Native People Count](#) to learn more. Download Native People Count California's social media toolkit here: [NPCC Toolkit](#)

U.S. Census Bureau is the principal agency coordinating the 2020 Census. Learn more about the 2020 Census recent operational changes in light of COVID-19 here: [U.S. Census Bureau COVID-19](#)



A SPECIAL THANK YOU TO PARTNERS WHO CONTRIBUTED TO THIS TOOLKIT:



Blue Shield of California Foundation is an independent licensee of the Blue Shield Association



COVID-19

CENSO

2020

MANUAL
DIGITAL
DE SALUD



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Un agradecimiento a la comunidad médica

ESTIMADOS PROVEEDORES DE ASISTENCIA MÉDICA:

En California y a través de todo el país, usted se movilizó para tratar a los pacientes que padecen del nuevo coronavirus, más conocido como COVID-19. Esta pandemia ha surgido demasiado rápido y nuestro sistema de salud no lo ha podido afrontar. Como respuesta, una legión de colegas, incluyendo médicos y enfermeras, han regresado al campo médico para lidiar con este virus que es particularmente amenazante.

Les damos las gracias al personal encargado de brindar primeros auxilios, los médicos, asistentes médicos, enfermeras especializadas, enfermeras generales, farmacéuticos técnicos, asistentes médicos y a los muchos otros profesionales de la salud pública. La implacable dedicación, valentía y sacrificio que ustedes y sus familias demuestran todos los días, es apreciada más de lo que las palabras pueden expresar, particularmente ahora durante esta crisis de salud. Nuestro mundo es un lugar mejor gracias a ustedes.

Gracias de todo corazón, por su servicio.



COVID-19 CENSO 2020

RESUMEN DEL MANUAL DIGITAL

El objetivo de este manual es proporcionar un documento con información para los colaboradores y organizaciones trabajando en el censo. Este documento les dará acceso a información sobre las tendencias y conocimientos actuales sobre COVID-19 durante el conteo del Censo 2020.

Con la pandemia de COVID-19 afectando nuestra vida cotidiana, hoy más que nunca, es importante tener un conteo completo. En este momento todos estamos sintiendo el impacto de esta crisis pública. Y aunque no podamos ir de puerta en puerta y organizar eventos en persona, aún hay otras maneras para promover la participación en el censo. No podemos perder los recursos que nuestras comunidades necesitan como los fondos para hospitales, centros de salud, escuelas, infraestructura, entre otros recursos comunitarios. Este manual introducirá mensajes y puntos de conversación, material gráfico, y herramientas que puede utilizar para crear conciencia en su comunidad. También encontrará recursos adicionales del censo de parte de nuestros colaboradores y el California Primary Care Association (CPCA) en nuestro sitio de internet Mi Salud Cuenta:

<https://www.myhealthcountsca.com>



» ¡Hoy todos los californianos pueden participar en el Censo 2020! Puede participar de tres maneras fáciles: por internet, por teléfono y por correo. Quédense en casa, salve vidas, y complete el censo hoy.

» Los datos del censo afectan los fondos de los Centros para el Control y la Prevención de Enfermedades (CDC), la preparación para desastres y los esfuerzos de respuesta a las emergencias. Participe hoy en el censo para asegurar que estemos preparados para tratar emergencias de salud pública como la del coronavirus, COVID-19.

» Con la pandemia COVID-19 afectando nuestra vida cotidiana, hoy más que nunca es importante tener un conteo completo. Complete el censo por internet, por correo o por teléfono. Visite <http://2020census.gov/es> o llame al 844-468-2020 para comenzar hoy mismo.

» ¡No podemos ir de puerta en puerta, pero podemos hacer llamadas y enviar mensajes de texto a nuestra familia, amigos y vecinos! Podemos usar las redes sociales para hacerles saber lo que está en juego y por qué es tan importante ser contado. Use los hashtags #MiSaludCuenta y #Censo2020 para ayudar a crear conciencia en su comunidad.

» Todos están sintiendo el impacto de esta crisis de salud pública, ya sea que usted trabaje en primeros auxilios, cuidando a niños o ancianos, o apoyando a un hogar. No podemos perder los recursos que nuestras comunidades necesitan para hospitales, centros de salud, escuelas, infraestructura y otros más. Participe hoy en el censo.

» Si tiene preguntas o inquietudes de participar en el censo, puede llamar a la línea gratuita y bilingüe del Fondo Educativo NALEO al 877-EL-CENSO (877-352-3676) de lunes a viernes de 8:30 a.m. a 8:30 p.m. ET para obtener más información.

» Para enfrentar una crisis de salud pública se requiere una cuidadosa planificación de emergencia, evaluación y protección a los de mayor riesgo, y proporcionar recursos que salven vidas a todas las personas afectadas. Esto comienza con un conteo preciso en el censo.

» La pandemia COVID-19 ha intensificado los desafíos que enfrentan muchas comunidades. Tenemos que ser rápidos y creativos para asegurarnos de que las comunidades que son difíciles de contar, como las zonas rurales, o las que no tienen acceso al internet sean incluidas en el censo.

» Un conteo incompleto significa menos fondos para programas de salud como CHIP, Medicare, el Programa de Asistencia Nutricional Suplementaria también conocido como SNAP y muchos más. Tome unos minutos para llenar el formulario del Censo 2020, por internet, por teléfono o por correo. ¡Su conteo importa - tal vez ahora más que nunca!

» Los datos del Censo 2020 ayudan a determinar los fondos para centros y programas de salud que apoyan el bienestar de nuestra comunidad. Ahora mismo tenemos que estar haciendo todo lo posible en nuestras comunidades para apoyar la salud y el bienestar de todas las personas, y promover la participación del censo. Es fácil de llenar. Para comenzar visite <http://2020census.gov/es> o llame al 844-468-2020.



PUNTOS DE CONVERSACIÓN.

» Los datos del censo determinan cómo se distribuyen fondos para programas de salud que ofrecen cobertura a familias de bajos ingresos, niños, padres, personas de la tercera edad y personas con discapacidades. Si no somos contados en el censo nuestras comunidades sentirán el impacto, así como lo estamos sintiendo en esta situación de la pandemia.

» Los datos del censo informan cómo se distribuyen fondos a más de 100 programas federales, incluyendo los programas de atención médica y servicios familiares como Head Start, WIC, el Programa de Asistencia Nutricional Suplementaria también conocido como SNAP/CalFresh, y subsidios para servicios comunitarios de salud mental. Para garantizar el acceso a estos programas, complete el formulario del censo hoy mismo, por internet o llame al 844-468-2020.

» Los datos del censo también proporcionan a los médicos con información precisa para mantener a nuestras familias y comunidades sanas y seguras. Apoye a nuestros médicos completando su formulario del censo por internet, por teléfono o por correo.

