

Census 2020 Newsletter

VOLUME 2, ISSUE 4

APRIL 2020

Thanks from Soror Lorna Forde, Maryland Social Action Coordinator



In the fall, I wrote to you to implore all Maryland chapters and Sorors to be enthusiastic participants in spreading the word about the importance of ensuring that every Marylander is counted in the upcoming Census. And oh, how you stepped up! As the dynamic Delta women that you are, you grabbed immediate and firm hold of the "Census 2020: Maryland Be Counted" initiative.

We had no idea at the time that several months later, the world, our nation, our state, and our lives would be significantly changed by COVID-19. There has been devastating & tragic loss of life, the economy has taken a hit like never before and simple, every day tasks are no longer simple. I extend my heartfelt condolences & prayers to all who are impacted by the illness or death caused by this disease. In the midst of these troubling times, please do not hesitate to lean on the Sisterhood of DST. Remember that we are here for you to stand in the gap when things get tough mentally, emotionally, spiritually or financially.

In Maryland (like most of the country), social distancing, the closing of non-essential businesses, and stay-at-home orders have increasingly affected our ability to carry out planned Census awareness activities. But, you cannot stop a determined Delta woman! I want to take this opportunity to express my deepest gratitude and to give a virtual hug to every one of you for the work that you have done to make the "Census 2020: Maryland Be Counted" initiative a success. You've had to shift gears and revamp plans, within National, State and Local Government guidelines, in order to continue our focus on reaching individuals and families. Your commitment and dedication are a testimony to your passion to help others and ensure that all are counted.

In the words of Dr. Anthony Fauci, I encourage you to *"keep your foot on the accelerator"* as you continue to be *virtually* active and innovative in promoting the Census. COVID-19 has illustrated yet again that African-American communities, other communities of color, and lower income families are disproportionately affected when catastrophic events happen. It is incumbent upon us to make certain that these communities, in particular, receive the message about how critical it is to complete the Census. Continue conveying the message that first, it is easy and quick, and second, that by completing the Census, one is saying, "I am here, I matter, I deserve to be counted and my community deserves to be funded & represented." I have every faith in you, my Sorors, that by your efforts, every Marylander will indeed be counted.

Thank you for this work, a true act of Delta love. Please stay safe, and be well.

Maryland and National Census Day Virtual Campaigns


Due to the COVID-19 restrictions we had to rethink our Census 2020 planned activities on March 28th and April 1st but Chapters showed up and showed out! Whether it was a video campaign, daily Census 2020 tips, testimonials on the importance of completing the census or partnerships with complete count committees ...THANK YOU! Remember..."Keep your foot on the accelerator" and continue to stress the importance of completing the census.

 **Montgomery County (MD) Alumnae Chapter of Delta Sigma Theta Sorority, Inc.**
March 28 at 9:33 AM · 🌐


We are making sure that we reach the goal of completing the 2020 Census. It's available every 10 years to cou... See More



YOUTUBE.COM
2020 Census PSA: Census Made Simple (2:20)

 **Frederick County Alumnae Chapter of Delta Sigma Theta Sorority, Inc.**
March 28 at 4:01 PM · 🌐

Shape YOUR future Frederick County! Stay tuned to our FCACMD-DST social media fact-a-day campaign. Starting... See More



2020CENSUS.GOV
Responding by Phone | 2020 Census
The 2020 Census is happening now! You...

7 8 Shares

 **The Cambridge Alumnae Chapter of Delta Sigma Theta Sorority, Inc.**
April 3 at 11:07 PM · 🌐

Census results shape the future of communities, as census data informs how billions of dollars in federal funds are distributed for health clinics, school lunch programs, disaster recovery initiatives, and other critical programs and services for the next 10 years.

So, while you keep tabs on local response rates, encourage others in your community to respond to the 2020 Census. 2020Census.gov

Response Rates	Montgomery Self-Response	Karl Self-Response	Maryland Self-Response	Wisconsin Self-Response
45.8%	39.0%	45.8%	41.9%	
Maryland Self-Response	Caroline Self-Response	Maryland Self-Response	Queen Anne's Self-Response	Maryland Self-Response
45.8%	41.9%	45.8%	43.2%	45.8%
20.9%				

