



THE UNIVERSITY OF ARIZONA  
MEL & ENID ZUCKERMAN COLLEGE OF PUBLIC HEALTH  
**Center for Rural Health**



# Arizona State Office of Rural Health Webinar Series

Today's presentation:

**Why The 2020 Census Matters To Your Community...  
And How You Can Help**  
*January 16, 2020*



# Arizona State Office of Rural Health Monthly Webinar Series

Provides technical assistance to rural stakeholders to disseminate research findings, policy updates, best-practices and other rural health issues to statewide rural partners and stakeholders.



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Thank you to our partners in delivering this webinar series:



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# Webinar Tips & Notes



- Audience is muted during the presentation.
- Enter your questions into the chat box.
- Please fill out the post-webinar survey
- Webinar is being recorded
- Recording will be posted on the AzCRH [www.crh.arizona.edu/](http://www.crh.arizona.edu/) and SWTRC [www.southwesttrc.org/](http://www.southwesttrc.org/)

Today's presentation:



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## Why The 2020 Census Matters To Your Community... And How You Can Help



**Havala Schumacher**  
**Partnership Specialist, US Census Bureau**

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**2020**

# The Census Is Just Around The Corner!

As of Thursday, January 16...

There are **76 days** until Census Day 2020

# Today's Objectives

- Understand the importance of a complete count to rural communities
- Learn why some individuals may be hard to locate or reluctant to respond
- Discover ways that healthcare providers can help promote a complete count

# Your Support Matters!

**A complete count impacts rural communities.  
What will *you* do to support the 2020 Census?**

# Why Do We Do A Census?



## Article 1, Section 2 of the US Constitution

*“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...”*

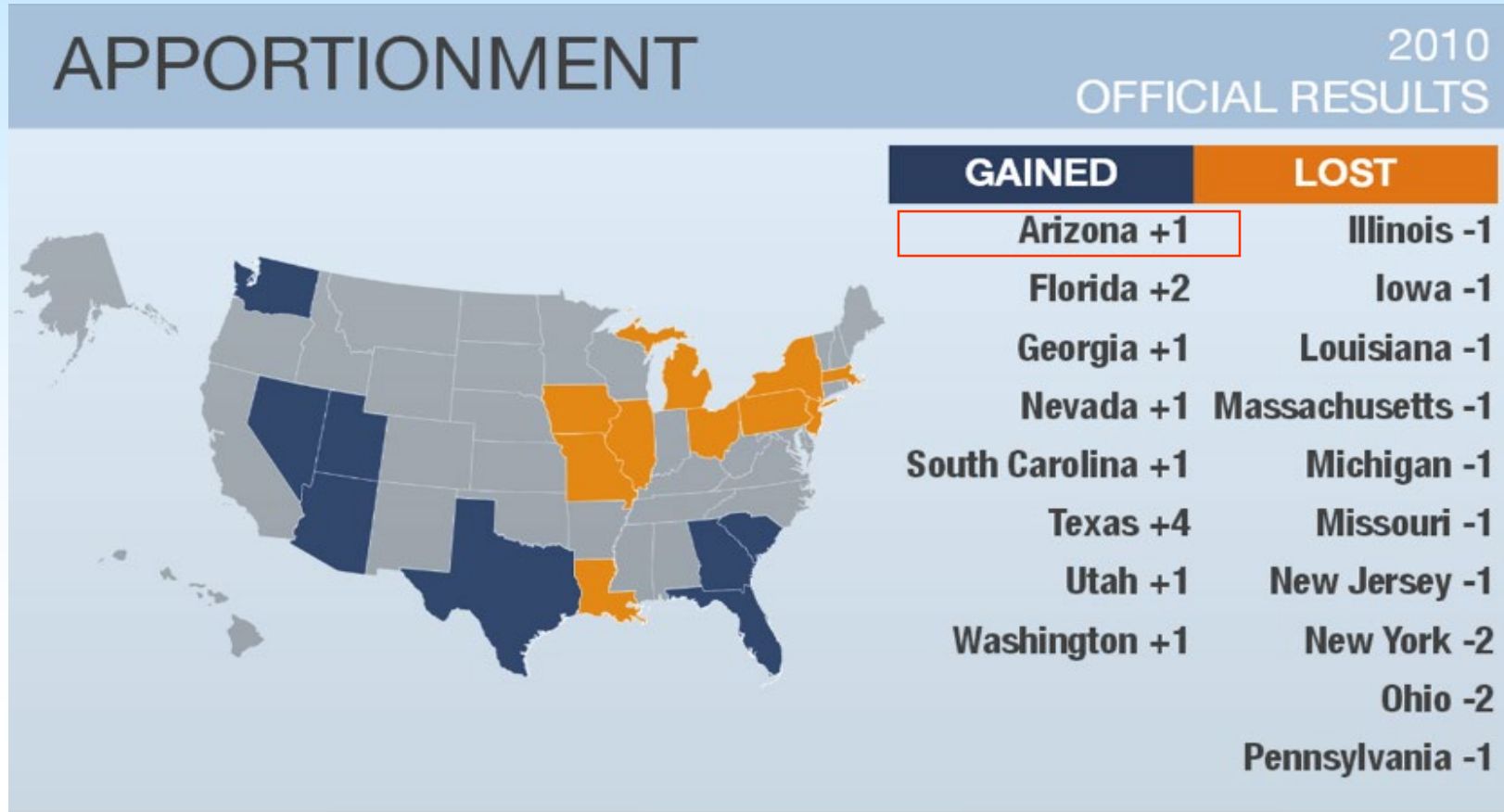
*“The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”*