» Los datos del censo también determinan los fondos para los centros de salud comunitarios que son importantes para muchas personas en California. Los centros de salud comunitarios ofrecen atención médica a nuestra comunidad más vulnerable y médicamente desatendida. Apoye a los centros de salud hoy completando su formulario del censo por internet, por correo o llamando al 844-468-2020.

» ¿Sabía que el Censo 2020 afecta a nuestros sistemas de salud médica? Complete el censo hoy para asegurar que recursos sean distribuidos correctamente y que nuestras comunidades se mantengan saludables durante los próximos 10 años.

» Durante una emergencia de salud pública, los centros de salud ayudan a clasificar la urgencia de atención de los pacientes y ofrecen tratamiento y referencias. También trabajan en colaboración con el sistema local de atención médica y ayudan a disminuir la carga que pesa sobre los hospitales. Nunca ha sido más importante asegurar que los centros de salud estén adecuadamente financiados para la próxima década. Mientras se queda en casa y salva vidas, por favor tome un momento para completar su formulario del censo. Visite <http://2020census.gov/es> o llame al 844-468-2020 para comenzar.

» Durante el distanciamiento social, un desafío que enfrentamos en el censo es la colección de datos de las personas de la tercera edad. Ayude a proteger a esta población permaneciendo en casa. Puede llamarles para asegurarse que tengan todo lo que necesitan, y que estén completando el censo por correo o por teléfono. Para comenzar, ellos pueden llamar al 844-468-2020.



HERRAMIENTAS PARA COLABORADORES

PUBLICACIONES PARA LAS REDES SOCIALES

1. El #Censo2020 se trata de nuestras comunidades: la salud y el bienestar de las personas que viven en ellas. Su participación en el censo es muy importante. Por primera vez, usted puede completar el censo por internet yendo a <https://2020census.gov/es> o llamando al 844-468-2020 #MiSaludCuenta

2. Al responder al censo usted impacta la financiación de servicios y programas de salud que son importantes ante emergencias como la pandemia de #COVID19. ¿Ha completado su formulario del #Censo2020? Visite <https://2020census.gov/es> o llame al 844-468-2020. #MiSaludCuenta

3. Es importante mantenerse seguro y saludable durante #COVID19. El #Censo2020 se puede completar en casa: por internet, por teléfono o por correo. ¡Tome unos minutos durante este período de distanciamiento social y asegúrese de ser contado! #MiSaludCuenta

4. La pandemia de #COVID19 ha intensificado los desafíos que enfrentan muchas comunidades. Tenemos que ser rápidos y creativos para asegurarnos de que las comunidades que son difícil de contar, como las zonas rurales o aquellas sin acceso al internet, sean incluidas en el censo. Llame al 844-468-2020, ¡y sea contado! #MiSaludCuenta

5. ¡Un recordatorio amigable: completar el #Censo2020 en la casa es una gran actividad que puede hacer durante la cuarentena! Nuestro futuro depende de su participación. ¿Ha completado su formulario del censo? Visite <https://2020census.gov/es> o llame al 844-468-2020 para completar su formulario hoy. #MiSaludCuenta

6. Puede practicar el distanciamiento social y a la misma vez asegurar que su comunidad no pierda fondos críticos para cosas como hospitales y carreteras. #QuedeseEnCasaYSalveVidas, y complete su formulario del censo. Visite <https://2020census.gov/es> o llame al 844-468-2020 para obtener más información. #MiSaludCuenta

7. Ante los acontecimientos de #COVID19, nunca ha sido más importante completar el censo. Un conteo preciso puede ayudar al estado de California proporcionar más recursos de salud pública y otros programas necesarios en comunidades necesitadas. Visite <https://2020census.gov/es> o llame al 844-468-2020 para obtener más información. #MiSaludCuenta #Censo2020

8. Ahora más que nunca es importante contar a todos en el #Censo2020. Los datos del censo guían la asignación de fondos a servicios de emergencia, hospitales y centros de salud. ¡Asegúrese de que su salud cuente! Visite <https://2020census.gov/es> o llame al 844-468-2020 para completar su censo. #MiSaludCuenta

9. El #Censo2020 es importante. Aquí está el porqué: los recursos federales que necesitamos para emergencias de salud pública están en riesgo. ¡Sea contado ahora! Su participación es necesaria, y es fácil responder. Para completar su formulario hoy, visite <https://2020census.gov/es> o llame al 844-468-2020. #MiSaludCuenta

10. ¡Usted Cuenta! El #Censo2020 importará ahora más que nunca porque los fondos federales están conectados a nuestro conteo del Estado y nuestra voz en el gobierno. ¡Asegúrese de ser contado! Comience ahora yendo a <https://2020census.gov/es> o llamando al 844-468-2020. #MiSaludCuenta

GRÁFICOS PARA LAS REDES SOCIALES



Quédese en Casa



Lávese las Manos



Complete el Censo

 **DESCARGAR**



**LOS DATOS DEL CENSO AFECTARÁN
A LOS SERVICIOS DE SALUD**



 **DESCARGAR**



 **DESCARGAR**



 **DESCARGAR**



 **DESCARGAR**

GRÁFICOS PARA LAS REDES SOCIALES



REDES SOCIALES

Para evitar la transmisión de COVID-19, el censo se ha trasladado al internet y al espacio digital. Por eso, es importante crear conciencia a través de las redes sociales sobre la opción de auto responder al censo. Usted puede tomar acción publicando o tuiteando información de cómo miembros de la comunidad pueden participar en el Censo 2020, ya sea por internet, por teléfono o por correo. Use los hashtags #Censo2020 y #MiSaludCuenta e incluya uno de nuestros gráficos. También puede animar a los trabajadores de salud, los pacientes y miembros de la comunidad a publicar conteo en sus redes sociales. Por ejemplo, ellos pueden publicar cómo llenan su propio formulario del censo (con su información de identificación eliminada).

En este manual, bajo la sección de herramientas para colaboradores, hemos proporcionado ejemplos para publicaciones y gráficos para sus redes sociales. Si desea más información sobre las comunidades que son difíciles de contar, incluyendo a niños de edades de 0 a 5 años, comunidades inmigrantes, comunidades latinas, y naciones tribales y comunidades nativas, por favor vea la sección de recursos adicionales.

ALCANCE COMUNITARIO

Aun durante la pandemia de COVID-19, usted todavía puede enviar un correo electrónico a colaboradores y grupos interesados sobre la importancia del Censo 2020 (ver ejemplo de correo electrónico a colaboradores). Esta es una oportunidad para crear conciencia sobre la importancia de responder al censo, por internet, por teléfono o por correo.

MENSAJES DE TEXTO SMS

Ejemplos de mensajes de texto sobre el censo. El censo cuenta a todos los que viven en los EE.UU. y distribuye miles de millones de dólares a nuestras comunidades para programas de salud y educación. ¿Ha completado su formulario del censo?

