

California Complete Count – Census 2020

**2019 Senior Health
Policy Forum**
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BE COUNTED, CALIFORNIA!



The 2020 Census: It Matters

David Tucker
Regional Program Manager – Region 3

Roles

What is the difference between work at the federal and state level?



- Conducts the enumeration
- Ensures everyone is counted one time, in the right place



- Conducts a state-wide campaign
- Ensures the hardest-to-reach Californians are educated and motivated to participate

How Census Improves Older Americans' lives

The 2020 Census will help:

- Determine federal funding California receives for Medi-Cal (Medicaid) and other social services and programs
- Decide where to place parks, roads, and hospitals
- Determine funding for community project, including mass transit, which helps people remain in their homes

CA Census Strategies

- Work with trusted service providers to reach Seniors
- Through our partners, conduct presentations to inform Seniors
- Promote the 2020 Census using trusted media outlets that serve Seniors

Why 2020 Census Is Different

The 2020 Census encourages people to respond via the Internet, phone, and mail

First Census that is largely online

Challenges Unique to Seniors

Seniors may:

- Be less likely to have smart phones or internet access
- Not use technology
- Be concerned about cybersecurity and privacy concerns
- Live in group quarters, such as nursing homes or group homes
- Have communication and physical barriers

Contact

David Tucker, Regional Program Manager
California Complete Count – Census 2020
Phone: 916-215-5037
Email: david.tucker@census.ca.gov

Susan Henderson, Executive Director
Disability Rights Education & Defense Fund
Phone: 510-644-2555
Email: shendersen@dredf.org

Discussion

Thank You



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