

The 2020 Census & New Mexico's Health Care



The U.S. Census gathers population and demographic data from every person living in the country. This information determines New Mexico's federal representation along with the amount of federal funding that returns to our communities. There's a lot at stake with the 2020 Census so it's extremely important that every resident of New Mexico is counted.

▶ HOW DOES THE CENSUS HELP IMPROVE NEW MEXICO?

Data from the 2020 Census predicts the distribution of federal dollars across the country. New Mexico is set to receive over \$7 billion funding every year that supports roads, schools, health care systems, public safety and business development. An undercount jeopardizes whether our state receives this full funding for the next 10 years.

▶ HOW DOES THE CENSUS IMPACT HEALTH CARE SERVICES?

The government distributes federal funding for a variety of health programs based on population data. In other words, an accurate census count helps New Mexico get the proper resources to uphold various social and essential services. So many of our hospitals, clinics, and patients rely on these census-guided programs to stay healthy and safe.

In fact, every year, the 2010 Census brought roughly¹:

- Over **\$4 billion** for Medicaid
- Over **\$693 million** for SNAP
- Over **\$264 million** for Medicare (Part B)
- Over **\$122 million** for CHIP
- Over **\$69 million** for Health Care Centers
- Over **\$45 million** for WIC
- Over **\$4 million** for Special Programs for the Aging

Health care institutions also depend on census data for emergency preparedness and to study public health. The census count is integral for managing health crises as it allows healthcare providers to understand and track disease over time. For every person not counted during the census New Mexico loses out on a minimum of \$3,700 per person per year.

¹https://www.icountnm.gov/wp-content/uploads/2019/12/IPP-1819-3-CountingforDollars_NM.pdf

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▶ WHAT CAN HEALTH CARE AGENCIES DO TO ENCOURAGE CENSUS PARTICIPATION?

The health care sector is extremely important to ensuring that every resident is counted. While many health care facilities are likely heavily focused on addressing COVID-19 and essential health services, there are still a number of simple ways that you can help New Mexico by encouraging census participation. Below are a couple of items that you can do today!

For employees:

- Send an all employee email message about the census
- Add a pop-up or digital banner to your Intranet
- Hang census posters in break rooms and facilities
- Offer employees work time to complete their census
- Include census messaging in employee newsletters or paystubs

For providers:

- Provide census posters for health care facilities
- Encourage providers (MD, RN, PA, etc) to talk to patients about the census
- Provide materials/signage about the census at the check-in/check-out counter
- Encourage providers to be Census Ambassadors in their own communities
- Include information about the 2020 Census in slides, presentations and remarks to provider convenings.

To members [patients]:

- Send a census reminder postcard out to the families you serve
- Insert a census message in regular outreach/messaging
- Include bill insert in any mailed materials to patients
- Include census messaging on patient receipts
- Integrate census messaging into appointment reminder call or hold messages
- Engage Community Health Workers and Tribal Liaisons to provide census messaging.

More Census Information and Materials:

You can find additional materials that you can use at iCountNM.gov/resources. You can also send an email to census@mediadesknm.com for help creating custom census materials for your organization.