- Sí, ya lo llené. ¡Genial! Gracias por hacerse contar ¡Corra la voz y asegúrese de que sus amigos y familiares también visiten www.2020census.gov/es para completar su formulario!
- No, ¿cómo completo mi censo? Puede completar su formulario del censo desde cualquier computadora, tableta o teléfono móvil visitando <https://www.2020census.gov/es> o llamando al 844-468-2020.

EVENTOS POR INTERNET Y POR TELÉFONO

Los eventos de divulgación que ocurren en persona pueden ser transferidos a plataformas de internet como Zoom, Skype, Facebook en vivo, Instagram y otros más. Visite esta [guía](#) para aprender cómo organizar sus eventos por internet.

INVOLUCRE A LOS MEDIOS LOCALES

Si su organización de salud tiene una buena relación con la prensa local en su comunidad, puede comunicarse con la prensa y servir como portavoz del Censo 2020 y hablar sobre la disponibilidad del sector de la salud pública en responder a emergencias como la de COVID-19. También puede solicitar que las estaciones de televisión y radio compartan anuncios de servicios públicos sobre la importancia de completar el censo por internet, por teléfono o por correo. Tenemos guiones para anuncios de servicios públicos en intervalos de 15, 30, y 60 segundos.

TOME ACCIÓN

CORREO ELECTRÓNICO PARA LOS COLABORADORES

Estimados colaboradores:

El Censo 2020 ya está aquí y debemos asegurarnos de contar a todos los Californianos aun durante la pandemia de COVID-19. Es cierto que probablemente este sea un tiempo lleno de estrés para aquellos trabajando al frente proveyendo atención médica. Pero emergencias como la pandemia del coronavirus (COVID-19) crean conciencia sobre la importancia de tener datos precisos en el censo. Estos datos ayudan a determinar los fondos para hospitales, centros comunitarios de salud, y dan dinero a programas de nutrición y salud.

Durante esta crisis de salud pública, auto responder al censo es la manera más fácil de asegurar que sea contado de manera segura. Puede auto responder por:

1. Internet: www.2020census.gov/es
2. Teléfono: 1-844-468-2020
3. Correo: si recibió el formulario en forma de papel

El auto responder al censo es más importante que nunca, especialmente después que la Oficina del Censo tuvo que suspender todas las operaciones hasta el 1 de junio (esta fecha puede cambiar debido a los cambios operativos que ocurren en respuesta a COVID-19).

Si tiene preguntas o inquietudes de participar en el censo, puede llamar a la línea gratuita y bilingüe del Fondo Educativo NALEO al 877-ELCENSO (877-352-3676) de lunes a viernes de 8:30 a.m. a 8:30 p.m. ET para obtener más información.

Juntos podemos asegurar que la salud de todos sea contada.

En asociación,
(INSERTAR NOMBRE DE LA ORGANIZACIÓN)

NUESTRA VOZ ES MÁS IMPORTANTE QUE NUNCA

En este momento, la gente busca a los profesionales de la salud para información y directivas de seguridad. Podemos utilizar este enfoque para animar a las personas a completar el censo, y garantizar que tengamos los fondos necesarios para responder a emergencias de salud pública, como la de COVID-19.

Los siguientes guiones son anuncios de servicio público diseñados para ayudar a circular información del censo, y la importancia de los datos del censo para nuestro sistema de salud. Estos guiones llaman la atención a la conveniencia y seguridad de auto-responder al censo desde la casa. Puede entregar estos guiones a las estaciones de radio y televisión, y pedirles que graben e incorporen los mensajes durante el servicio público. Para ofrecer más flexibilidad, hemos creado guiones de 15, 30 y 60 segundos. Los guiones incluyen una solicitud directa pidiendo que la gente auto-responda al censo.

15 SEGUNDOS:

Responder al censo es más importante que nunca. Nuestra capacidad para responder a emergencias de salud pública como la de COVID-19 depende en los datos del censo. Complete su formulario hoy, por internet y desde la seguridad de su propia casa. Para más información visite www.2020census.gov/es

30 SEGUNDOS:

Responder al censo es más importante que nunca. Los datos del censo ayudan a nuestros trabajadores de salud y al personal encargado de brindar primeros auxilios a enfrentar emergencias de salud pública como la de COVID-19. Defienda su salud participando en el censo. Complete su formulario por internet, por teléfono o por correo. Es seguro y fácil. Para más información visite www.2020census.gov/es

60 SEGUNDOS:

Responder al censo es más importante que nunca. Los datos del censo ayudan a nuestros trabajadores de salud y al personal encargado de brindar primeros auxilios a enfrentar emergencias de salud pública como la de COVID-19. Un conteo incompleto podría afectar nuestra capacidad de proteger la salud de nuestras comunidades durante los próximos diez años. Defienda su salud participando en el censo. Vaya a www.2020census.gov/es para completar su formulario. Es fácil y solo le toma unos minutos. También puede obtener más información sobre cómo los datos del censo impactan al estado de California visitando myhealthcountscsca.com.

RECURSOS ADICIONALES

AltaMed es un proveedor de salud pública y un líder que a través de compromiso civil, fortalece a los pacientes a cambiar los resultados de la salud. AltaMed está renunciando a los costos compartidos y copagos para pruebas médicas de COVID-19. Para obtener más información sobre los esfuerzos del Censo 2020 de parte de AltaMed, visite: [AltaMed My Vote My Health](#) y [AltaMed Census Script](#)

La Fundación de Blue Shield de California construye soluciones duraderas y equitativas que hacen a California un estado más saludable, y ayudan a poner fin a la violencia doméstica. Para aprender más sobre los esfuerzos del Censo de parte de la Fundación, visite: [Blue Shield Census 2020](#)

El Censo Completo de California a coordinado estrategias de comunicación que se enfocan en las comunidades de California que son más difíciles de contar. Para obtener más información sobre el conteo completo de California, visite: [CA Complete Count](#)

California Primary Care Association (CPCA) es el líder del Sector de Salud del conteo completo de California- Censo 2020. CPCA representa a 1,370 centros comunitarios de salud en California que brindan servicios de alta calidad y atención integral a 7.2 millones de personas: 1 de cada 6 californianos y 1 de cada 3 son beneficiarios de Medi-Cal. Para obtener más información sobre los esfuerzos del censo de parte de CPCA y su manual bilingüe de herramientas, visite: [My Health Counts CA](#)

Centros Para el Control y la Prevención de Enfermedades (CDC) es la agencia de la nación que se enfoca en la protección de la salud. Para obtener más información sobre COVID-19, visite: [CDC COVID-19](#)

First 5 Association of California trabaja para mejorar las vidas de niños y familias en todo California. First 5 es un líder en la campaña para informar y motivar a los Californianos a contar a todos los niños pequeños en el Censo 2020. Para más información sobre el manual de prensa de First 5, visite: [First 5 2020 Census](#)

