

COVID-19

CENSUS 2020

DIGITAL HEALTH
TOOLKIT



TABLE OF CONTENTS

A THANK YOU TO THE MEDICAL COMMUNITY	PAGE 3
COVID-19 CENSUS 2020 TOOLKIT OVERVIEW	PAGE 4
TALKING POINTS	PAGE 5
TOOLS FOR PARTNERS	PAGE 7
TAKE ACTION	PAGE 10
ADDITIONAL RESOURCES	PAGE 13



A Thank You to the Medical Community

DEAR HEALTH PROVIDERS:

All across California and the country, you have mobilized to treat patients suffering from the novel coronavirus, COVID-19. In response to the pandemic that is surging too fast for the health system to cope, a legion of colleagues, including doctors and nurses, is returning to the field to contend with a virus that is particularly threatening.

To all first responders, doctors, physician assistants, nurse practitioners, nurses, tech pharmacists, medical assistants, and so many other allied health professionals, thank you. The relentless and unwavering dedication, bravery, and sacrifice that you and your families demonstrate on a daily basis, and particularly during this public health crisis that has engulfed our world is appreciated more than words can express. Our world, is a better place because of you.

Thank you, with all our hearts, for your service.



COVID-19 CENSUS 2020

DIGITAL HEALTH TOOLKIT OVERVIEW

The aim of this toolkit is to provide Census partners and organizations access to information on current trends and knowledge regarding COVID-19 during the 2020 Census count.

With the COVID-19 pandemic impacting our day-to-day lives, today more than ever it is important to have a complete count. Everyone is feeling the impact of this public health crisis. While we cannot go door-to-door and host in-person events, we can still promote participation in the Census. We cannot miss out on resources communities need for hospitals, health centers, schools, infrastructure and more.

This toolkit will introduce messaging and talking points, graphics, and tools you can use to raise awareness in your community. You will also find additional Census resources from partners and California Primary Care Association (CPCA) on our My Health Counts website: <https://www.myhealthcountsca.com>



» All Californians can participate in the 2020 Census today! Participation comes in three easy ways: online, by phone, and by mail. Stay home, save lives, check in, and take the census today.

» Census data impacts funding for the Centers for Disease Control and Prevention (CDC), disaster preparedness, and emergency response efforts. Participate in the Census today to ensure we are prepared to handle public health emergencies like Covid-19.

» With the COVID-19 pandemic impacting our day-to-day lives, today more than ever it is important to have a complete count. Complete the Census online, by mail, or by phone. Visit <http://2020census.gov> or call 844-330-2020 to get started today.

» We can't go door-to-door, but we can call and text our family, friends, and neighbors! We can use social media to let them know what's at stake and why it's important to be counted! Use the hashtags #MyHealthCounts and #Census2020 to help raise awareness in your community.

» Whether you are a first responder, caring for kids or elders, or supporting a household, all are feeling the impact of this public health crisis. We can't miss out on resources communities need for hospitals, health centers, schools, infrastructure and more. Participate in the Census today.

» If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-ELCENSO (877-352-3676) Monday-Friday from 8:30 a.m. – 8:30 p.m. ET to get additional information.

» Weathering a public health crisis calls for careful emergency planning, assessing and protecting those most at risk, and providing lifesaving resources to people affected. That starts with an accurate Census count.

» The COVID-19 pandemic has intensified the challenges faced by many communities. We have to be quick and creative to make sure that hard-to-count communities like those in rural areas, or those without Internet access are included in the Census.

» An undercount results in less funding for health programs such as CHIP, Medi-Cal, Medicare, SNAP and others. Take a few minutes to fill out the 2020 Census form online, by phone, or mail. Your count matters - maybe now more than ever!

» Census 2020 data helps determine funding for healthcare facilities and programs to support our community's well-being. We need to be doing everything in our communities right now to support the health and well-being of all individuals and promote Census participation. It's easy to complete. Visit <http://2020census.gov> or call 844-330-2020 to get started.