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# Why Does It Matter?



435  
Seats

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# Why Does It Matter?

# 675 Billion Dollars

# Where Does The Money Go?

• Medical Assistance Program	HHS	\$311,805,244,413
• SNAP	USDA	\$71,035,786,000
• Medicare Part B	HHS	\$70,300,000,000
• Highway Planning and Construction	DOT	\$38,479,013,855
• National School Lunch Program	USDA	\$18,915,944,292
• Temporary Assistance for Needy Families	HHS	\$17,225,738,021
• Section 8 Housing Choice Voucher	HUD	\$15,761,488,440
• Title 1 Grants	ED	\$14,253,154,251
• Head Start	HHS	\$8,538,887,781

*Funding for programs critical to public health*

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# The 2020 Census At A Glance

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

## Response options:



[How the Census Invites](https://www.census.gov/library/visualizations/2019/comm/2020-everyone.html)

<https://www.census.gov/library/visualizations/2019/comm/2020-everyone.html>

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# Your responses are safe with us.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. These statistics are used to determine each state's representation in Congress and to inform the allocation of more than \$675 billion in federal funding annually. Local leaders may use these statistics to make decisions about programs and services for their community.

No matter how you respond—online, by phone, or by mail—your responses are important and confidential. **Your responses cannot be used against you in any way.**