La misión de Immigrant Legal Resource Center (ILRC) es educar a inmigrantes, organizaciones, y al sector legal para continuar construyendo una sociedad democrática que valore la diversidad y los derechos de todas las personas. Para obtener más información sobre los recursos del Censo 2020 para inmigrantes de ILRC, visite: [ILRC Census 2020](#)

Latino Community Foundation (LCF) existe para liberar el poder de los latinos en California. El manual de herramientas de LCF contiene información para las redes sociales y guías de mensajes para jóvenes que hacen llamadas del censo. Las respuestas a preguntas comunes sobre el formulario del Censo se pueden encontrar aquí: [LCF Census 2020](#)

El Fondo Educativo NALEO es un líder nacional en promover y asegurar que el censo tenga más representación precisa de parte de la comunidad latina y toda la población. Para el manual de herramientas de comunicación de NALEO, visite: [NALEO Census 2020 Toolkit](#)

National Immigration Law Center (NILC) se involucra en el análisis político, en litigios, educación y abogacía para asegurar que todas las personas, independientemente de su raza, género, inmigración o situación económica, reciban un trato justo y humano. Para obtener más información sobre el trabajo del Censo 2020 de NILC, por favor visite: [NILC](#)

Native People Count California es el oficial conteo completo de California - Censo 2020 Campaña Tribal de divulgación trabajando para garantizar que las naciones tribales y comunidades nativas de California cuenten en el Censo 2020. Visite [Native People Count](#) para aprender más. Descargue el manual de herramientas aquí: [NPCC Toolkit](#)

La Oficina del Censo es la agencia principal que coordina el Censo 2020. Obtenga más información sobre los recientes cambios de operativos del Censo 2020 en vista de COVID-19: [U.S. Census Bureau COVID-19](#)



UN AGRADECIMIENTO ESPECIAL A NUESTROS COLABORADORES QUE
CONTRIBUYERON A ESTE MANUAL DIGITAL:



Blue Shield of California Foundation is an independent licensee of the Blue Shield Association



Census 2020 National Health Center Week Social Media Toolkit



To Use For:
August 9th-August 15th



National Health Center Week (August 9-15) is a weeklong annual celebration of America's health centers with the goal of raising awareness about community health centers' unique role as trusted providers to their communities. This year's theme is "Community Health Centers: Lighting the Way for Healthier Communities Today and in the Future" in honor of patients, front line providers, and staff fighting the current COVID-19 pandemic.

Each day of National Health Center Week is dedicated to a particular focus area:

- Sunday, 8/9: Public Health in Housing Day
- Monday, 8/10: Healthcare for the Homeless Day
- Tuesday, 8/11: Agricultural Worker Health Day
- Wednesday, 8/12: Patient Appreciation Day
- Thursday, 8/13: Stakeholder Appreciation Day
- Friday, 8/14: Health Center Staff Appreciation Day
- Saturday, 8/15: Children's Health Day

These focus days are meant to highlight the innovative ways that health centers are providing care to their patients and addressing public health issues that create gaps in health.

Together we can pave a healthier and brighter future for our communities by elevating community health centers and highlighting the essential health services and programs impacted by the 2020 Census.

This toolkit provides social media posts and graphics for each health focus day, videos, and online events to promote community health centers and the 2020 Census.

Please use the following hashtags in your social media posts: **#NHCW20**
#ValueCHCs #2020Census #MyHealthCounts

Please visit <https://healthcenterweek.org> to learn more about National Health Center Week's history, focus days, resources, and events.



Facebook Live Event- Wednesday August 12th:

To elevate community health centers and the 2020 Census, CPCA in partnership with California Complete Count will host a Facebook Live, **“Why Community Health Centers Count”**. This event will discuss the unique role community health centers serve in their communities and how Census data impacts funding for health centers.

Speaker line-up for this FB live event:

- Madeline Anderson, Census Intern California Primary Care Association
- Ditas Katague, Director of California Complete Count
- Yamilet Valladolid, Manager of Governmental Affairs Golden Valley Health Centers
- Eduardo Cisneros, Director of Civic Engagement AltaMed Health Services
- Louise McCarthy, President and CEO of Community Health Association of Los Angeles County

Please help CPCA market this event by sharing the following messaging and graphics outlined below on your social media channels. Your support is greatly appreciated, as it will allow us to extend our reach to health center patients.

FB Live EVENT link *(please include this link with any FB live event promotion):*
<https://www.facebook.com/events/728037167762779/>

Save the date! FB Live Event Post:

This National Health Center Week, CPCA is going LIVE in partnership with @CaliforniaCensus on August 12th from 2:30 PM-3:30 PM PST to discuss why community health centers matter in the #2020Census! #NHCW20 #ValueCHCs.

<https://www.facebook.com/events/728037167762779/>



Speaker Panel Post

Check out this amazing speaker line up of community health center and Census 2020 leaders who will be going LIVE @CaliforniaCensus on August 12th from 2:30 PM-3:30 PM PST to discuss why community health centers matter in the #2020Census! #ValueCHCS #NHCW20

<https://www.facebook.com/events/728037167762779/>



Focus Day 1: Sunday August 9th, Public Health in Housing Day

English:

When families have access to safe and affordable housing, their health outcomes improve. 2020 Census data will determine funding for affordable housing programs. Support your community's housing needs today by responding to the Census at 2020Census.gov. #NHCW20 #2020Census



Spanish:

Cuando las familias tienen acceso a viviendas seguras y asequibles, su estado de salud mejora. Los datos del Censo 2020 determinarán los fondos que reciben los programas de vivienda asequible. Apoye las necesidades de vivienda de su comunidad respondiendo hoy al Censo. Visite 2020Census.gov/es. #NHCW20 #Censo2020



Chinese:

当家庭能获得安全和实惠的住房时，他们的健康状况必定会改善。2020年人口普查数据将用于决定实惠住房计划所需的资金。请尽早通过2020Census.gov进行人口普查自我回应，满足您社区的住房需求。
#NHCW20 #2020人口普



住房

能影响病人健康状况!

