

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

January 28, 2020

Why the Census Matters to Health Equity

A County Health Rankings & Roadmaps Webinar

countyhealthrankings.org



Support
provided by

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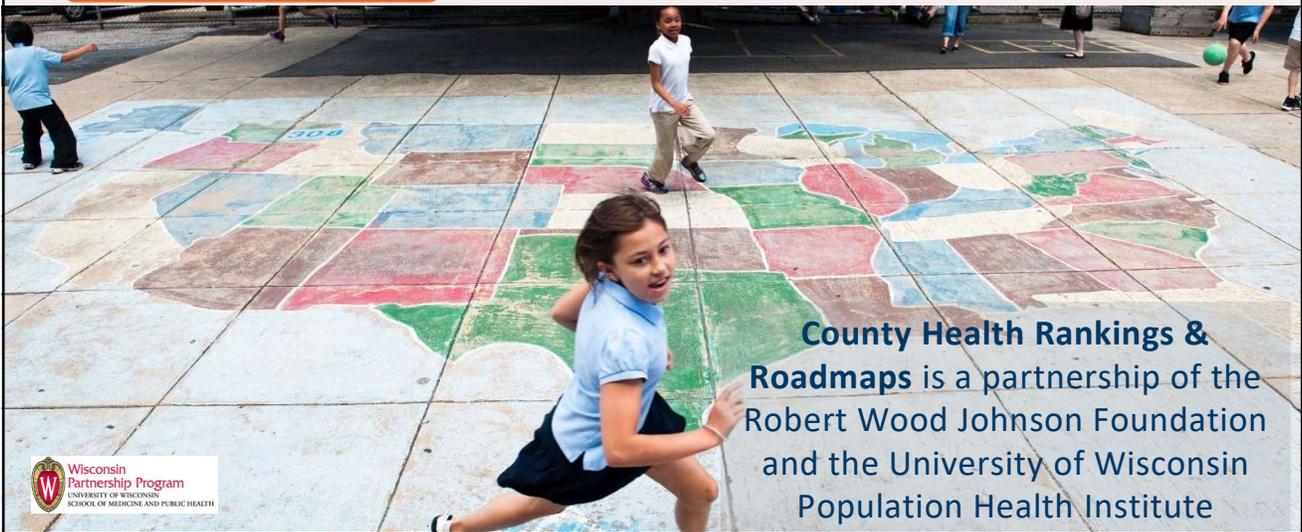


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County Health Rankings & Roadmaps is a partnership of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute



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YOUR FACILITATORS & GUEST



**Ericka
Burroughs-Girardi**

*Action Learning Coach
Deltona, Florida*



**Joe
Hinton**

*Action Learning Coach
Chicago, IL*



**Michael
Wilson**

*Director of Communications
Lehigh Valley Community
Foundation*

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Menominee Nation 2015

WHY WE DO WHAT WE DO

Improve Health Outcomes

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WHY WE DO WHAT WE DO

Increase Health Equity

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Happy New Year 2020



U.S. POPULATION
330,222,422



WORLD POPULATION
7,621,018,958

Visit www.census.gov/popclock for more information.

United States[®]
Census
Bureau

U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

Note: Population estimates as of Jan. 1, 2020.
Source: Vintage 2018 Population Estimates and
International Data Base

Photo Credit: U.S. Census

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JOIN US FOR MORE DISCUSSION – TODAY!

- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
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Webinar Discussion Group

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WHY THE CENSUS MATTERS

The Return for SOUTH CAROLINA having been made since the foregoing Schedule was originally printed, the whole Enumeration is here given complete, except for the N. Western Territory, of which no Return has yet been published.

DISTRICTS	Free white males of 16 years and upwards, including heads of families under 16 years.	Free white males 16 years and upwards, including heads of families.	Free white females 16 years and upwards, including heads of families.	All other free persons.	Slaves.	Total.
Vermont	22435	22328	40505	255	16	85539
N. Hampshire	36086	34857	70160	650	158	141885
Maine	24384	24748	46870	537	808	69540
Massachusetts	95457	87289	180502	5493	8088	197989
Rhode Island	16019	15799	32652	3407	948	49885
Connecticut	60523	54403	117448	2808	2764	137946
New York	83700	78122	152320	4654	21324	340120
New Jersey	45221	41416	82387	2762	1423	184139
Pennsylvania	110788	106648	206363	6537	3737	434373
Delaware	11723	12143	22384	3899	8897	59094
Maryland	55915	51359	101395	8643	10396	119748
Virginia	110950	116135	215040	12860	29267	274610
Kentucky	15124	17057	28922	124	12430	73677
N. Carolina	60988	77526	140710	4975	100571	303751
S. Carolina	35276	37222	66880	1801	107094	249973
Georgia	13103	14044	25739	398	22264	82548
Total	807094	791850	1,641,263	59150	694290	3,893,635

Total number of inhabitants of the United States exclusive of Western and N. Western Territory.	Free white males 21 years and upwards.	Free white females 21 years and upwards.	Free white males 16 years and upwards.	Free white females 16 years and upwards.	All other free persons.	Slaves.	Total.
S. W. Territory	6271	10277	15365	—	361	347	35691