TALKING POINTS.

TALKING POINTS.

» Medi-Cal and other health programs provide health coverage to low-income families, children, parents, seniors, and people with disabilities. If we are not counted, in cases such as this pandemic, our communities will feel the impact.

» Census data informs how funding is allocated to more than 100 key federal programs, including healthcare and family service programs like Medi-Cal, Head Start, WIC, SNAP/CalFresh, and block grants for community mental health services. Complete your Census questionnaire online today or call 844-330-2020 to ensure future access to these programs.

» Data from the Census also provides doctors with accurate information to keep our families and communities healthy and safe. Help support doctors today by filling out your Census questionnaire online, by phone, or mail right now.

» Census data also determines funding for community health centers, who are a lifeline for many people in California. Community health centers provide critical healthcare to our most vulnerable and medically underserved. Support health centers today by completing your Census questionnaire online, by mail, or by calling 844-330-2020.

» Did you know that the 2020 Census impacts our health care systems? Take the Census today to ensure that resources are allocated correctly to maintain healthy communities for the next 10 years.

» During a public health emergency, health centers provide critical triage, treatment and referrals for patients. They also work in partnership with the local health care delivery system and help lessen the burden on hospitals. It has never been more critical to ensure health centers are adequately funded for the next decade. Please take a moment to fill out your Census form while you stay at home and save lives. Visit <http://2020census.gov> or call 844-330-2020 to get started.

» Collecting Census data during social distancing from grandparents and elderly is a new challenge. Protect their lives by remaining at home. Call to check in to make sure their needs are met and that they are completing the Census by mail or by phone. Call 844-330-2020 to get started.



TOOLS FOR PARTNERS

SOCIAL MEDIA POSTS

1. #Census2020 is about our communities and the health and well-being of the people who live in them. Your participation in the Census is very important. And for the first time, you can complete the Census online at <http://2020census.gov> or call 844-330-2020 #MyHealthCounts

2. Responding to the Census impacts funding for important health services and programs that are critical in emergencies like the #COVID19 pandemic. Have you filled out your #Census2020 form? Visit <http://2020census.gov> or call 844-330-2020 to take the Census. #MyHealthCounts

3. During the #COVID19 outbreak, it's important to stay safe and healthy. The #Census2020 can be filled out at home online, over the phone, or by mail. Take a few minutes during this social distance period and make sure you're counted! #MyHealthCounts

4. The #COVID19 pandemic has intensified challenges faced by many communities. We have to be quick & creative to make sure hard-to-count communities like those in rural areas or those without Internet access are included in the Census. Call 844-330-2020, get counted! #MyHealthCounts

5. A friendly #COVID19 reminder that taking the #Census2020 is a great quarantine, stay at home activity! Our future depends on your participation. Have you filled out your Census form? Visit <http://2020census.gov> or call 844-330-2020 to complete your form today. #MyHealthCounts

6. You can still social distance while making sure your community doesn't miss out on critical funding for things like hospitals and roads. While you #StayHomeSaveLives, fill out your census form. Visit <http://2020Census.gov> or call 844-330-2020 to learn more. #MyHealthCounts

7. In light of #COVID19, filling out the Census has never been more important. An accurate census count can help CA provide the necessary public health services and programs to communities in need. Visit <http://2020Census.gov> or call 844-330-2020 to learn more. #MyHealthCounts #Census2020

8. Counting everyone in #Census2020 matters more than ever. Census data guides how funding is allocated to emergency services, hospitals, and health centers. Make sure your health counts! Visit <http://2020census.gov> or call 844-330-2020 to complete your Census. #MyHealthCounts

9. The #Census2020 matters. Here's why: federal resources that we need for public health emergencies are at stake. Get counted today! Your participation is needed. It's easy to respond. Visit <http://2020census.gov> or call 844-330-2020 to complete your form today. #MyHealthCounts

10. You count! #Census2020 will matter more than ever as federal funding is connected to our state count and voice in government. Make sure you're counted! Get started now at <http://2020census.gov> or call 844-330-2020. #MyHealthCounts