California
Primary Care
ASSOCIATION

Vietnamese:

Khi tất cả gia đình chúng ta được sinh sống trong những khu gia cư an toàn và có chi phí chi trả hợp lý, thì điều đó cũng giúp cho sức khỏe của mọi người được cải thiện tốt hơn. Vì thế, những dữ liệu mà quý vị điền trong đơn Thống Kê Dân Số 2020 sẽ giúp chính phủ xác định được khoản tiền cần thiết cho Chương trình Gia Cư giá thấp. Vì sự hỗ trợ cho nhu cầu cần thiết của cộng đồng về Chương trình Gia cư giá thấp, kính mong quý vị hãy trả lời tất cả những câu hỏi trong Thống Kê Dân Số 2020 tại trang mạng: 2020Census.gov. #NHCW20 #2020Census



NHÀ Ở

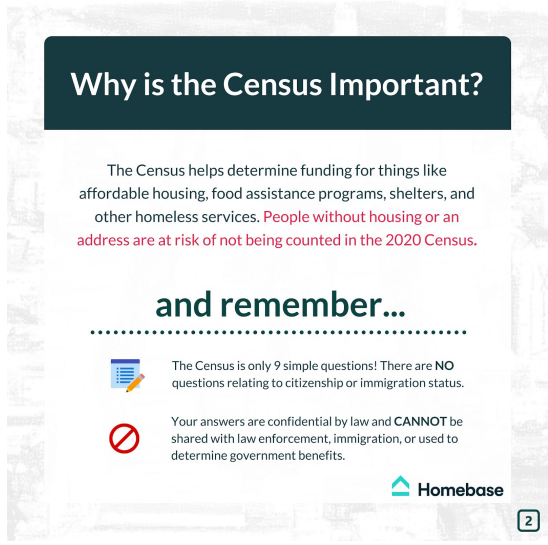
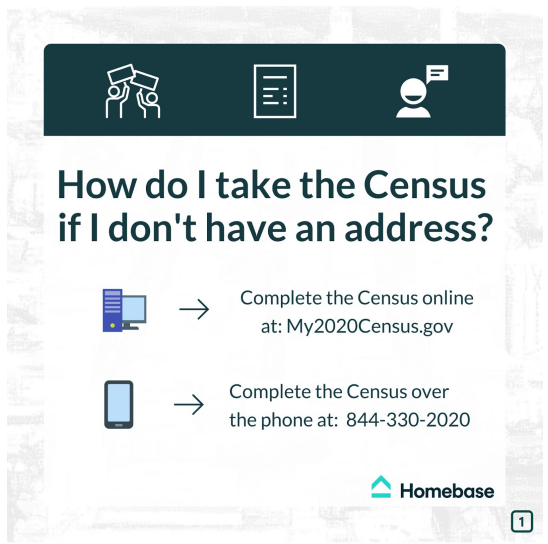
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California
Primary Care
ASSOCIATION

Focus Day 2: Monday August 10th Healthcare for the Homeless Day

Social Media Posts created by Homebase

Please check out their work here: <https://www.homebaseccc.org/census2020>
and contact census2020@homebaseccc.org for more information or questions.

<p>It is vital that patients experiencing homelessness are counted in the Census. Census data helps determine funding for housing and homeless services. Please encourage patients to complete the Census online at https://2020census.gov/ or by phone at 844-330-2020. #MyHealthCounts #NHCW20</p>	 <p>Why is the Census Important?</p> <p>The Census helps determine funding for things like affordable housing, food assistance programs, shelters, and other homeless services. People without housing or an address are at risk of not being counted in the 2020 Census.</p> <p>and remember...</p> <p>The Census is only 9 simple questions! There are NO questions relating to citizenship or immigration status.</p> <p>Your answers are confidential by law and CANNOT be shared with law enforcement, immigration, or used to determine government benefits.</p> <p>Homebase</p>
<p>Encourage patients experiencing homelessness to be counted in the 2020 Census! You do not need to have an address to get counted. Patients can fill out the Census online at https://2020census.gov/ or by phone at 844-330-2020. #MyHealthCounts #NHCW20</p>	 <p>How do I take the Census if I don't have an address?</p> <p>Complete the Census online at: My2020Census.gov</p> <p>Complete the Census over the phone at: 844-330-2020</p> <p>Homebase</p>

Focus Day 3: Tuesday August 11th, 2020 Agricultural Worker Health Day

Mixteco Video Links: These videos by Mixteco feature farmworkers promoting participation in the 2020 Census! Share these videos on your social media channels to elevate California farmworkers during Agricultural Worker Health Day (please tag video with #NHCW20). Download videos [here](#).

MICOP's mission is to support, organize and empower the indigenous migrant community in California's Central Coast. Learn more by visiting mixteco.org

English:

#COVID-19 disproportionately affects agricultural workers health outcomes. Support farm workers access to health programs and services today by responding to the #2020Census at 2020Census.gov. Learn more about how COVID-19 impacts rural health at ncfh.org. #NHCW20

Please visit this [link](#) to view CPCA's immigration resources for agricultural workers.

Agricultural Workers Health Counts



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Spanish:

Apoye el acceso a programas y servicios de salud para los trabajadores agrícolas respondiendo hoy al #Censo2020. Visite 2020Census.gov/es. Obtenga más información sobre cómo los datos del Censo afectan la financiación de los servicios de salud médica yendo a myhealthcountsca.com. #NHCW20

Trabajadores agrícolas
La salud cuenta



Chinese:

通过2020Census.gov进行 #2020人口普查自我回应，您能协助农业工人获得所需的健康计划和服务。欲知更多有关人口普查数据如何影响医疗保健资金的信息，请游览myhealthcountsca.com. #NHCW20

一起拥护
农业工人健康



Vietnamese:

Kính mong quý vị hỗ trợ Chương trình chăm sóc và phục vụ sức khỏe của Nông dân và Công nhân ngành Nông nghiệp bằng cách trả lời tất cả những câu hỏi trong Thống Kê Dân Số #2020Census tại trang mạng 2020Census.gov. Ngoài ra, việc trả lời những câu hỏi khi điền Thống Kê Dân Số 2020 của quý vị sẽ tác động rất nhiều đến định mức khoản tiền mà chính phủ dự định cung cấp cho chương trình sức khỏe cho Nông Dân và Công nhân trong ngành Nông Nghiệp. Để biết thêm thông tin chi tiết mời quý vị vui lòng tìm hiểu trên trang mạng myhealthcountsca.com. #NHCW20

Sức khỏe
của Nông dân và
Công nhân
ngành Nông
nghiệp.



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Focus Day 4: Wednesday August 12th, 2020 Patient Appreciation Day

English 1:

Today, we celebrate patients who keep health centers accountable. Support health centers today by participating in the #2020Census at 2020Census.gov. Census data will determine funding for health centers. To learn more please visit myhealthcountsca.com. #NHCW20



California
Primary Care
ASSOCIATION

Health Center Patients Count!



Vietnamese:

Xin chân thành cảm ơn tất cả bệnh nhân, những người đã giúp cho chúng tôi nhận thức và nâng cao tinh thần trách nhiệm của các Trung tâm Y tế trong suốt thời gian vừa qua. Quý vị có thể hỗ trợ thêm các Trung tâm Y tế bằng cách hoàn thành Thống Kê Dân Số 2020 bởi vì những thông tin quý vị điền trong đơn sẽ giúp chính phủ xác định mức tiền cần phải hỗ trợ cho các Trung tâm Y tế. Vì vậy, kính mong quý vị trả lời đầy đủ các câu hỏi trong Thống Kê Dân Số 2020 tại 2020Census.gov. Để biết thêm thông tin chi tiết quý vị có thể xem tại trang web myhealthcountscsca.com.