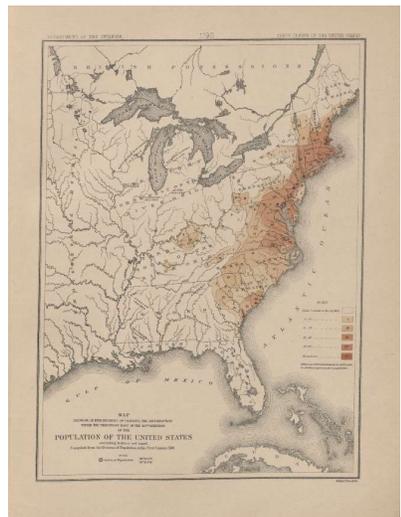


Photo Credits: U.S. Census

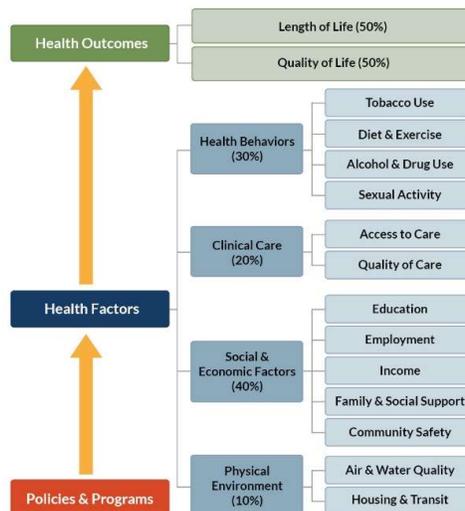
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DECISIONS INFLUENCED BY CENSUS COUNTS

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

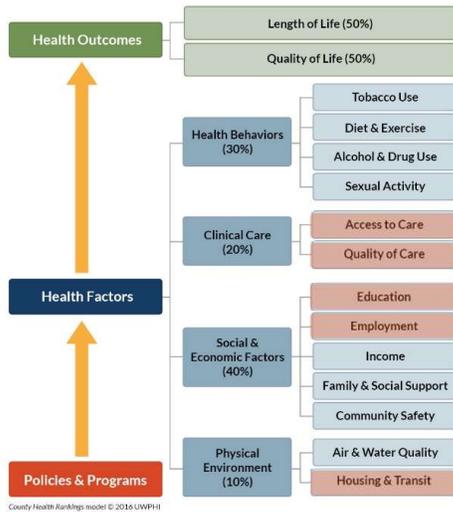
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RANKINGS MODEL: WHAT MATTERS TO YOUR HEALTH



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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

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CHAT...



- ▶ What health equity decisions do you think the 2020 Census has the potential to influence in your community?

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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

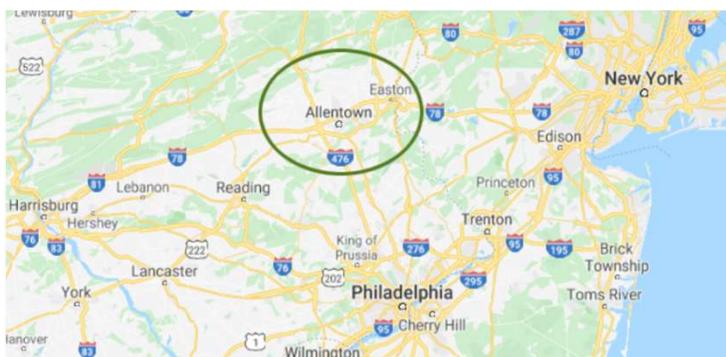
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United States®
**Census
2020**



Why the Census Matters to Health Equity | The Lehigh Valley Experience

Michael Wilson, Director of Communications
Lehigh Valley Community Foundation



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Why did the Community Foundation get involved in promoting the census?

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**Census
2020**

The Lehigh Valley Experience

Pennsylvania could lose
\$2,093 per year
in federal funds for each person
not counted—for the next **10** years

LEHIGH VALLEY
Community Foundation
CONNECT. GROW. FUND.

The infographic features a large, diverse crowd of people at the top. Below this, a map of Pennsylvania is filled with a collage of diverse individuals. A semi-transparent white box with black text is overlaid on the map, providing the key statistic. The bottom right corner contains the logo for the Lehigh Valley Community Foundation, which includes a tree icon and the tagline 'CONNECT. GROW. FUND.'

