HEALTH FOR A CHANGE

Kentucky! The 2020 Census is Here

March 4, 2020
Foundation for a Healthy Kentucky’s MISSION

To address the unmet health needs of Kentuckians

Need More Acres Farm, Allen County
Foundation for a Healthy Kentucky’s MISSION

By…

• Developing and influencing policy
• Improving access to care
• Reducing health risks and disparities
• Promoting health equity
JOIN THE COALITION FOR A SMOKE-FREE TOMORROW

OUR MISSION: TO ADDRESS THE UNMET HEALTH NEEDS OF KENTUCKIANS BY DEVELOPING AND INFLUENCING POLICY, IMPROVING ACCESS TO CARE, REDUCING HEALTH RISKS AND DISPARITIES, AND PROMOTING HEALTH EQUITY.
www.smokefreetomorrow.org

Coalition for a

Smoke-Free Tomorrow
www.healthy-ky.org/events/health-for-a-change
THANK YOU: 2020 Census Kentucky Partners
Preparing Kentucky for the 2020 Census
Request for Proposals (RFP)

Proposal due date: Open now, closes Jun. 30, 2020

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RFP Timeline
Feb. 27, 2020
Ongoing, no later than Jun. 30, 2020
Ongoing
Final Report due before Dec. 31, 2020
RFP released.
Deadline for receipt of proposals via email.
Grantees notified and grant agreements distributed.
Grantees submit final report documenting work.
2020 Census – What’s At Stake?

ARTICLE I, SECTION II

Census data guides federal spending allocations of over $675 BILLION to state and local governments every year.
Research from Partner Organizations

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Kentucky

Per Capita: $2,021

The 2010 Census should have counted additional children under age 5.
Our undercount has cost us...

$12,216,096 every year in funding from just five of the many federally funded programs for children and families.

Say #CountMeIn to #CountAllKids in 2020 and help us spread the word.

#Census2020
2020 Census Timeline

- **March 2-6, 2020** – Statistics in Schools Week (census.gov/schools)
- **March 12, 2020** – invitations to respond online will start being mailed to most households
- **March 30, 2020** – begin 3-day operation to count people experiencing homelessness
- **April 1st, 2020** – National Census Day – Respond online, by phone, or by mail
  - Census takers begin visiting group quarters such as dormitories, nursing homes, correctional facilities, etc.
- **May 12, 2020** – begin Non-Response Follow-up Operation (through August)
- **December 31, 2020** – Present final numbers to the President of the United States

### WHAT WE WILL SEND IN THE MAIL

<table>
<thead>
<tr>
<th>On or between</th>
<th>You'll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
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</tbody>
</table>
How Can You Help?
Stay Connected

Encourage your networks to join our email lists. We have a list curated specifically for partners too. It’s the best way to stay up-to-date on the latest news, happenings, and resources.

Sign up at the very bottom of the page on 2020census.gov.
Welcome michelle.l.elison@census.gov

Quick Subscribe for michelle.l.elison@census.gov

U.S. Census Bureau offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your subscriber preferences to update your subscriptions or modify your password or email address without adding subscriptions.

- [ ] Featured Topics
  - Census Academy
  - Statistics in Schools
  - Census Updates
  - Census Updates for Business
  - America Counts: Stories Behind the Numbers
  - Data Visualization Newsletter
  - Census Partnerships
  - Census Jobs
Utilize Outreach Materials

More than 120 materials and resources across languages are now available on the 2020 Census website—including handouts, posters, social media posts, toolkits and other resources. Materials can be filtered by language, type and audience and can be used both digitally and in print.

2020census.gov/partners

From the 2020census.gov homepage, click on Partners in the top left corner, then click on Outreach Materials on the left side navigation.

To narrow results, filter materials by language, document type, or who/what the information is for.
2020census.gov/partners
2020census.gov/partners
2020 Census Web Badges

Show your support of the 2020 Census on your website.

Awareness Poster - Confidentiality

Explains that census responses are safe and confidential.

Awareness Poster - LGBTQ+ (Option 1)

Explains the relationship question on the 2020
Fall 2019 Partnership Social Media Guide
Customizable Social Media Content for
2020 Census Partners
November 2019

Census 101 – What Is the Census?

What is the census?

This video is formatted for optimal use across all social media platforms.
Suggested copy:
The #2020Census is all of these things and more! Get the facts about the 2020 Census at: 2020census.gov

Social Media Cards
Sharable social media cards that highlight how the census benefits communities.

DOWNLOAD GRAPHICS
Graphic 1
< 1 MB
Graphic 2
< 1 MB
More Graphics

Graphic 3  Graphic 4  Graphic 5  Graphic 6  Graphic 7
2020 Census Partner Sample Message

Help spread the word about the 2020 Census through emails and blogs to members of your community. You can send the content below or tailor to match your community’s interests and concerns.

[Subject Line or Title: Shape your future with the 2020 Census]

We are excited to announce that we are partnering with the U.S. Census Bureau to support the 2020 Census. As a partner, we will be working to make sure our community is accurately represented in the upcoming decennial count.