English 2:

By law, at least 51% of health center board members must be patients. That means health center patients hold their local health centers accountable!

Support health centers today by completing the #2020Census at 2020Census.gov. Visit myhealthcountscsca.com to learn more. #NHCW20



Spanish:

Hoy celebramos a los pacientes que ayudan a que los centros de salud actúen responsablemente. Usted puede seguir apoyando a los centros de salud participando hoy en el #Censo2020. Visite 2020Census.gov/es. Los datos del censo determinarán la financiación de los centros de salud. Para obtener más información, visite myhealthcountsca.com.



Chinese:

今天，我们对前往健康中心的病人报谢。是您们确保健康中心天天都负责任地履行职责。您可通过 2020census.gov 参加 #2020人口普查，进一步支持健康中心。人口普查数据将用于决定健康中心获得的资金。欲知更多详情，请游览 myhealthcountsca.com。



Focus Day 5: Thursday August 13th, 2020 StakeHolder Appreciation Day

Recognize your Legislative Contacts with an Official Certificate from the Health Center Advocacy Network by customizing this Certificate of Recognition template and posting it on your social media channels.

Download this template [here](#).

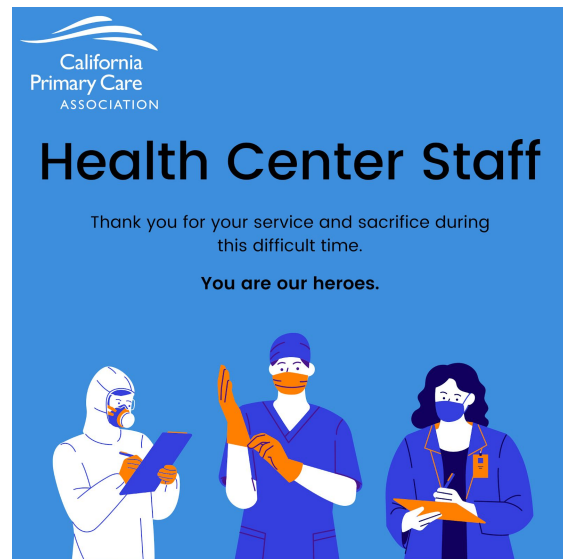


Thank you to our legislators and legislative staff fighting for critical health center funding! Your support is needed now more than ever during the #COVID19 pandemic #NHCW20 #ValueCHCs. Everyone can support health centers today by completing the #2020Census at 2020Census.gov.



Focus Day 6: Friday August 14th Health Center Staff Appreciation Day

Support your local health centers today by responding to the #2020Census. Census data determines health center funding that your local health professionals rely on to keep your community healthy. Complete the Census at 2020Census.gov. #NHCW20 #ValueCHCs



Spanish:

Apoye a sus centros de salud locales respondiendo hoy al #Censo2020. Los datos del censo determinan el financiamiento de los centros de salud en el que confían los proveedores de asistencia médica para mantener a su comunidad saludable. Complete el Censo visitando 2020Census.gov/es. #NHCW20 #ValoreaCHCs

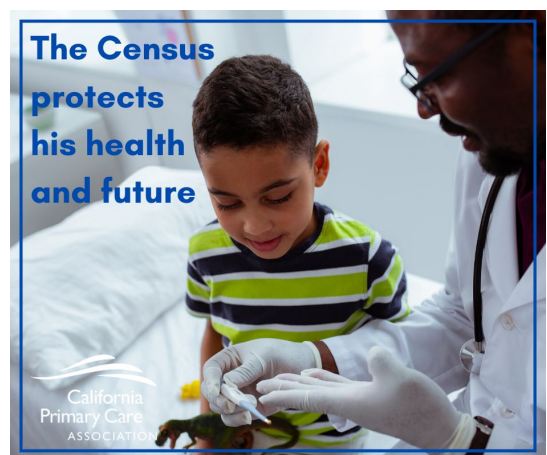


Focus Day 7: Saturday August 15, 2020 Children's Health Day

When you count all the children living at your address in the #2020Census, important California health programs—like CHIP and WIC—get the funding they need to support our kids' health! Get more information at 2020Census.gov. and myhealthcounts.ca.com #NHCW20



More children included in the #2020Census means more money for health programs that support them—including WIC, SNAP, CHIP and more! Take the Census at 2020Census.gov. #NHCW20



Spanish:

Más niños incluidos en el #Censo2020 significa más dinero para programas de salud que los apoyan, incluyendo WIC, SNAP, CHIP y otros más. Complete el Censo visitando 2020Census.gov/es. #NHCW20

**El Censo
protege la
salud de
él y la de
su futuro**



Vietnamese:

Nếu có nhiều trẻ em trong cộng đồng của chúng ta được điền đầy đủ vào Thống Kê Dân Số 2020 thì các Chương trình phục vụ cho trẻ em như WIC, SNAP, CHIP hay thêm nhiều chương trình tương tự ...v...v sẽ có nhiều tiền để hoạt động, phục vụ và chăm sóc sức khỏe cho các em. Cho nên, xin kính mong quý vị hãy điền đầy đủ trẻ em trong gia đình khi điền Thống Kê Dân Số 2020 tại trang mạng 2020Census.gov. #NHCW20

**Việc Thống Kê Dân
Số sẽ bảo vệ sức
khỏe và tương lai
của trẻ Em.**



Chinese:

被算在2020年人口普查的儿童越多，支持儿童的健康计划资金就越多 – 包括 WIC, SNAP, CHIP等等！请游览 2020Census.gov 尽早进行人口普查。
#NHCW20



Additional CPCA Census Resources:

New! CPCA Census Health Care Animated Video Available in Spanish and English

This new 1 minute animated video by CPCA is the perfect resource to elevate this 2020 Census to patients. You can post this video on your social media channels, websites, and share with partners and stakeholders to promote Census in the health sector.

Please download the English and Spanish video [here](#).

COVID-19 Census 2020 Digital Health Toolkit Available in Spanish and English

This media tool provides content and directive for navigating Census healthcare outreach during this COVID-19 pandemic. In this toolkit you will find talking points, social media content, sample PSAs, sample email to stakeholders, and additional resources from nine partners including AltaMed Health Services, Native People Count CA, Immigrant Legal Resource Center, BlueShield, Latino Community Foundation, NALEO, First 5, National Immigration Law Center, and CA Complete Count.

Please download the English toolkit [here](#) and Spanish toolkit [here](#).



TA Biweekly Emails and TA Monthly Calls

If you are an organization operating in the health or Census space, we invite you to participate in our TA Biweekly emails where we share relevant Census resources, information and updates. In addition, we are now hosting Monthly TA calls (third Friday of the month from 11 a.m.-12 p.m.) to encourage peer sharing and a collaborative thinking tank to further reach hard-to-count populations.

