



NJ Census 2020 – “Strengthening our Health Care Safety Net for Everyone” Week (August 31-September 6)

Talking/Posting Points for Partners

- This week, we are highlighting **“Strengthening our Health Care Safety Net for Everyone.”**
- As New Jersey recovers from the COVID-19 pandemic, it will be more important than ever to maintain a strong health care system throughout our state so residents of all ages from every area have access to world-class health care. Filling out the Census is one way to help support the building of a strong health care safety net for all.
- Census data informs where more than \$1.5 billion in federal funds is distributed each year nationwide; for New Jersey that means \$45 billion annually. Funding can support hospitals, first responders, Medicare, Medicaid and much more.
- In 2016, our state’s Health Care Centers received a little over \$78 million dollars in federal funding. In 2017, that same data helped to bring New Jersey \$9 billion for Medicaid and \$25 billion for Medicare. Over \$400,000 for Children’s Health Insurance Program (CHIP) and over \$18 million for elder programs, including nutrition.
 - Many of these programs are the lifelines that communities are depending on today as they work to protect the health and well-being of their populations during the COVID-19 pandemic. These programs are feeding children even while some schools are temporarily shuttered, providing health insurance for low-income people and those over 65, and supporting first responders.
 - Census data also informs funding for reproductive health programs such as Title X Family Planning Grants, Title V Maternal and Child Health Block Grants, the 340B Drug Pricing Program and Social Services Block Grants (SSBG).
- Health care companies also can use population statistics to help plan where to build new hospitals and clinics or expand existing ones.
- The Census Bureau also works with service providers such as homeless shelters, soup kitchens and mobile food vans to determine the best way forward to ensure people are counted in light of public health concerns.
- On Friday, September 4, consider urging your followers to thank a first responder by completing the Census using #FirstResponderFriday.
- Answering the Census is an investment in our future, and our future health. **It’s an easy but very important thing we can all do to take care of each other.**
- The future strength of health care in your community depends on YOU! You have the power to support our doctors, nurses, first responders and all health care and front-line workers by completing the Census before the September 30 deadline.

- **Don't forget: Census takers are knocking on doors NOW** across the state of households that have not yet responded. You can eliminate the need for Census takers to follow up in person by responding to the Census now – online, by phone or by mail.
- We invite you to share our posts about how the Census is Strengthening our Health Care Safety Net for Everyone in New Jersey's communities. Share one of our posts or share your own post about why residents should complete the Census to strengthen our healthcare.
- Complete the Census at [2020CENSUS.GOV](https://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](https://census.nj.gov).