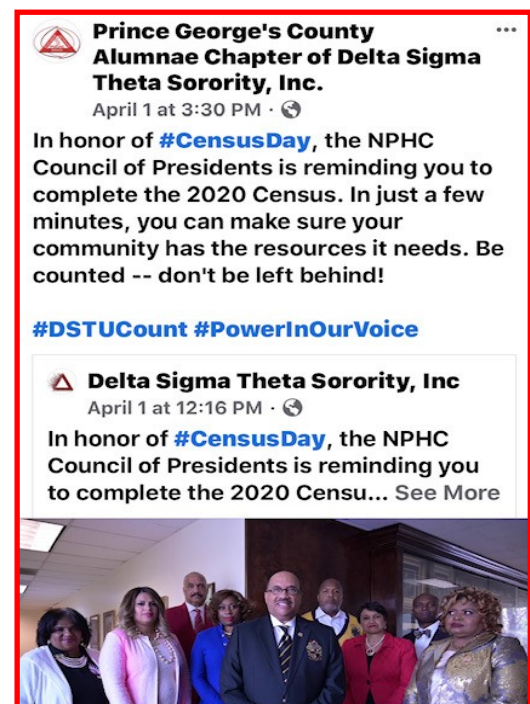
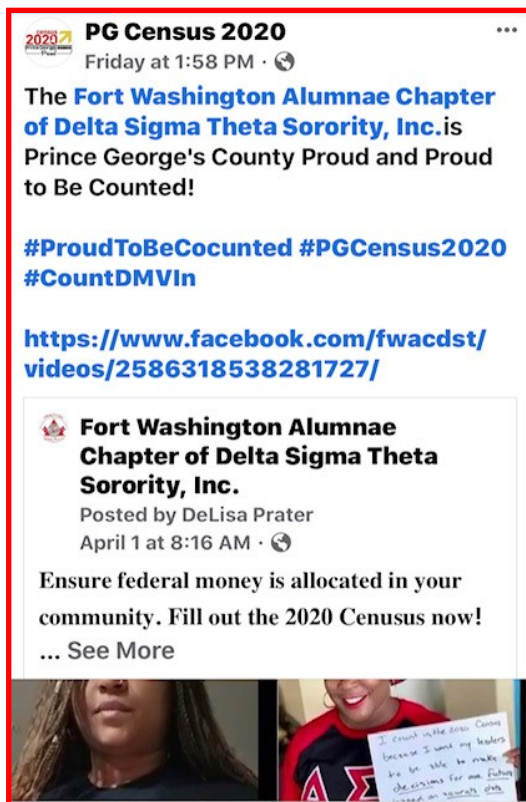
 **THE MU RHO CHAPTER OF DELTA SIGMA THETA SORORITY, INC.**
ENCOURAGES YOU TO JOIN US IN...

#COUNTOURCOMMUNITY

It is important to **#CountOurCommunity** so that our neighborhoods receive government funding for medicaid. Lack of health insurance and access to health care disproportionately affect Black and Latinx communities. If everyone is counted in the 2020 Census, we can change lives for the better.

Chantess Robinson,
Social Action Committee Chair
Fall '19 Initiate

Maryland and National Census Day Virtual Campaign cont.



Maryland and National Census Day Virtual Campaign cont.

**Baltimore Alumnae Chapter
Delta Sigma Theta Sorority, Inc.** ...
April 1 at 3:51 PM · 🌐

Happy Census Day! We are proud to partner with @USCensusBureau to encourage a complete and accurate count for the **#2020Census**. Show that you support the 2020 Census by sharing this post or making the image your profile picture. Don't forget to complete the census on line, by phone or by mail.
#CensusDay #DSTUCount #dst1913 #bacdst1922 #TheEast

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United States
Census

**Hartford Alumnae Chapter,
Delta Sigma Theta Sorority, Inc.** ...
April 1 at 1:17 PM · 🌐

It's National Census Day!!! The Hartford Alumnae Chapter of Delta Sigma Theta Sorority, Inc.'s. President shows her photo proof! Accept the **#2020CensusChallenge** and complete yours today! Share your photo to encourage others to complete the **#Census2020**! Tag us as well.
#BeCounted #CTCounts2020



**Baltimore Metropolitan Alumnae
Chapter, Delta Sigma Theta
Sorority, Inc.** ...
March 28 at 9:17 PM · 🌐

It's not too late to complete the Census!
**#BMACsaysbecounted
#MDDSTsaysbecounted**

👍❤️ 5

👍 Like 💬 Comment ➦ Share



Chapter Hashtags for *Census 2020* Activities:

#MDDSTsaysbecounted

#Census2020

Sample Census 2020 messaging to share with Pastors for Church Bulletin

The goal of the Census is to count EVERYONE living not only in Maryland, but also in this country. Funding for services, like hospitals and roads, and representation in Congress for your neighborhood, both are dependent on your responses to the Census.

To be counted, and to get your fair share of services and representation, you **must respond** to the Census questionnaire. There are THREE ways to respond: *online*, *by phone*, or *by mail*. And, your information will not be shared with **anyone**. Be sure to respond to the 2020 Census!