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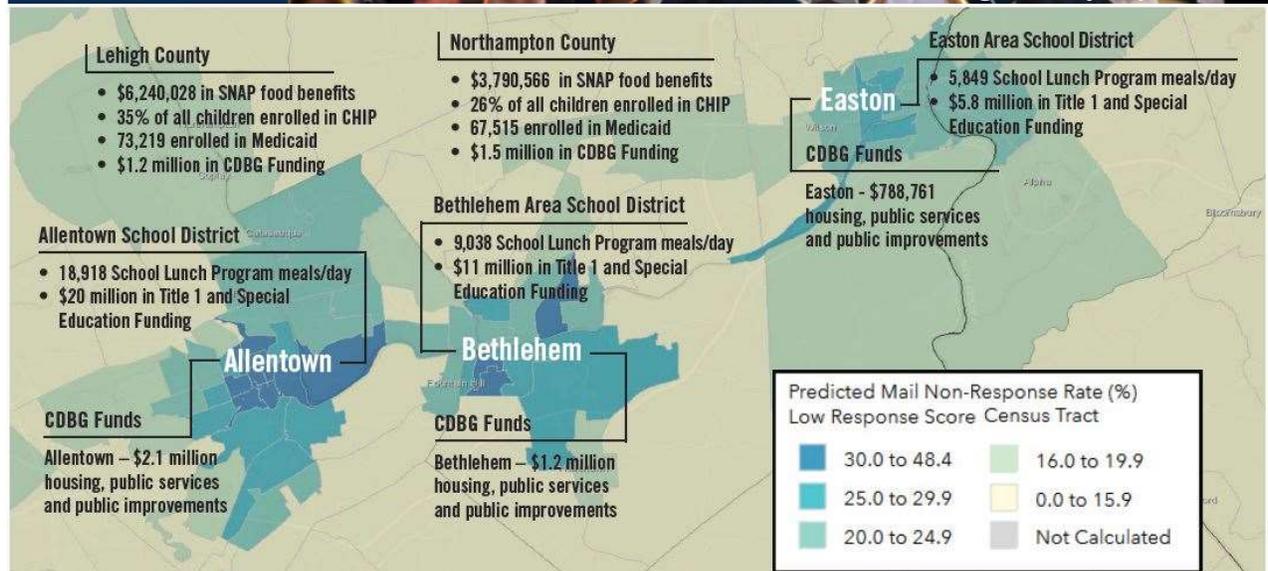


What's at stake in the Lehigh Valley | Examples

Federal Program	Lehigh Valley
SNAP	\$10,030,594
CHIP	35% of all children enrolled in Lehigh County; 26% of all children enrolled in Northampton County
MEDICAID	140,734 people enrolled (18% of residents)
BREAKFAST & SCHOOL LUNCH PROGRAMS	33,805 meals per day in ASD, BASD, EASD
CDBG FUNDING	\$6,788,761



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**Census
2020**

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



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**Census
2020**

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



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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.



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City Spotlight | Allentown

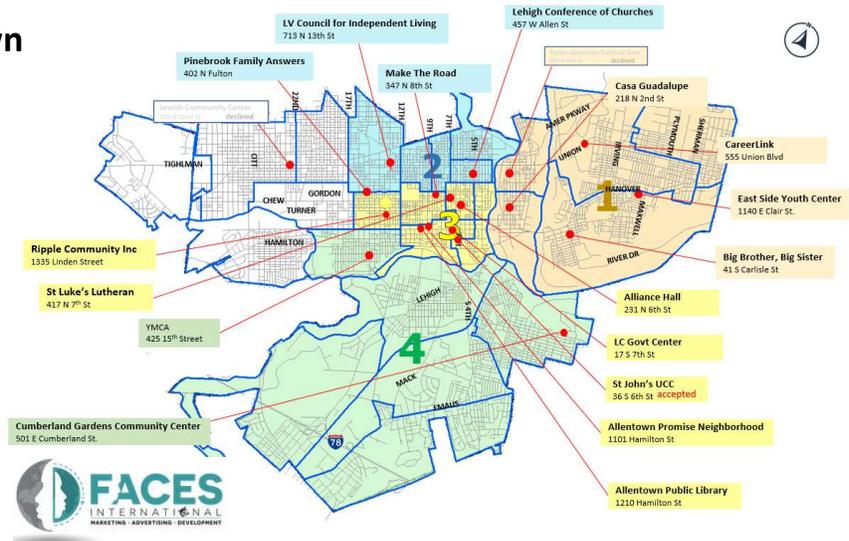
Census Hubs in Undercount Areas
17 trusted organizations with census information areas and computer access

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.

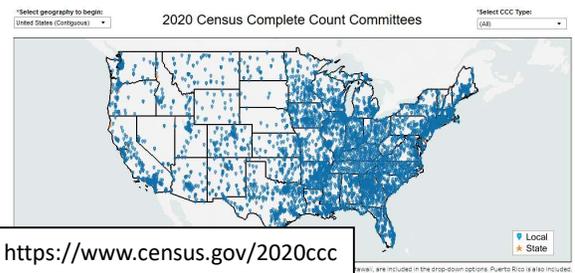


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Get Involved in Your Community...

- 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>



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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.



Photo by Antenna on Unsplash

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Kansas City, MO

QUESTIONS?

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24:1 Community, MO, 2016

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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STAY CONNECTED



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• Sign up for our newsletter
[CountyHealthRankings.org/subscribe](https://www.CountyHealthRankings.org/subscribe)

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JOIN US FOR A DISCUSSION GROUP NOW!

REGISTRATION LINK IN CHAT

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THANK YOU!

Visit us at www.countyhealthrankings.org

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