



N.J. Census 2020 – Social Services Week (June 1-7)

Talking/Posting Points for Partners

- We're highlighting **SOCIAL SERVICES IN NEW JERSEY** and the impact Census data has on them.
- The Department of Health and Human Services (HHS) defines social services as programs and services that improve the well-being of individuals, families and communities.
- 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 for necessary social welfare and insurance programs.
- Some of those major federal, state and local social welfare programs include:
 - Supplemental Security Income (SSI)
 - Supplemental Nutrition Assistance Program (SNAP)
 - Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
 - Temporary Assistance for Needy Families (TANF), including Pass through Child Support
 - General Assistance (GA)
- Some of the major federal, state and local social insurance programs are:
 - Social Security (self and on behalf of a dependent child)
 - Department of Veterans Affairs benefits (except Veterans pension)
 - Unemployment Insurance Compensation
 - Workers' compensation
- 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.
- These social services are going to be more important than ever for our residents as our state recovers from COVID-19.
- 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 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.

- Census data can also inform funding for New Jersey’s nonprofit organizations, which provide important care, assistance, grants and programs that supplement government services.
 - Decisions about a foundation or nonprofit’s focus and investments may depend on how federal funds are distributed and what remaining community needs exist.
 - The 2020 Census’ detailed demographic data also helps to shape most of the other federal data surveys, which help inform grants and the outcomes our N.J. nonprofits seek to address.
- We invite you to share our posts about the importance of social services in New Jersey! Share Secretary of State Tahesha Way’s video, share one of our posts, or share your own post about why residents should complete the Census.
- 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).