SOCIAL MEDIA GRAPHICS



Stay Home



Wash Your Hands



Complete the Census

 **DOWNLOAD**



HOSPITAL



FOOD BANK

CENSUS DATA WILL IMPACT HEALTH SERVICES



PARAMEDICS



HEALTH CENTER

 **DOWNLOAD**

STAY  HOME

WASH YOUR HANDS

COMPLETE THE CENSUS

 **DOWNLOAD**

EVERYONE'S HEALTH COUNTS



CENSUS 2020

 **DOWNLOAD**

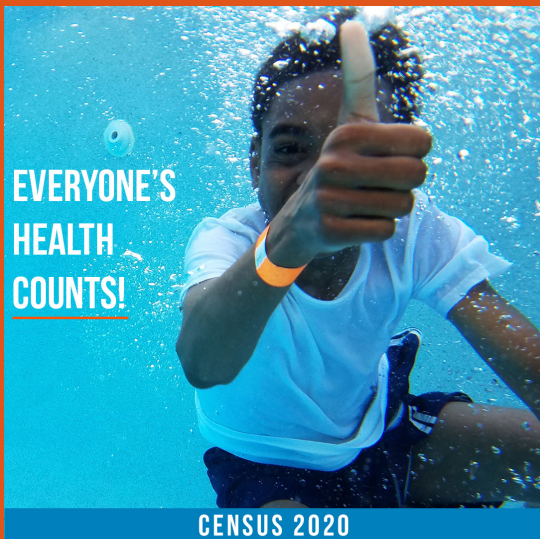
EVERYONE'S HEALTH COUNTS



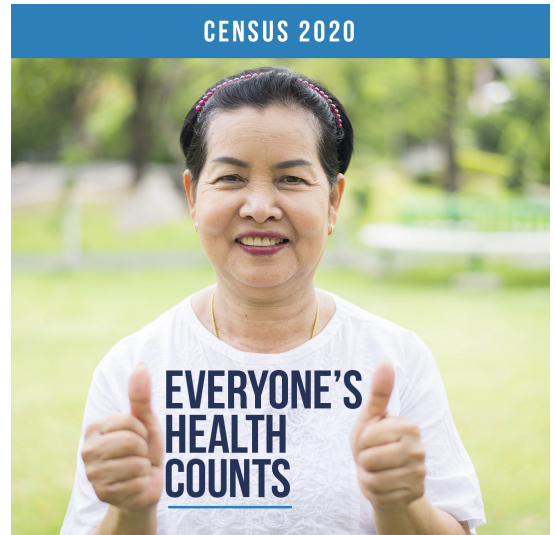
CENSUS 2020

 **DOWNLOAD**

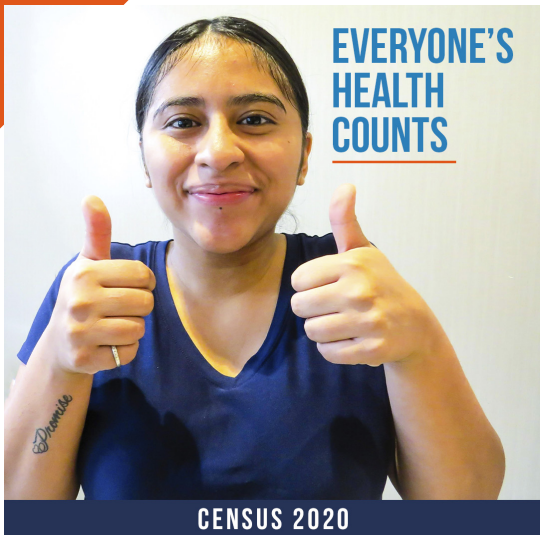
SOCIAL MEDIA GRAPHICS



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SOCIAL MEDIA

As Census outreach shifts to the online and digital space to avoid community transmission of COVID-19, raising awareness about the importance of self-response via social media is more important than ever. You can take action by posting or tweeting about how community members can participate in Census 2020 online, by phone, or mail using the hashtags #Census2020 and #MyHealthCounts, and include one of our COVID-19 social media graphics. You can also encourage health staff, patients, and community members to post their own Census form (identifying information removed) on their social media channels.