**2020CENSUS.GOV**

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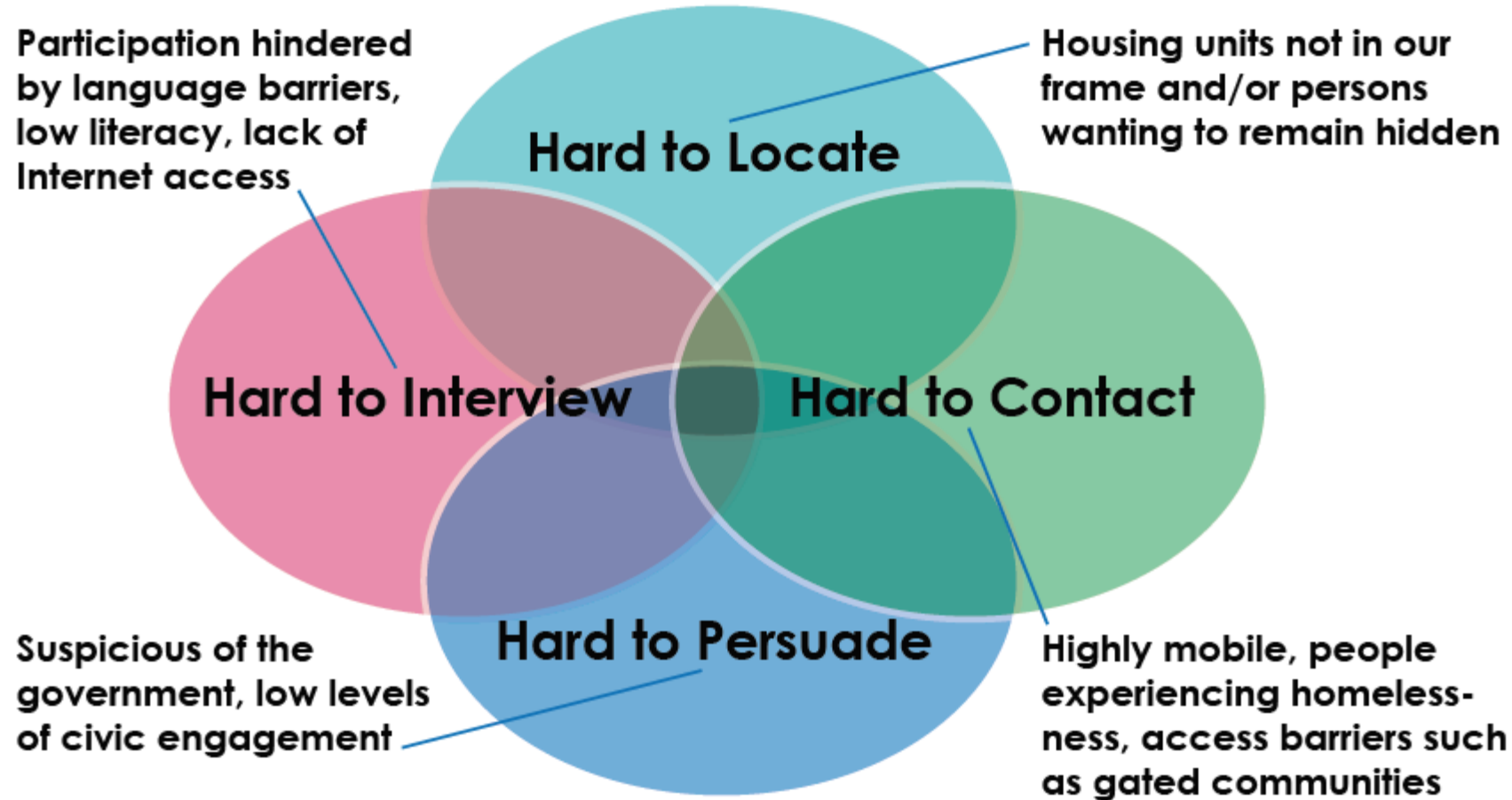
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# What We Will Ask

- How many people are living or staying in your home on April 1, 2020
- Whether the home is rented or owned
- Age
- Sex
- Race
- Hispanic, Latino, or Spanish origin
- Relationship to each person in the home
- Phone number\*