The census counts everyone in the United States. Census results are the basis for congressional representation and help determine how more than $675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

[Add specific information about why you are partnering.]

As the 2020 Census approaches, we will continue to share information about how you can make sure our community is fully represented. Visit 2020CENSUS.GOV anytime to get the latest news.
Different Types of Materials for Various Audiences

Types of Materials:
- Brochures
- Fact sheets
- Half-pagers
- Toolkits/guides
- Posters
- Social media
- Videos
- Web links

Languages:
- English
- Spanish
- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- French
- Haitian Creole
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish (Puerto Rico)
- Tagalog
- Vietnamese

Information for:
- AIAN
- Asian Americans
- Black/African Americans
- CCCs
- Counting Young Children
- Educators and Schools
- General Public
- Government Officials
- Hispanics
- LGBTQ+
- MENA
- NHPI
- New/prospective partners
- Puerto Ricans
- Recruitment
2020Census.gov/response-rates

2010 Census Self-Response by County

Use this map to see the self-response rate for the 2010 Census. Check back on March 20th to see the daily 2020 Census self-response rates.

Kentucky Self-Response: 68.2%
Adair Self-Response: 70.6%
KY Partnership Specialists

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Erin.D.Kendrickpeabody@2020census.gov
Kentucky Complete Count Committees play a vital role!
Kentucky Partners in Low Response Score (LRS) Areas
Jefferson County

Primary PS: Carolyn Franklin, Claudia Peralta-Mudd

Team Lead: Julie Trovillion

Population: 767,154

Tracts: 191

LRS Range: 6.2 - 39.1

- 19 and less: 50%
- 20-29: 43%
- 30 and above: 7%

LRS

Tract 3000
LRS: 39.1

Tract 51
LRS: 22.5

Tract 70
LRS: 15.8
Jefferson County

Total Commitments: 186
CCCS: 2  Completed Events: 115
Partners: 104
Initiative-Specific Partners:
SIS Partners
Higher Education
Children Under 5
Faith Based
Veterans

Metro United Way
YMCA
AARP
Louisville Urban League
Jefferson County Public Schools
University of Louisville
Bellarmine University
Kentucky Youth Advocates
Kentucky Non-Profit Networks
Doctors & Lawyers for Kids
Cornerstone Kentucky
Family Health Centers
Home of the Innocents
Catholic Charities
Guiding Light Islamic Center
Somali Community
Kentucky Civic Engagement Table
Local Veterans Organizations
Kentucky Youth Advocates Sponsors SIS Sweepstakes

Your school could win $500!

The 2020 census begins in March. It is critical we get ALL children counted so our communities and schools get their fair share of funding to serve children. The Statistics in Schools Sweepstakes is an incentive for teachers to raise student awareness of the importance of an accurate census count and is perfectly timed to turn students into census advocates within their household.

- Statistics in Schools materials are easy to use, teacher-designed, and aligned with education standards and guidelines
- Activities for all grade levels, including PreK, and ELL students
- Activities for math, English, history, geography, sociology and more
- Dozens of resources available, including videos, maps, and quick warm-up activities

Learn more at kyyouth.org/sis
The Kentucky Quilt

The project is the culmination of a partnership between the Kentucky Extension Homemakers Association (KEHA) and U.S. Census Bureau. The quilt is being showcased across Kentucky at public libraries and county extension service offices to demonstrate that each county matters and serve as a reminder to take part in this year’s census.

<table>
<thead>
<tr>
<th>Title</th>
<th>A RESOLUTION recognizing the 2020 Kentucky Census Quilt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Documents</td>
<td>Introduced</td>
</tr>
<tr>
<td>Bill Request Number</td>
<td>872</td>
</tr>
<tr>
<td>Sponsor</td>
<td>M. McGarvey</td>
</tr>
</tbody>
</table>

Summary of Original Version

Recognize and commend the Kentucky Department of Libraries and Archives and the Kentucky Extension Homemakers Association for developing the 2020 Kentucky Census Quilt as part of an effort to promote participation in the 2020 United States Census.
kynonprofits.org/census2020

Census 2020: KY Nonprofits Count

The 2020 Census is only months away, and the stakes for Kentucky could not be higher!

Every 10 years, the United States government conducts the Census — a national accounting of everyone living in every state. A complete count is crucial so that Kentucky gets its fair share of federal funds for the next 10 years.

In 2019, Kentucky Nonprofit Network launched the Kentucky Nonprofit Count Initiative to inform nonprofits on their role in getting a complete count. KNN convened the Count Me In 2020 KY Nonprofit Coalition to mobilize nonprofits across Kentucky to help ensure a fair and accurate 2020 Census count.
Great Partner Ideas!
Questions?
Foundation for a Healthy Kentucky
Investing in Communities. Informing Health Policy.

@kyhealthfacts
www.kentuckyhealthfacts.org

www.facebook.com/FoundationForAHealthyKentucky
www.healthy-ky.org

@healthyky
TODAY: Survey Via Email

- Give me your feedback
- Suggest future topics
- Only 3 minutes
Go Kentucky 2020 Census!

CONTACT

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