



Missouri Foundation
for Health

a catalyst for change



Missouri Counts: 2020 Census

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Missouri Foundation for Health

2020 Census: Who is Counted?

- The census counts all persons who live in the United States on April 1, 2020, regardless of citizenship or immigration status
- People are counted at their “usual place of residence”

2020 Census: Getting a Complete Count

Why should it matter to your community?

- Distribution of federal resources
- How congressional seats are decided
- Accurate data for strategic decision-making

2020 Census: New Challenges

- First high-tech census
- Fewer canvassers and limited outreach
- Decreased and delayed funding

2020 Census: Impact on Missouri

- Received **\$16.5B** in federal funds in FY2016
- Forfeited **\$1,272** for every person undercounted in 2010
- Lost a congressional seat as a result of 2010 Census

Missourians Rely on Federal Dollars

\$16.5 Billion

Federal Program Obligations (Fiscal Year 2016)



\$6.5B

Medical Assistance
Program (Medicaid)



\$1.2B

Supplemental Nutrition
Assistance Program (SNAP)



\$967M

Highway Planning
and Construction



\$243M

Section 8 Housing
Choice Vouchers



\$210M

National School
Lunch Program



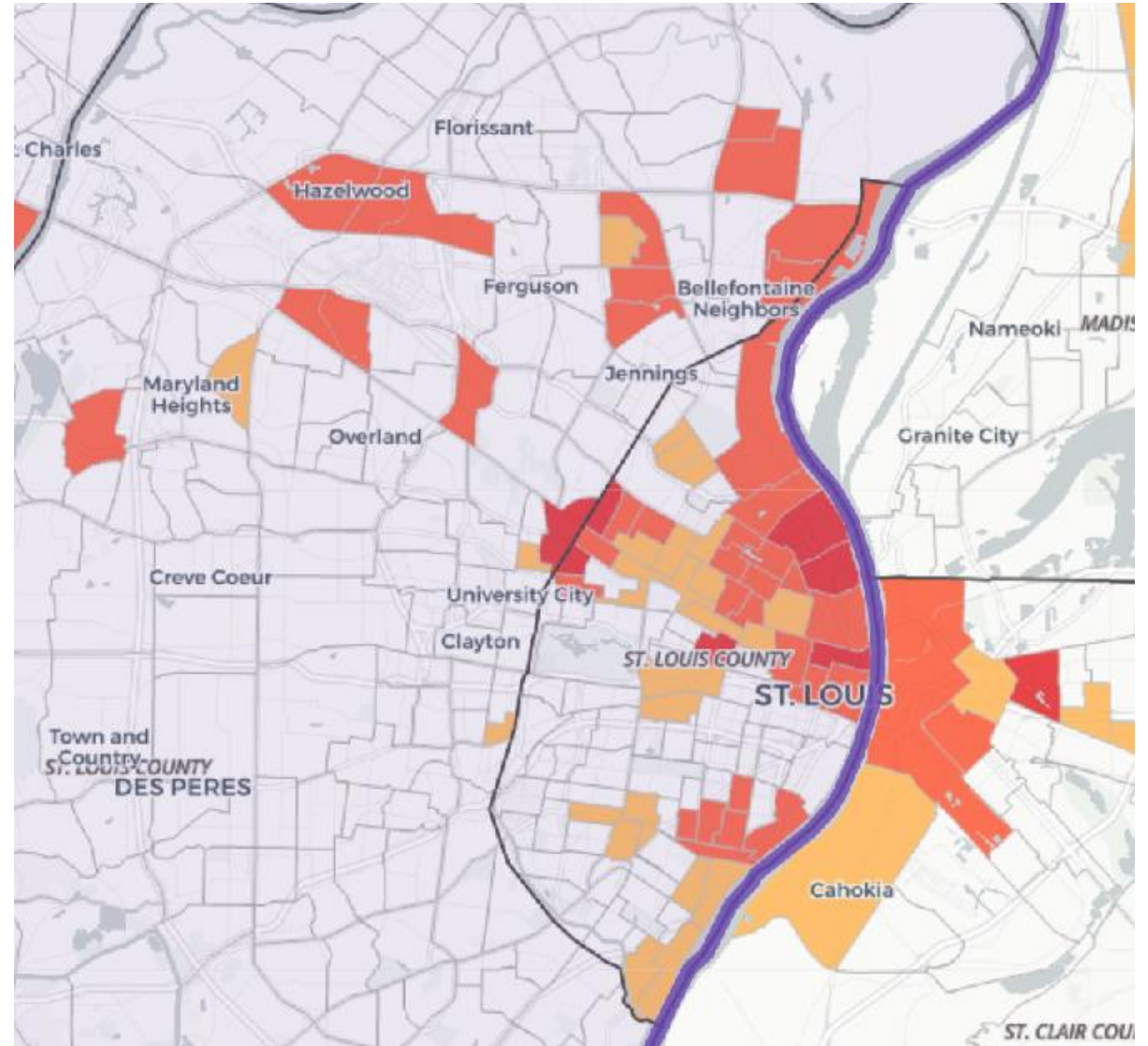
\$173M

State Children's Health
Insurance Program
(S-CHIP)

This information adapted from Counting for Dollars™, and does not include all federal program dollars.