# Is Your Community Hard To Count?

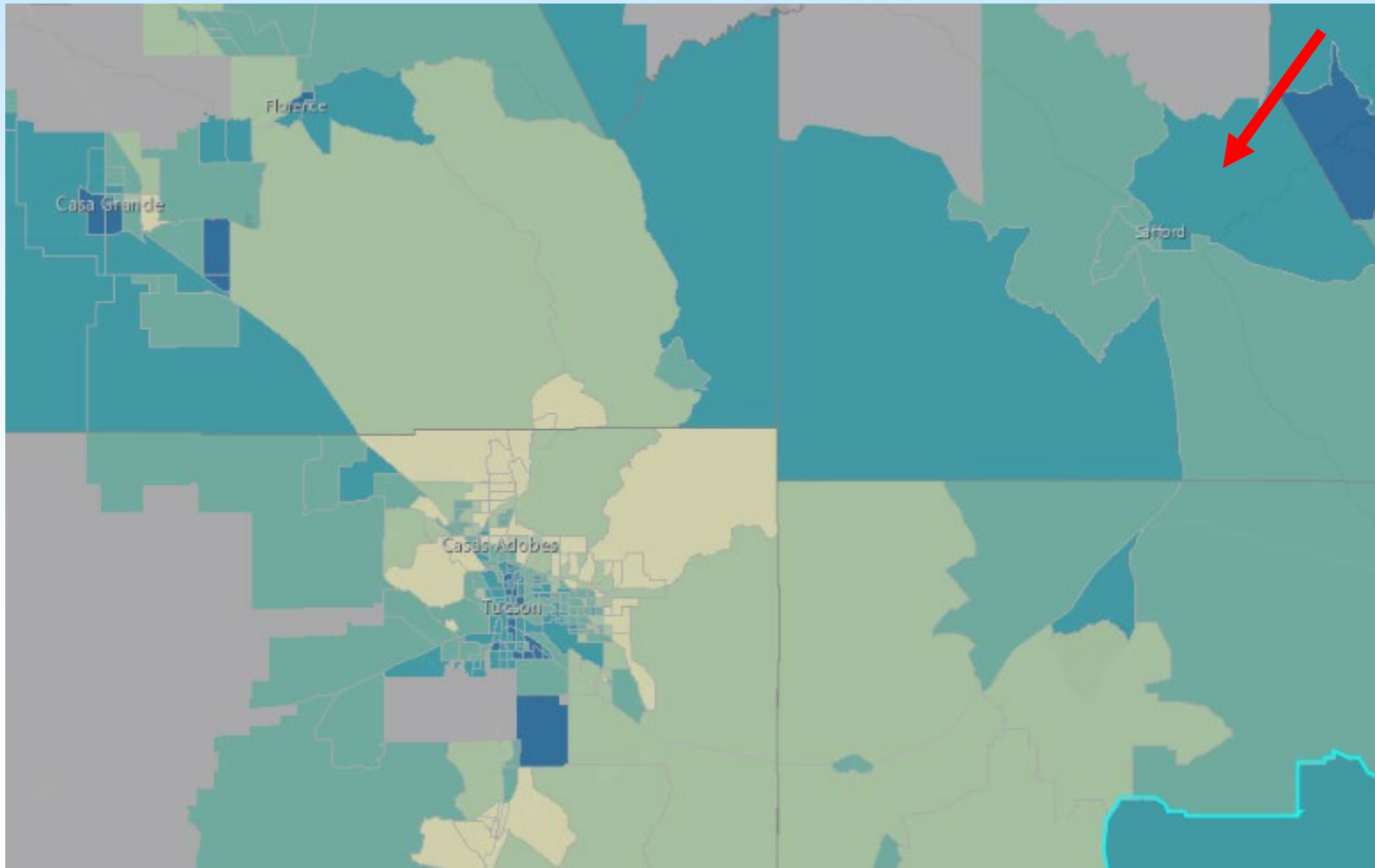


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# “ROAM”ing Rural Arizona



## Census Tract 9617

**Low Response Score (%): 27.3**

**Total Population: 5,729**

**Total Housing Units: 1,686**

**Renter Occupied Housing Units (%): 21.35**

**Married Couple Households with Child**

**Under 18 (%): 52.09**

**Population 1+ Who Moved From Another  
Residence Within the Last Year (%): 18.74**

**Households with No Computing Device  
(%): 19.00**

**Households with No Internet Access  
(%): 28.16**

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## Respond to the 2020 Census here!

You can respond to the 2020 Census online at this location beginning in mid-March 2020. Responding is easy, safe, and important. The census is your chance to shape the future.

For more information, visit:  
**2020CENSUS.GOV**

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Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at  
[url removed]

Your Census ID is:

[Census ID removed]

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham  
Director

Enclosures

**Mensaje importante:** Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

**3. Is this house, apartment, or mobile home — Mark ☐ ONE box.**

- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

**4. What is your telephone number?**

*We will only contact you if needed for official Census Bureau business.*

Telephone Number

-     -





# Clinics that are closer than the next county.

Accessible, quality healthcare is a top priority for every community, and you can do your part by responding to the 2020 Census.

Over \$675 billion in federal funding is distributed to communities based on census data. This includes money for health care assistance and the prevention and treatment of substance abuse.

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## Kiss them, then count them.

By responding to the 2020 Census and counting every child in your home, you'll influence how much funding your community receives over the next 10 years for schools, child care, and more.

