

February 6, 2020

**ILLINOIS HEALTH AND HOSPITAL ASSOCIATION
MEMORANDUM**

SUBJECT: Raising Awareness About 2020 Census – How Hospitals Can Help

Every 10 years, the U.S. Census Bureau is required to count the nation's population. The 2020 census will be conducted this spring, starting April 1. IHA is working with Cook County and the state of Illinois to raise public awareness about the importance of residents completing the census for a full and accurate count.

In addition to determining the number of Congressional seats in Illinois and setting boundaries for state and local legislative districts, census results will determine *the amount of federal funding (billions of dollars)* that the state receives to support many critical needs, including *hospitals and healthcare*, social services, education and infrastructure. As the largest county in the U.S., Cook County has nearly 40% of the state's population.

ACTION REQUESTED: Provide information about the 2020 census to patients and their families and visitors through various channels, including:

- Brochures and posters in your hospitals, clinics and health centers;
- Video PSAs on your facilities' monitors and patient room TVs;
- Information in your community and staff newsletters; and
- Posts on your social media platforms (use hashtags #BeCounted or #CookCountyCensus).

Marketing and communications materials available from Cook County and the state:

- Cook County Census 2020 digital toolkit:
https://www.cookcountyil.gov/sites/default/files/census-2020-digital-toolkit-final_4.pdf
- Illinois Complete Count brochures (6 languages):
<https://www.illinoiscensus2020.com/publications/home.html>
- Two 30-second PSAs: <https://www.illinoiscensus2020.com/resources.html>

For further marketing needs in Cook County, contact: county.census@cookcountyil.gov. For more information, go to: <https://www.cookcountyil.gov/service/2020-census>

For more information from the Illinois Complete Count Commission, go to:
<https://www.illinoiscensus2020.com>