N.J. Census 2020 – Week (June 8-14)

Talking/Posting Points for Partners

- We're highlighting **how the Census affects everybody.**
- The Census touches every life, every day.
- Census data helps determine where more than $45 billion in annual federal funding goes in New Jersey. So having an accurate count of our population and what their needs are is important for funding a myriad of programs.
- Whether it's social service programs, education, healthcare, transportation, senior programs, or COVID recovery the Census affects everybody and all of our everyday lives.
- Census data guides the distribution of federal dollars for important services such as:
    - Supplemental Nutrition Assistance Program - known as SNAP; and
    - Special Supplemental Nutrition Program for Women, Infants and Children – commonly known as WIC
- Census data also impacts funding for Temporary Assistance for Needy Families, including Pass through Child Support; and Social Insurance programs like social security and unemployment insurance compensation.
- Census data directly informs the amount of Medicare and Medicaid funding we get in New Jersey.
- For every 100 people not counted, a community loses an estimated $1.2 million annually in federal funds for programs such as Medicaid, social services block grants and vocational education.
- In terms of 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 Census.
- 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 – again, this will be of tremendous importance as our state recovers from COVID-19.
- And Census helps with community planning and analysis in order to distribute those dollars in an equitable way to those who are most in need.

- In some of our communities there is reluctance among some to fill out the Census. But here's why you should:
    - The Census is safe – and we want to emphasize that. Your personal data is protected by very strong federal laws and in New Jersey we've got your back as well.
    - It's easy – you can fill it out online or by phone;
    - And it's really very, very important.
- The NJ Friends & Family Census Outreach Program - CALL THOSE WHO COUNT ON YOU - And ask them to fill out their #2020Census. NJ's federal funding for healthcare, schools, transportation & so much more depends on a complete count. You're the most trusted voice to ask them to #FillitOut. It's easy. Everything you need is here: https://nj.gov/state/census-outreach.shtml
- The Census is a civic duty that we all participate in, regardless of our status, and whose benefits reinforce and remind us like nothing else that we are truly all in this together.
- Our country is very different in 2020 than it was in 2010. Be counted in the 2020 Census. It matters!
- We invite you to share our posts about how the Census affects everybody! Share one of our posts, or share your own post about why residents should complete the Census.
- Complete the Census at 2020CENSUS.GOV or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at CENSUS.NJ.GOV.