

2020 Census Resources for Rural Health Stakeholders

The U.S. Census is used to determine an equitable distribution of resources in the state, resulting in over \$1.5 trillion in FY2017 appropriations to states and localities in census-guided funding. These are crucial public programs like Medicare and Medicaid, school lunch programs and housing assistance. Research has highlighted that those at greatest risk of being undercounted include rural residents, Blacks in the South, Hispanics in the rural Southwest, American Indians living on reservations and Alaskan Natives, residents of deep Appalachia, and migrant and seasonal farmworkers.

On February 27, 2020, the Rural Health Information Hub (RHIhub) and the National Organization of State Offices of Rural Health (NOSORH) co-hosted a Twitter Chat on how rural organizations can help with ensuring a complete Census count for **Hard to Count (HTC)** populations. This fact sheet is a compilation of ideas and resources shared during the event by participants to help individuals and organizations get started.

Challenges for historically undercounted populations:

- A general distrust of government,
- Not receiving mail at a home address (Census does not mail to P.O. boxes),
- Language barriers, and
- Limited broadband or reliable computer access.

Why Should I Care?

In 2016 alone, New Mexico received over \$4.3 billion in funding for Medicaid, nearly \$700 million for SNAP and over \$250 million in Medicare – all of which result from census-guided funding. In 2020, just a 1% undercount in the state of Texas could result in a loss of up to \$300 million per year to the state!

Learning from Others

- Partner with schools, employers and other sectors that have a stake in the 2020 Census efforts. Need more information? Visit [County Health Ranking's Partner Center](#)
- [The New Mexico Funders Collaborative](#) raised over \$1 million, actively engaged in public education and released grants to nonprofits and Tribal partners.
- In Minnesota, the [Blandin Foundation](#) is supporting rural communities in their 2020 Census efforts through education, resources and outreach
- Join a [Complete Count Committee](#) to find out what else is going on in your community and plug into like-minded partners
- The [American Library Association](#) is encouraging local libraries during the 2020 Census to provide secure, reliable internet access, helping jobseekers, educating the public and partnering with local leaders.
- The [Lehigh Valley Community Foundation \(PA\)](#) has used Census resources to target HTC populations, and funded other organizations through their new Census Equity Fund

Outreach Resources

- [Census Outreach Materials](#)
- [Census Bureau's Community Outreach Toolkit](#)
- [Census Response Outreach Area Mapper \(ROAM\)](#)
- [Con Alma Foundation \(NM\)](#)
- [The Blandin Foundation \(MN\)](#)