Link to educational video: <https://youtu.be/oXZAe8XYeNQ>

Potomac Valley Alumnae Chapter Youth Education on Census and Voting

The Potomac Valley Alumnae Chapter (PVAC) of Delta Sigma Theta, Inc, Social Action Committee planned several outreach activities targeting adults and children for the months of March and April - 2020. The focus of the events was to reinforce the necessity of registering to vote, voting and the critical need - of responding to the Census 2020 request.

We believed that it was incumbent upon us, to not only target, and urge adults to become involved with their communities, but to also teach children and young adults the importance of being involved in their civic duties - as citizens of this county, state, and the country at large. While we had to adjust our activities due to COVID-19, we were able to hold an activity with our youth before the pandemic altered our course of actions.



Census Updates and News You Can Use

Fill out your Census to ensure funding for your community

It's Our Duty to Be Counted

Emergency Services | Health Care Centers | Medicare

Emergency services rely on Census data

Many 911 emergency systems are based on maps developed for the last Census. Census information helps health providers predict the spread of diseases through communities with children or elderly people. And when disasters hit, the Census tells rescuers how many people will need their help.

Census is our civic duty

Along with voting, responding to the Census is a civic duty that we all have in common.

Census helps with genealogy research

Although individual records are held confidential for 72 years, you can request a certificate from past Censuses that can be used to establish your age, residence or relationship – information that could qualify you for a pension, establish citizenship or obtain an inheritance.

How do I know someone claiming to be from the Census isn't a scam artist?

Census Bureau enumerators will have a valid identification badge with his or her photograph, a Department of Commerce watermark, and an expiration date. If you still suspect fraud, call the Census Bureau at 800-923-8282 to speak to a representative. Don't trust caller ID – scammers can use tools to make it appear they are calling from a real Census Bureau number. Call 800-923-8282 to verify that a phone survey is legitimate.

Real Census employees won't ask for your full Social Security number, for money or donations, or for bank or credit card numbers.

FILL OUT YOUR CENSUS AT 2020CENSUS.GOV



Funding Maryland Receives for Federal Programs Affected by Census Data (per year)

Medical Assistance Program (Medicaid)	\$6,622,083,000
Medicare Suppl. Medical Insurance (Part B)	\$1,734,133,403
Very Low to Moderate Income Housing Loans	\$ 444,985,128
WIC	\$ 116,299,000
Health Care Centers	\$ 59,082,224
Low Income Home Energy Assistance	\$ 72,273,422
Social Services Block Grant	\$ 29,530,830
Federal Transit - Capital Investment Grants	\$ 18,143,219
Water and Waste Disposal Systems for Rural Communities	\$ 14,431,000
Special Programs for the Aging, Title III, Part C, Nutrition Services	\$ 11,378,627

*Data from the G.W. Institute of Public Policy

Filling out your Census form can be done in three ways

- 1. By mail:** The Census will be mailed to your home. Once received, fill out the survey and mail it back. It's that simple!
- 2. By phone:** Call 844-467-2020. You will be connected with a Census staff member (in up to 12 languages) that will guide you through the survey and record your answers. This number will be active in mid-March.
- 3. Online:** Visit 2020CENSUS.GOV and fill out the online survey for an instant count!

Questions?

Visit: Census.maryland.gov
Email: Census@maryland.gov
Phone: 410.767.4500

@mdCensus2020

Larry Hogan, Governor
 Boyd Rutherford, Lt. Governor
 Robert S. McCord, Secretary
 Sandy Schrader, Deputy Secretary

FILL OUT YOUR CENSUS AT 2020CENSUS.GOV



2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway and households across America are responding every day. In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

- Protect the health and safety of Census Bureau employees and the American public.
- Implement guidance from federal, state, and local health authorities.
- Ensure a complete and accurate count of all communities.

The table below summarizes the adjustments to operations. Should any additional adjustment become necessary, the Census Bureau will promptly publish the change in an updated document.

STATUS OF CURRENT OPERATIONS

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
Self-Response Phase (online, phone, mail)	March 12-July 31	Extended	March 12-August 14
Update Leave	March 15-April 17	Delayed	March 29-May 1
Update Enumerate	March 16-April 30	Suspended and extended	March 16-May 14
Mobile Questionnaire Assistance	March 30-July 31	Delayed	April 13-August 14
Early Nonresponse Followup (NRFU)	April 9-July 31	Delayed	May 7-August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13-July 31	Delayed	May 28-August 14
Group Quarters Enumeration	April 2-June 5	Delayed	April 16-June 19
Service-Based Enumeration	March 30-April 1	Delayed	April 29-May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9-May 4	Delayed	April 23-May 18
Deliver apportionment counts to the President	By December 31	On schedule	By December 31
Deliver redistricting counts to states	By April 1, 2021	On schedule	By April 1, 2021