We have provided sample social media posts and graphics for your use in the Tools for Partners section of this toolkit. If you would like information on additional hard to count populations, including children 0 to 5, immigrant communities, Latino communities, and Tribal Nations and Native communities, please see the Additional Resource section of this toolkit.

COMMUNITY OUTREACH

You can send an e-blast to partners and stakeholders about the importance of Census 2020 amid the COVID-19 pandemic (see sample email to partners and stakeholders). This can be an opportunity to raise awareness about the importance of responding to the Census online, by phone, or by mail.

SMS TEXT MESSAGE

Census Sample Text Message

The Census counts everyone living in the U.S. and distributes billions of dollars to our communities for healthcare and education.

Have you filled out your census form?

- Yes, Already Filled It Out Great! Thank you for being counted. Please spread the word and make sure your friends and family also visit www.my2020census.gov to fill out their form as well!
- No, How Do I Fill Out My Census? You can fill out your Census questionnaire from any computer, tablet or mobile device by visiting www.my2020census.gov or calling 844-330-2020.

ONLINE AND TELEPHONIC EVENTS

In-person outreach events can be transferred to online platforms like Zoom, Skype, Facebook Live, Instagram and more. Visit this [guide](#) to learn how to organize your events.

ENGAGE LOCAL MEDIA

If your health organization has a good relationship with local press in your community, you can reach out to the press to serve as a spokesperson on Census 2020 and the health sector's readiness to respond to public health emergencies like COVID-19. You can also ask that TV and radio stations share PSA announcements on the importance of completing the Census online, by phone, or by mail. We have provided sample PSA scripts in 15, 30, and 60-second intervals.

TAKE ACTION

STAKEHOLDER EMAIL

Dear Partners:

Census 2020 is here and we must ensure all Californians are counted amid the COVID-19 pandemic. Admittedly, this is likely to be a stressful time for those who work on the frontlines of healthcare. Now more than ever, it is important to participate in the 2020 Census. Emergencies like the coronavirus (COVID-19) pandemic bring awareness to the importance of accurate census data, which determines funding for hospitals, community health centers, emergency planning and nutrition and health programs that Californians rely on.

Self-responding to the Census is the easiest way to make sure you are safely counted amid this public health crisis. You can self-respond via:

1. Online: my2020census.gov
2. Phone: 1-844-330-2020
3. By mail if you receive the paper form

Self-responding is more important than ever given that the Census Bureau is suspending all field operations until April 15 (this date may change due to ongoing operational changes in response to COVID-19).

If you have questions or concerns about participating in the Census, you can call NALEO Educational Fund's toll-free national Census bilingual hotline at 877-ELCENSO (877-352-3676) Monday-Friday from 8:30 am – 8:30 pm ET to get additional information.

Together we can ensure that everyone's health is counted.

In Partnership,
(INSERT ORGANIZATION NAME)



OUR VOICE IS MORE IMPORTANT THAN EVER

Right now people are looking to health professionals to provide them with information and safety directives. We can utilize the public's focus on healthcare by encouraging people to complete the Census to ensure that we have the necessary funds to respond to public health emergencies, like COVID-19.

The following public service announcement (PSA) scripts are designed to help spread awareness of the importance of Census data to our healthcare system. These scripts draw attention to the convenience and safety of self-responding from home during this time. You can deliver scripts to TV and radio stations, and ask that they record and incorporate the messages during public service airtime. To offer more flexibility, we have provided 15, 30, and 60-second scripts, which include our direct asks for individuals to self-respond.

15 SECONDS:

Responding to the Census is more important than ever. Our ability to respond to public health emergencies like COVID-19 depends on Census data. Fill out your questionnaire online from the safety of your home today. For more information visit 2020census.gov.

