



N.J. Census 2020 – The Power of the Census Week (July 13-19)

Talking/Posting Points for Partners

- We're highlighting **THE POWER OF THE CENSUS** and how completing the Census empowers our residents!
- The Census is a number that affects us for 10 years. It is a once in ten year chance to shape our future.
- That's really important to know because right now this is our opportunity to directly affect what those 10 years look like for our communities and our state.
- The Census is essentially about power and money.
- Data from the 2020 Census can impact the more than \$45 billion in annual federal funding New Jersey's communities receive each year for programs and services relating to health, education, housing infrastructure and much more. These programs are critical for the most vulnerable members of our communities: young children, aging adults, people with disabilities and illnesses and more.
- A number of programs that provide aid and services to Seniors in our communities and rely on federal funding include:
 - Health programs such as Medicaid and Medicare
 - Food security programs such as the Senior Farmers Market Nutrition Program (SFMNP)
 - Programs impacting senior housing and transportation, including Enhanced Mobility of Seniors & People with Disabilities and Supportive Housing for the Elderly
- We should not miss out on using the Census to shape the future for our children.
 - 10 Years is a long time. A two-year-old child missed in 2020 won't have another chance at being counted until they are 12! That means that child's education, healthcare, and potential future career is affected by that number.
 - Programs of special importance for young children that receive federal funds include:
 - Special education, Head Start, after-school programs and classroom technology.
 - Food assistance, including free and reduced-price school lunches
 - Maternal and child health programs
- We should not miss out on our piece of the pie of resources and power flowing into our communities
- In this COVID environment, accurate and complete Census data is critical to New Jersey's funding future over the next 10 years. Whether it's putting money into schools,

hospitals, community food programs, business development, job training programs, senior housing programs and more. We deserve our fair share to be made whole.

- Census data informs everything from promoting equal employment opportunities to assessing racial disparities in health. Race data is critical for the basic research behind many policy decisions.
- There's power and strength in numbers and participating in the 2020 Census helps give us the visibility we need to influence and create real change for our communities. Filling out the census says, "We are here" – "I Count" – "We Count."
- If states and communities are not fully counted, it could cost them political influence and power as well as money and other resources. New Jersey could lose a member of Congress. Giving up political power could mean losing out on access to all kinds of resources – without a chance to fix the problem for 10 years.
- The Census has another very important outcome: State population counts are used to reapportion seats in the U.S. House of Representatives.
 - No state has permanent claim to their current number of assigned House seats.
 - State population counts determine how the 435 seats are split across the 50 states based on each state's share of the national total.
 - State and local officials ~~also~~ use Census results to help redraw congressional, state and local district boundaries to contain roughly equal numbers of people. This ensures each person's voting power is closely equivalent (meeting the one-person, one-vote rule).
- Everyone living in the United States has the right to be counted in the 2020 Census. Every immigrant, every child, every neighbor, every student, everyone.
- The 2020 Census is a tool for change – Use it to help your communities and your families.
- It's our power. It's our Census. It's time to get counted.
- Join with your friends, neighbors and families and fill it out online at [2020CENSUS.GOV](https://2020census.gov) or by 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) .
- We invite you to share our posts about **The Power of the Census** for New Jersey. Share one of our posts or share your own post about why residents should complete the Census.