Connect with us
 @uscensusbureau

For more information:
2020CENSUS.GOV

D-FS-GP-EN-017 March 21, 2020

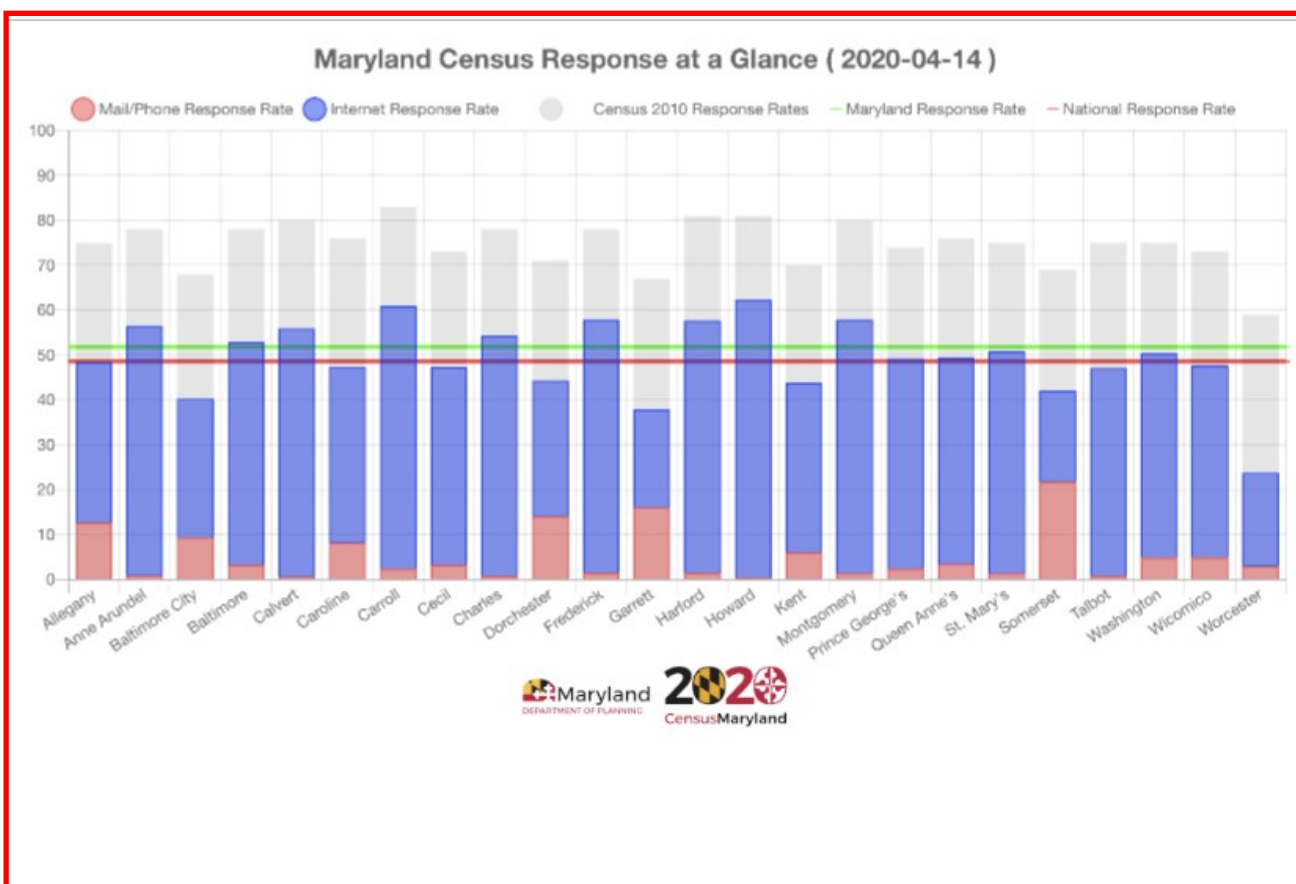
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Maryland 2020 Census Response Dashboard

One objective of the Statewide Maryland Be Counted Census Committee was to ensure that the Census response rate for Deltas would be 100%. Have you completed your Census form online, returned by mail or responded via telephone? If you have not already done so, complete your Census form today! We all count and we all will be counted.

This is the Maryland Census response as of April 14, 2020. We still have work to do! You may check the status weekly at: <https://census.maryland.gov/Pages/dashboard.aspx>



**Email Chapter Article Submissions
to
DeLisaPrater@comcast.net
and
DrCher80@gmail.com**

**Article Submission
Due Dates:**

**May 2, 2020
June 6, 2020**