Please sign up to receive our weekly TA biweekly emails [here](#) and register to join our Monthly TA calls [here](#). Please reach out to Madeline Anderson at manderson@cpcda.org if you have any questions or concerns.

My Health Counts Website- <https://www.myhealthcountsca.com>

This website includes all CPCA Census resources in addition to resources from health centers and partner organizations.

**LOGONTACT**

EVENT INFORMATION

Share this page

How To Conduct Census 2020 Outreach To HTC During COVID-19

This live event occurred on 6/16/20; to receive a copy of the recording via email, please continue registering below. To request copies of materials, email training@cpca.org.

The COVID-19 pandemic has created new challenges and barriers for achieving a complete count for the 2020 Census. With Census efforts shifting to be in line with shelter-in-place guidelines, we must evaluate alternative outreach routes to ensure we reach all communities. This will help protect federal financial assistance for programs that aid our most vulnerable populations for the next 10 years, including funding distribution for community health centers.

To address this need, CPCA would like to offer this webinar of effective Census outreach strategies amid COVID-19.

This webinar includes a debrief on CPCA's new COVID-19 Census 2020 Digital Health Toolkit and will cover strategies for leveraging the toolkit content to help health centers pursuing census outreach amid COVID-19. In addition to the overview of the toolkit, speakers will provide their expertise for engaging in hard-to-count (HTC) communities during COVID-19.

LEARNING OBJECTIVES

- Learn how to leverage and apply CPCA's COVID-19 Census 2020 Digital Health Toolkit to help with Census outreach amid COVID-19;
- Gain an understanding of strategies that are most effective for health centers conducting outreach to HTC communities during COVID-19;
- Acquire knowledge on available resources (including language and images) to help encourage immigrants and native peoples to participate in the Census.

FEES

None

Registration is required for all CPCA training and events. You will receive two email communications immediately upon registering. The first is simply a receipt. The second from customer care@gotowebinar.com and will contain webinar access information. This email will only be delivered to the individual who is registered for the event and will contain a unique link for a single connection. We recommend you add this event to your calendar using the link contained in your webinar access email. If you do not receive this email, please check your spam/junk folders before contacting training@cpca.org.

For more information regarding our policies, please visit the [training homepage](#).

CPCA uses GoToWebinar for all web-based training events. For a preview of the environment, check out <https://www.gotomeeting.com/webinar>.

Disclaimer: The information on this session is intended only to provide a general overview of the topics addressed. This session is not intended to provide legal advice or substitute for the guidance, counsel or advice of legal counsel on any matters particular to a specific primary care clinic. CPCA does not endorse companies or products. Advertising and sponsorship revenue supports our not-for-profit mission.

You must first be logged in to register. If you do not have an account, you can create one.

To complete your registration after logging-in, select **Register**

Answer any required questions and click **Save Response**

Continue scrolling to the bottom of the page and click **Proceed To Checkout**

Complete payment details and **Submit Order**.

When 6/16/2020 10:00 AM - 11:30 AM

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ABOUT US

CPCA represents more than 1,300 not-for-profit Community Health Centers (CHCs) and Regional Clinic Associations who provide comprehensive, quality health care services, particularly for low-income, uninsured and underserved Californians, who might otherwise not have access to health care.

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CONTACT

1231 I Street, Suite 400
Sacramento, CA 95814
p (916) 440-8170
f (916) 440-8172

**Census data impacts health care
funding for your community**



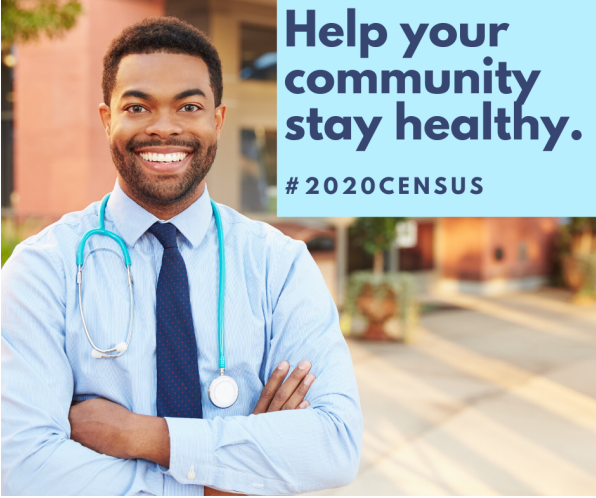

Learn more @ MyHealthCounts.com

Complete your Census questionnaire today by visiting <http://2020census.gov>. Ensure that your community receives the health care funding it needs to stay healthy! Learn more about how the Census impacts health care @ MyHealthCounts.com

Your Health Counts!

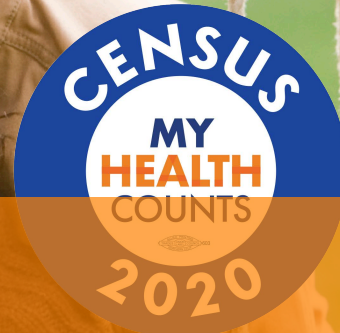


The #2020Census will help determine funding for health programs like SNAP, WIC, and community health centers that your community relies on to stay healthy. Take a few minutes to complete your census questionnaire online at <http://2020census.gov>. Learn more @ MyHealthCounts.com

 <p>Help your community stay healthy.</p> <p>#2020CENSUS</p>	<p>Did you know that data from the #2020Census will influence funding for health care programs in your community? Support your community's health programs today by completing the Census online at http://2020census.gov. Learn more @ MyHealthCounts.com</p>
 <p>TAKE THE CENSUS!</p> <p>YOUR RESPONSE HELPS DETERMINE HEALTH CARE FUNDING FOR YOUR COMMUNITY</p>	<p>Complete your #Census2020 questionnaire online at http://2020census.gov. It only takes a few minutes and your response helps support many important health programs, including Medicare, WIC, SNAP and CHIP. Learn more at MyHealthCounts.com</p>



My Health Counts



Every 10 years, people across the country and in California fill out the Census in order to have an accurate count of all people living in the United States. Census data determines California's federal funding for important community services that help support our families including Medicare, Medicaid, Children's Health Insurance Program (CHIP), and Supplemental Nutrition Program for Women, Infants, and Children (WIC).



People can complete the 2020 Census

BY MAIL: The paper Census form will be available in English and Spanish and can be mailed back to the U.S. Census Bureau.

BY PHONE: The Census can be completed by phone in 13 languages including Telecommunication Device for the Deaf.

ONLINE: For the first time, the Census form will be available to complete online in 13 languages. Patients can respond at 2020census.gov.



COVID-19 and the 2020 Census

This 2020 Census faces operational changes due to the COVID-19 pandemic. Please visit 2020Census.gov to stay up to date on current operational plans.