St. Louis Region HTC

- St. Louis City
 - North City
 - South City
- St. Louis County
 - North County



Considerations

- Awareness and apathy
- Trust in government
- Competing for airtime
- Internet access

Our Activities

- **Funding**
 - MFH Census Funding
 - St. Louis Regional Census Fund
- **Government**
 - State Complete Count Committee
 - Local & Regional Complete Count Committees

Communications Campaign

Missouri Counts

- Launched October 2019
- Providing research-based, Missouri-specific materials to partners:
 - Messaging, including translations
 - Social media
 - Collateral and materials (placed-based and mail-friendly)
 - Video
- Creating advertising

Key Point

For **every adult and every child** that is not counted in the census, **our state will lose \$1,300** in federal dollars every year. When every Missourian is counted, we get **more money for roads and bridges, hospitals, and schools.** Respond to the 2020 Census. Because Missouri Counts!

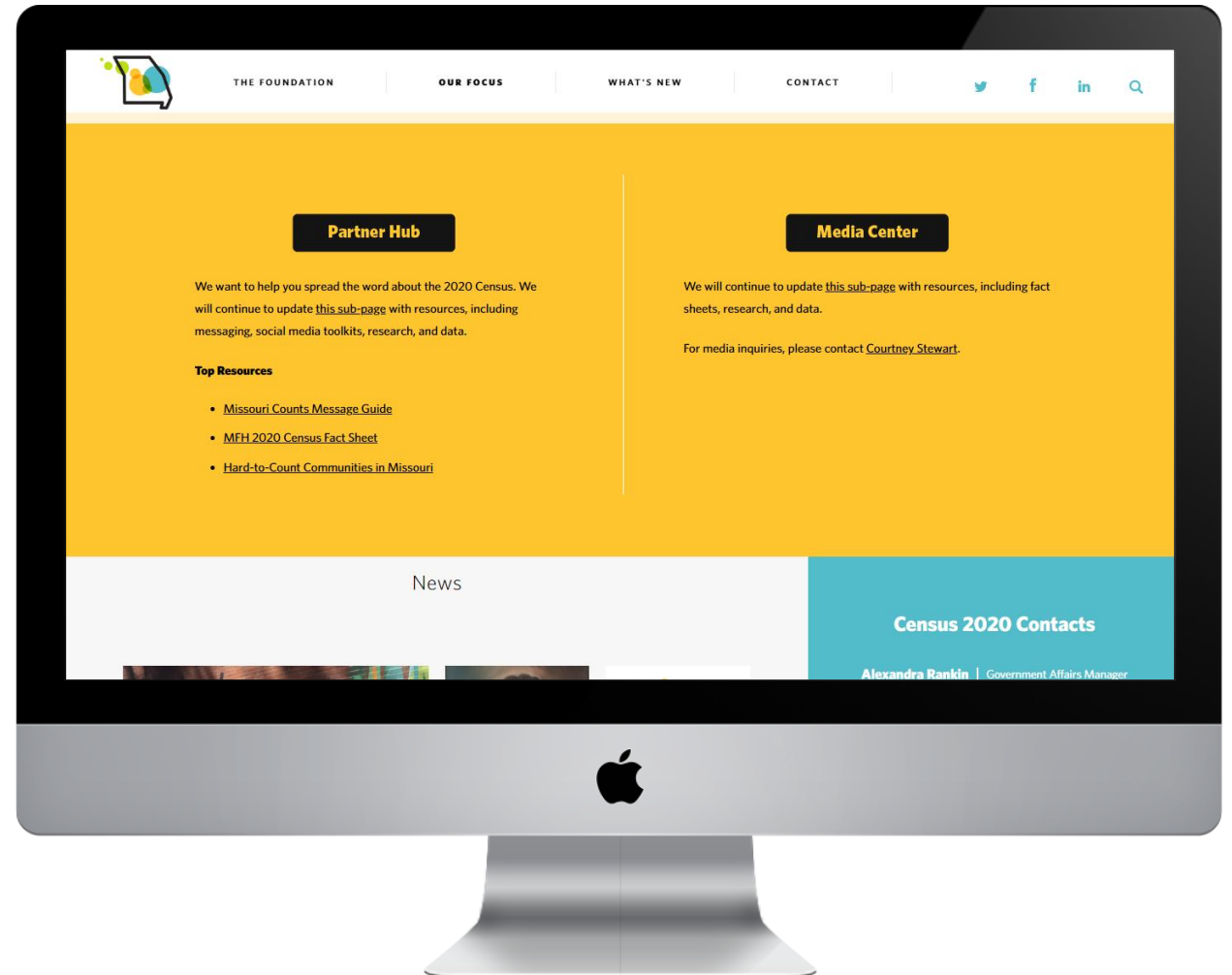
Children & Families Messaging

- Believe it or not, a lot of people forget to count the children in their home. Everyone counts, and it is important to count children of all ages, including nieces, nephews, and grandchildren. Don't forget to count your littlest ones. This includes newborns, even if they are still in the hospital.
- The census happens once every 10 years. If we don't count our young children living at home, our community will have less funding for schools, child care, and other services our children need to grow up strong.
- If your child spends time in two homes, count them where they stayed on April 1, 2020.

Resources

www.mffh.org/census

- MFH Fact Sheet
- Social Media Toolkit
- Frequently Asked Questions
- Hard-to-Count Map
- Key Milestones
- *And other data resources*



Resources

- Kids resources
 - [Count All Kids](#)
- Mapping
 - [Response Outreach Area Mapper](#)
 - [Hard to Count Map](#)
- Fiscal Analyses - [Counting for Dollars](#)
- Census Bureau [Factsheets](#)
- Guides & toolkits
 - Libraries - [Libraries and the 2020 Census](#)
 - Business - [ReadyNation - Business for the 2020 Census](#)
 - Faith - [2020 Census Faith Toolkit](#)
- [Census Counts](#)

Contact



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Learn more at: mffh.org/census