Overview

The deadline for U.S. Census 2020 is fast approaching and ensuring a complete count of all Floridians is critical. At stake is billions of dollars in federal health care and other funding as well as additional representation in the U.S. House of Representatives.

With under a month to go, household response rates are below average in many counties, risking billions in funding for Medicaid, substance abuse prevention, supplemental nutrition, and other critical health care programs. As trusted anchor institutions, hospitals are important messengers to educate and encourage Census completion for our health care workforce and communities at large.

This toolkit provides resources for hospitals to encourage staff participation in the Census and showcase your hospital’s critical economic impact as an employer.

If you have any questions or need additional materials, don’t hesitate to reach out to Kim Streit (kims@fha.org) or Monica Corbett (monicac@fha.org).
Key Messages

Why is this Census so important?

- Every 10 years, the U.S. Census is used to determine funding and resources for critical health care programs and states’ representation in Congress.

- Due to low response in the 2010 U.S. Census, Florida missed out on approximately $20 billion in federal funding.

- As of August 23, just over 60 percent of Floridians have completed the 2020 Census. That response rate puts Florida below the national average of 64 percent and 33rd among the 50 states.

- U.S. Census data are used to determine allocations for vital health care programs such as Medicaid, the Children’s Health Insurance Program, Medicare, preventive health, mental health, and maternal and child health. When disasters, such as hurricanes, strike, state and local governments use population data to allocate a proportional amount of resources and aid to impacted areas. View additional details online.

- In fiscal year 2016, Florida received approximately $44.1 billion through 55 federal programs guided by the data derived from the 2010 U.S. Census.

- Key Health Care Program Funding
  - Medicaid: $13.6 billion
  - Medicare Part B: $6.2 billion
  - Children’s Health Insurance Program (CHIP): $595 million
  - Federally Qualified Health Care Centers: $221 million

- Currently, Florida’s census response rates are below average in many counties putting approximately 10 percent of our federal funding and two new Congressional seats at risk.
Why are hospitals so critical?

- Florida has roughly 21.5 million people. Our hospitals employ 284,110, which represents about 2 percent of the state’s population. We need to be sure our employees count.
- Hospitals are a trusted voice in their communities and are relied on for objective information.
- As advocates for better health, hospitals have a responsibility to educate and influence on key policy and funding priorities.
Sample Staff Communication

Dear Colleagues:

The challenges of COVID-19 have given us unique opportunities to take care of each other. Now there’s another way we can help each other – by completing the 2020 Census, before September 30.

Why is this important? When the federal government conducts the Census, it not only counts everyone in our state, it makes crucial funding allocation decisions based on that count for health care, social services, and community programs and hospitals (like ours) for the next 10 years.

For example, Census data is used to calculate Medicaid reimbursement levels and track factors that influence health, such as income and housing, to help ensure equitable access to care. Providers can use Census data, too, for research, quality improvement projects, and establishing staffing levels.

Although Florida is the third-most-populous state in the US, in 2010 we had the third-lowest Census participation rate. This resulted in a loss of an estimated $20 billion in federal funding and other support.

“(Hospital name) encourages every employee to be counted in the 2020 Census. Information you provide is strictly confidential and cannot be used against you in any way. Please feel free to take 15 minutes out of your workday to complete the Census form online (2020Census.gov), by phone (844/330-2020), or by mail.

Thank you in advance for responding to the Census. Making sure that we’re all counted will truly help (hospital name) care for our patients and communities – creating better healthcare for everyone.

Sincerely,
Sample Partner Communication

Dear Partner:

The challenges of COVID-19 have given us unique opportunities to take care of each other. Now there’s another way we can help each other – by completing the 2020 Census, before September 30.

Why is this important? When the federal government conducts the Census, it not only counts everyone in our state, it makes crucial funding allocation decisions based on that count for health care, social services, and community programs and hospitals (like ours) for the next 10 years.

For example, Census data is used to calculate Medicaid reimbursement levels and track factors that influence health, such as income and housing, to help ensure equitable access to care. Providers can use Census data, too, for research, quality improvement projects, and establishing staffing levels.

Although Florida is the third-most-populous state in the US, in 2010 we had the third-lowest Census participation rate. This resulted in a loss of an estimated $20 billion in federal funding and other support.

Please join us in a workforce campaign to ensure everyone is counted in the 2020 Census by encouraging all employees to participate and to feel free to take 15 minutes out of the work day to complete the Census form online (2020Census.gov), by phone (844/330-2020), or by mail.

Thank you in advance for responding to the Census. Making sure that we’re all counted will truly help (hospital name) care for our patients and communities – creating better healthcare for everyone.

Sincerely,
Sample Social Media Posts


Just 15 minutes of your day can create a better future for all Floridians. Complete the 2020 Census today at 2020Census.gov or call 844/330-2020.


Getting counted in the Census means you’re more than a number. You’re key to a healthier Florida! Complete the 2020 Census today at 2020Census.gov or call 844/330-2020.

Sample Social Media Graphics

Children with logo

Children without logo

Community with logo

Community without logo

Community without logo (2)

Community with logo (2)