Why the Census Matters to Health Equity

A County Health Rankings & Roadmaps Webinar

countyhealthrankings.org
YOUR FACILITATORS & GUEST

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WHY WE DO WHAT WE DO

Improve Health Outcomes
WHY WE DO WHAT WE DO
Increase Health Equity
JOIN US FOR MORE DISCUSSION – TODAY!

‣ **When:** Immediately following the webinar

‣ **What:** Interactive learning experience, opportunity to share ideas and ask questions

‣ **How:** Videoconference and/or phone via Zoom

‣ **Why:** Deepen the webinar learning, allow further exploration

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**WHY THE CENSUS MATTERS**

Photo Credits: U.S. Census
DECISIONS INFLUENCED BY CENSUS COUNTS

- School expansion and locations
- Road construction projects
- Real estate development planning
- Safety and emergency preparedness expansion
- Healthcare access
- Business planning

RANKINGS MODEL: WHAT MATTERS TO YOUR HEALTH
DECISIONS INFLUENCED BY CENSUS AFFECT HEALTH

- School expansion and locations
- Road construction projects
- Real estate development planning
- Safety and emergency preparedness expansion
- Healthcare access
- Business planning

CHAT...

- What health equity decisions do you think the 2020 Census has the potential to influence in your community?
FEDERAL PROGRAMS INFLUENCED BY CENSUS COUNTS

- Supplemental Nutrition Assistance Program (SNAP)
- Medicaid
- Medicare (Part B)
- Highway Planning
- Section 8 Housing vouchers
- National School Lunch program
Why did the Community Foundation get involved in promoting the census?

Pennsylvania could lose $2,093 per year in federal funds for each person not counted—for the next 10 years.
### What’s at stake in the Lehigh Valley | Examples

<table>
<thead>
<tr>
<th>Federal Program</th>
<th>Lehigh Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP</td>
<td>$10,030,594</td>
</tr>
<tr>
<td>CHIP</td>
<td>35% of all children enrolled in Lehigh County; 26% of all children enrolled in Northampton County</td>
</tr>
<tr>
<td>MEDICAID</td>
<td>140,734 people enrolled (18% of residents)</td>
</tr>
<tr>
<td>BREAKFAST &amp; SCHOOL LUNCH PROGRAMS</td>
<td>33,805 meals per day in ASD, BASD, EASD</td>
</tr>
<tr>
<td>CDBG FUNDING</td>
<td>$6,788,761</td>
</tr>
</tbody>
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**United States Census 2020**

**The Lehigh Valley Experience**

- **Lehigh County**
  - $6,240,028 in SNAP food benefits
  - 35% of all children enrolled in CHIP
  - 73,219 enrolled in Medicaid
  - $1.2 million in CDBG Funding

- **Allentown School District**
  - 18,918 School Lunch Program meals/day
  - $20 million in Title I and Special Education Funding

- **Bethlehem Area School District**
  - 9,038 School Lunch Program meals/day
  - $11 million in Title I and Special Education Funding

- **Easton Area School District**
  - 3,849 School Lunch Program meals/day
  - $5.8 million in Title I and Special Education Funding

**Predicted Mail Non-Response Rate (%) Low Response Score Census Tract**

- 30.0 to 48.4
- 16.0 to 19.9
- 25.0 to 29.9
- 0.0 to 15.9
- 20.0 to 24.9
- Not Calculated
Civic Engagement | Census 2020

**FUNDING and TRAINING**
nonprofit organizations that are located and serve areas that are historically undercounted

**Census Equity Fund Lehigh Valley**
a source of philanthropic dollars allocated to the initiative

**Champion and Partner**
Regional Lehigh Valley Complete Count Committee

Five Complete Count Committees
Allentown, Bethlehem, Easton, Lehigh and Northampton Counties

Pennsylvania Complete Count Commission
Promote and Drive Action

Events (Engage Partners)
- Health Equity Summit
- LVCF Board of Associates

Awareness Campaign
- PSAs, Paid Ads
- Signage
- Social Media

Media Coverage

Grantee Spotlight | Hispanic Center Lehigh Valley

- Partnering with Lehigh University, Moravian College and others to create a team of trained bilingual college students to conduct outreach activities
- Sharing census information with HCLV clients during their scheduled appointments and assist clients to complete the survey
- Promoting the census on their website and through social media channels, and collaborate with Spanish-language radio station La Mega to help get messages into the community
- Their overall goal is to reach 3,000 residents from census tracks 101,110, 111 and, 112 through outreach, and assist 1,000 residents to complete the census

If 1,000 additional people are counted, it could mean $20+ million in federal funding over the next 10 years.
City Spotlight | Allentown

Census Hubs in Undercount Areas
17 trusted organizations with census information areas and computer access

Census Ambassadors
• Respond to questions at neighborhood hubs
• Distribute census flyers (businesses, community centers, bodegas)
• Speak at neighborhood meetings

Marketing
Events, Billboards, Social Media, Website, Digital Advertising, Public Transit PSAs, Posters in Businesses, Flyers, Postcards.

Get Involved in Your Community...

1 Please fill out the census and tell your neighbors to fill it out. Everyone counts, from urban to rural areas, all age groups and ethnicities.

2 Join your local Complete Count Committee or start integrating census messages into your organization’s work.

3 Contact your local community foundation, contribute to a Census Equity Fund, or support the work of your local CCC.

https://www.census.gov/partners/toolkit.pdf

https://www.census.gov/2020ccc
HIGHLIGHTED GUIDANCE: PARTNER CENTER

Partner Center

Provides guidance around:
- Why different groups might care about creating healthy communities,
- What they can do, and
- How to engage them.

QUESTIONS?
WE WANT TO HEAR FROM YOU!
Click the link to answer a few questions about today’s webinar

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WHAT DO YOU WANT TO SHARE/LEARN MORE ABOUT?

You can select all that apply:

- I want to share what my community is doing to promote accurate census counts.
- I want to learn more about strategies to ensure that populations at risk for undercounting are included in the census.
- I want to learn more about creating a census equity fund.

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REGISTRATION LINK IN CHAT

THANK YOU!
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