For more information, visit:  
**2020CENSUS.GOV**

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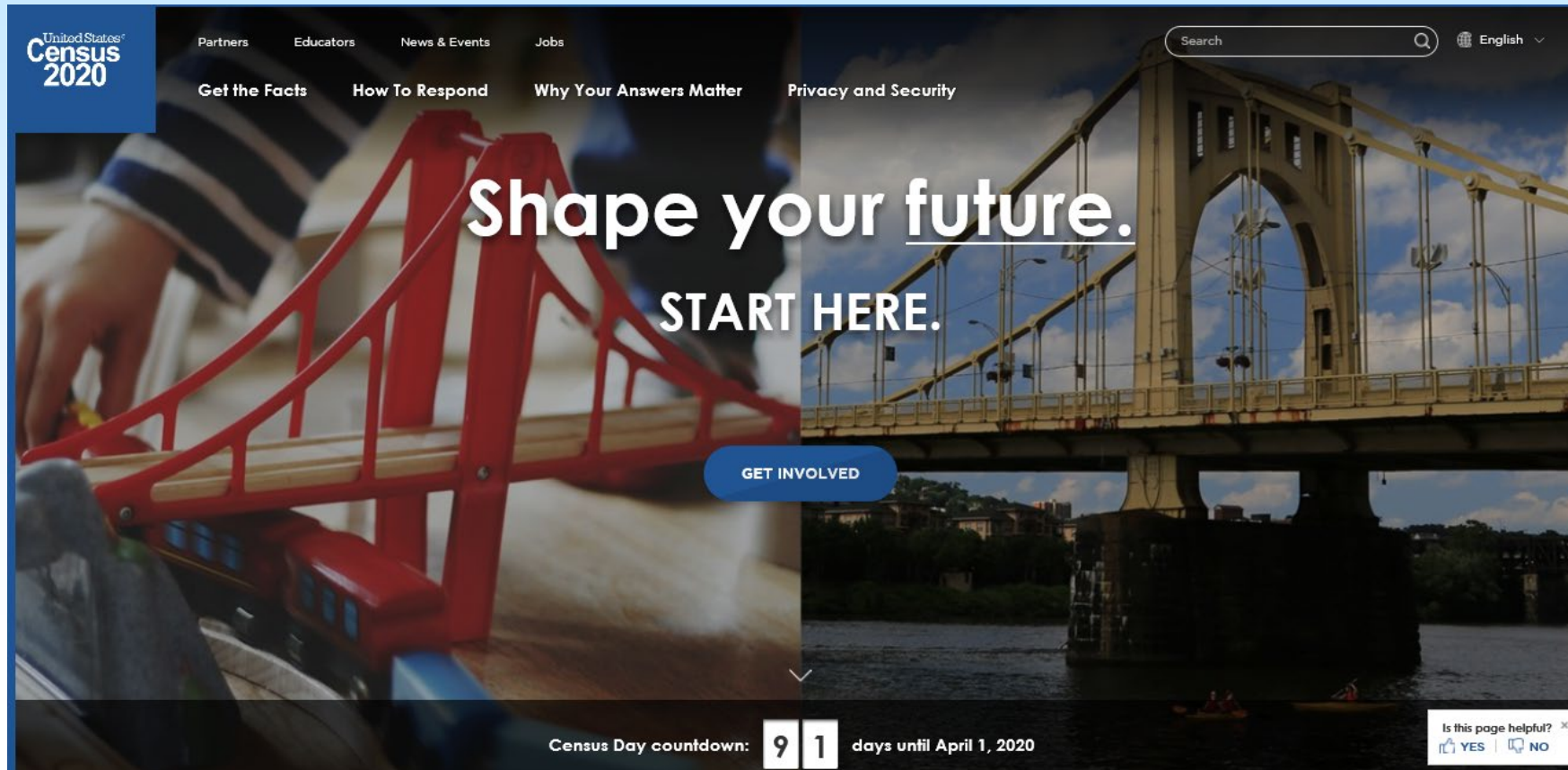
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# What Can You Do?

- PARTNER with the U.S. Census Bureau
- VOLUNTEER to help with Census outreach
- INFORM your community what to expect
- EXPLORE Census data to learn more your community



Your Resource: [www.2020census.gov](https://www.2020census.gov)



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# We're Still Hiring!



[www.2020census.gov/jobs](http://www.2020census.gov/jobs)

# Count EVERYONE...

- Once
- Only Once
- In the Right Place

Let's get rural Arizona counted!

More questions? Contact:

Havala Schumacher

Partnership Specialist, US Census Bureau

[havala.c.schumacher@2020census.gov](mailto:havala.c.schumacher@2020census.gov)

520-465-1748





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## Questions and Discussion

Please type your questions and comments into the Zoom Webinar Platform Chat box.

**Thank you!**



**Your opinion is valuable to us.  
Please participate in this brief survey:**

[https://uarizona.co1.qualtrics.com/jfe/form/SV\\_1HSdBPBqQaU19at](https://uarizona.co1.qualtrics.com/jfe/form/SV_1HSdBPBqQaU19at)

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<http://www.crh.arizona.edu/programs/sorh/webinars>

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