Here's how you can get involved

- Include Census outreach at COVID-19 testing sites.
- Put a Census 2020 poster in the lobby waiting area and exam rooms.
- Include a Census 2020 pledge card in materials when people sign in for their appointments.
- Post on social media about the importance of taking the Census. Please see CPCA's social media resources [here](#).
- Integrate Census information when reminding patients of visits either via phone, text or email and during enrollment services.
- Include Census outreach materials in local food drives.
- Play Census 2020 informational videos in the waiting room. Please download CPCA's new Census Healthcare Animated Video in English and Spanish [here](#).
- Give Census 2020 coloring books to children in the waiting room. Coloring books are available in English and Spanish.
- Have staff wear Census 2020 shirts, buttons, stickers and give them to patients.
- Share with patients NALEO's free Census bilingual hotline 1-877-352-3676.

Important Messaging

- Discuss 2020 Census using talking points outlined in CPCA's COVID-19 Census 2020 Digital Health Toolkit.
- Remind patients of ways to respond and how to access language assistance.
- Remind patients it's not too late to fill out their Census form. Patients can self-respond online, by phone or by mail through October 31, 2020.
- Inform patients that a Census taker may visit their household if they have not filled out their form.

For more information and materials, visit myhealthcountsCA.com.



My Patient Counts



People can
complete
the Census

BY MAIL: The paper Census form will be available in English and Spanish and can be mailed back to the U.S. Census Bureau.

BY PHONE: The Census can be completed by phone in 13 languages including Telecommunication Device for the Deaf.

ONLINE: For the first time, the Census form will be available to complete online at 2020Census.gov in 13 languages.

Talk to your patients about Census 2020

Tell your patients

1. What Census 2020 is
2. Why Census 2020 is important and safe
3. How and when they can fill out the Census form

What is Census 2020?

Every person, citizens and non-citizens, who reside in the country must be counted every 10 years. Population totals from the nine question Census survey will determine how federal funding is distributed to California schools, healthcare, infrastructure, and transportation.

Why is Census 2020 important to my patients?

Funding for many of the health programs and services that your patients and their families rely on is based on Census data. These programs include CalFresh, Section 8 Housing, Children's Health Insurance Program (CHIP), Supplemental Nutrition Program for Women, Infants, and Children (WIC), Head Start and Early Head Start.

Providers, nurses, nurse practitioners, physician assistants, dentists, mental health specialists, other professional healthcare staff, and health center staff serve as trusted messengers for their communities. Leveraging your role as a trusted messenger is just another way you are helping patients and their families get the care that they need – in the exam room and beyond.

How can I help as a provider?

Educate

The Census starts March 12, 2020. Patients will have three ways to respond: online, by phone and by mail. Encourage patients to include any person living in their household, family or not, on their Census form. Remind them that – by law – all of their answers are kept safe.

Provide

Share more information, visit Californiacensus.org, talk to any clinic staff, or call the Census Bureau 1-800-923-8282.

Refer

Refer patients to the front desk or your Census 2020 point of contact.





Why the Census Matters

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders. Census data determines how many representatives each state has in Congress and informs the redrawing of congressional district boundaries, is used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support federal programs helping to inform business decisions, policy, and community resources.



TALK

to your patients
about being counted.

An accurate count
means accurate
health-related data.

The census data informs the following issues:

Social Determinants of Health

The census-derived Current Population Survey (CPS) tracks factors that impact health, such as income, housing, and national origins.

Insurance

The American Community Survey (ACS) generates key data programs like the Small Area Health Insurance Estimates, which gives local coverage estimates. The CPS Annual Social and Economic Supplement (ASEC) includes health insurance data and depends on the census. These data have been crucial in measuring uninsured rates and Medicaid and Medicare coverage.

Public Health

The Centers for Disease Control and Prevention's (CDC) data collection methodology for the National Health Interview Survey (NHIS) is based on the decennial census and is redesigned after each decennial. The CDC, the Department of Health and Human Services (HHS), and researchers in many fields use the NHIS to track issues ranging from disease to barriers to care to federal programs' success.

Hospitals

HHS's Healthcare Cost and Utilization Project utilizes decennial and ACS data in its longitudinal hospital database, which is used to study service delivery and patient well-being, at the national, state, and local levels.

MyHealthCountsCA.com
CaliforniaCensus.org

Every 10 years, the U.S. Census Bureau counts every person in the U.S. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses.

The Census and Federal Health Care Programs

**\$675
BILLION**

in federal funding
for health care
programs each year
is supported by
census data.



The Census is
available in
13 languages online
and by phone.

GO TO
CaliforniaCensus.org

The largest Federal health care programs supported by census data:

Medicaid

The formula that calculates Medicaid reimbursement levels includes the average income per person in each state from the census-derived Bureau of Economic Analysis.

Medicare Part B

Medicare uses the Geographic Practice Cost Indices, which are based on ACS data, to determine reimbursement rates based on how much it costs to practice in a certain area.

Children's Health Insurance Program (CHIP)

CHIP uses the HHS poverty guidelines and the CPS ASEC to determine eligibility and allocation of funds.

Supplemental Nutrition Program for Women, Infants, and Children (WIC)

WIC uses the HHS poverty guidelines for eligibility, the census-derived Consumer Price Index to set monthly food vouchers' prices, and the ACS to decide how much funding each state.

Health Centers Program

This program depends on the census-derived Index of Medical Underservice from the HHS to determine which groups in which areas are underserved.

Reproductive Health Programs

The following programs all use census-derived population counts to allocate funds:

- **TITLE X FAMILY PLANNING GRANTS.** Includes family planning and provision of contraception, education and counseling, breast and pelvic exams, breast and cervical cancer screening, screenings and treatment for sexually transmitted infections (STIs) and Human Immunodeficiency Virus (HIV), education about preventing STIs and HIV and counseling for affected patients, referrals to other health care resources, pregnancy diagnosis, and pregnancy counseling.
- **TITLE V MATERNAL AND CHILD HEALTH BLOCK GRANTS.** Funds women's health programs such as Breastfeeding initiative, maternal health initiatives, infant health, such as Black Infant Health (BIH) and the Comprehensive Perinatal Services Program.
- **340B DRUG PRICING PROGRAM.** Enables covered entities to provide discounted prescription drugs and fund in-house pharmacies.
- **SOCIAL SERVICES BLOCK GRANTS (SSBG).** Funds Foster Care Services, Special Services for Disabled, and Home-Based Services.

For more information, visit myhealthcountsCA.com.



Why Community Health Centers Count



Ditas Katague
CA Complete
Count



Louise McCarthy
Community Clinic
Association of Los
Angeles City



Yamilet Valladolid
Golden Valley
Health Centers



Eduardo Cisneros
AltaMed Health
Services



August 12th 2:30 PM- 3:30 PM PST
FACEBOOK LIVE: @CaliforniaCensus