30 SECONDS:

Responding to the Census is more important than ever. Census data helps our healthcare workers and emergency responders tackle public health emergencies like COVID-19. Stand up for your health by participating in the Census today. Filling out your questionnaire online, by phone, or mail is safe and easy. For more information visit 2020census.gov.

60 SECONDS:

Responding to the Census is more important than ever. Census data helps our healthcare workers and emergency responders tackle public health emergencies like COVID-19. An undercount could impact our ability to protect the health of our communities for the next ten years. Stand up for your health by participating in the Census. Go to 2020census.gov to complete your questionnaire today. It's easy and takes only a few minutes. You can also learn more about how Census data impacts California healthcare by visiting myhealthcountsca.com.

ADDITIONAL RESOURCES

AltaMed is a leading public health provider in empowering patients to change health outcomes through greater civic engagement. AltaMed is waiving the cost-sharing and co-payments for medically necessary screening and testing for COVID-19. To learn more about AltaMed's Census 2020 efforts, including Get Out the Census, visit: [AltaMed My Vote My Health](#) and [AltaMed Census Script](#)

Blue Shield of California Foundation builds lasting and equitable solutions that make California the healthiest state and end domestic violence. To learn more about the Foundation's Census efforts, please visit: [Blue Shield Census 2020](#)

California Complete Count is coordinating California's outreach and communication strategy, which focuses on the hardest-to-count residents. To learn more about California Complete Count, please visit: [CA Complete Count](#)

California Primary Care Association (CPCA) is the official California Complete Count – Census 2020 Health Sector lead. CPCA represents 1,370 community health centers in California that provide high-quality comprehensive care to 7.2 million people – that's 1 in 6 Californians, and 1 in 3 Medi-Cal recipients. To learn more about CPCA's Census efforts and bilingual toolkit, please visit: [My Health Counts CA](#)

Centers for Disease Control and Prevention (CDC) is the nation's health protection agency. To learn more about COVID-19, please visit: [CDC COVID-19](#)

First 5 Association of California works to improve the lives of children and families throughout California. First 5 is leading the campaign to inform and motivate Californians to count all young children in the 2020 Census. To download First 5's press kit, please visit: [First 5 2020 Census](#)

Immigrant Legal Resource Center (ILRC) is on a mission to work with and educate immigrants, community organizations, and the legal sector to continue to build a democratic society that values diversity and the rights of all people. To learn more about ILRC's Census 2020 resources for immigrants, please visit: [ILRC Census 2020](#)

Latino Community Foundation (LCF) exists to unleash the power of Latinos in California. LCF's social media toolkit and phone banking youth script, with answers to common questions about the Census questionnaire can be found here: [LCF Census 2020](#)

NALEO Education Fund is a preeminent national leader in advocacy to ensure that the Census provides the most accurate portrayal possible of the Latino community and the entire population. To download NALEO's most recent digital communications and outreach toolkit, please visit: [NALEO Census 2020 Toolkit](#)

National Immigration Law Center (NILC) engages in policy analysis, litigation, education and advocacy to ensure that all people – regardless of race, gender, immigration or economic status are treated fairly and humanely. To learn more about NILC's Census 2020 work, please visit: [NILC](#)

Native People Count California is the official California Complete Count – Census 2020 Tribal Media Outreach campaign working to ensure California's Tribal Nations and Native communities count in the 2020 Census. Visit [Native People Count](#) to learn more. Download Native People Count California's social media toolkit here: [NPCC Toolkit](#)

U.S. Census Bureau is the principal agency coordinating the 2020 Census. Learn more about the 2020 Census recent operational changes in light of COVID-19 here: [U.S. Census Bureau COVID-19](#)



A SPECIAL THANK YOU TO PARTNERS WHO CONTRIBUTED TO THIS TOOLKIT:



Blue Shield of California Foundation is an independent licensee of the Blue Shield Association

